

Can I raise one point on sustainability for you to consider

To be sustainable the local tv stations will need to generate revenue

This revenue will come from a variety of sources BBC being one, advertising being another

Advertising will be made up on local and national advertising campaigns

National campaigns being those for UK wide brands normally placed by media buying specialists based in London

The percentage that national advertising will be of overall revenue will vary by local tv area but will be important and may make the difference between a sustainable local tv station and a failing one

I suggest that you consult a selection of the large media buying specialists to see what their minimum requirements in terms of research, audience measurement, buying currency and accountability are in order for them to buy airtime from local tv stations

If local tv stations are unable to provide the minimum requirements in terms of research, audience measurement, buying currency and accountability they will be unable to sell airtime to national advertisers which will increase the risk of financial failure

I think it is an area you should consider

Thanks

Sam

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