

ITV'S PROPOSALS FOR NATIONS AND REGIONS NEWS FOR A NEW CHANNEL 3 PSB LICENCE

Overview

Nations and regions news is an important part of ITV's overall contribution to public service broadcasting in the UK. In particular, the Channel 3 services provide the only competition to the BBC in nations/regions television news. ITV's nations and regions news services are of the highest quality and also popular with audiences – many millions of viewers tune in each week and our share of viewing in some areas (such as Border) exceeds the share of many of our most popular network programmes.

However, nations and regions news is expensive programming given the multiple versions of the programme produced and broadcast in the same timeslot and the perishable nature of the content. Moreover, it is not economically rational to place advertising minutage into regional news programmes versus placing it in other network programming in peak time. The result, in the more general context of the rapidly declining value of the Channel 3 licences over recent years, has been significant economic pressure on nations and regions news.

After considerable thought and research, however, we believe that we have constructed a model for news in the English regions, Border, Wales and the Channel Islands that offers a better and more sustainable service for viewers whilst also focusing delivery where it really matters.

ITV is therefore proposing to make some changes as soon as possible to the model for news in the nations and regions. ITV's proposals for change reflect ITV's own insights and research into what audiences want. In particular, ITV's viewer research around regional news has consistently highlighted (a) the importance of local focus to audiences and (b) that half hour regional news programmes do not always have sufficient local material to fill the whole main programme each evening.

The needs of the audience have been the key starting point for ITV in devising our proposed changes. However, the changes that we are now proposing to regional news have also been informed by the fact that:

- the soon to be launched Local TV services on DTT are concentrated on serving large urban areas rather than being economically sustainable in areas of lower and/or more dispersed population.
- The changes we are proposing will help to make the Channel 3 licences more economically sustainable in future.

ITV's last regional news restructuring in 2009 in effect sought to make substantial savings by concentrating resources in areas of greatest population to bring the

maximum benefit to the greatest number of people. Prior to the 2009 changes a licence area such as Border with relatively small population had enjoyed similar levels of regional news provision as licence areas with large conurbations such as Granada, Central or Yorkshire.

Accordingly, in 2009 we made some changes (for instance amalgamating Border with Tyne Tees) to create a single news region in some areas albeit with 15 minute dedicated opts within the 6pm programme. In addition, in Yorkshire, Central and Anglia shorter opts were introduced to serve viewers in sub-regions that had previously enjoyed complete early evening programmes dedicated to their sub-region¹. By contrast the services for London, Granada and Wales remained unchanged in 2009.

ITV is now proposing in most areas to revert back to more locally targeted services than those which are currently offered by ITV, albeit with some reduced minutage and more flexibility for ITV. Under the new proposal, ITV would reinstate much of the sub-regionality which existed for many years in the ITV regions. In outline, ITV would move from what are, in effect, nine services (with some sub-regional opts) to sixteen services (now including the service for the Channel Islands which ITV did not provide in 2009)² dedicated to the particular nation/region or sub-region. There would continue to be bulletins through each day and at weekends.

Under our proposals in the English regions (not including ITV Border) the regional news at 6pm on a typical weekday evening would be made up of 20 minutes of regional news and weather, with a 30 minute regional news and weather programme retained in Wales and the Channel Islands. We discuss our overall proposals for Border (which is a hybrid English/Scottish licence area) in detail below.

In the English regions (not including ITV Border) the 20 minutes of regional news and weather at 6pm would represent the element of our output that would be calculated to contribute towards meeting licence obligations³. However, we are planning a structure that preserves a half hour programme regionally presented but in which the remaining 10 minutes of material could come from outside the region. This would not necessarily be a rigid ten minutes at the end of the programme. Where the ten minutes is deployed would be decided on the day by the programme makers.

So, for instance, in the running order there may be some mixing of purely local content and content from further afield. A strong investigative consumer story made in another region might for instance run at story five in the running order and be followed by some further purely local news. The programme makers will be aiming to create a coherent whole that viewers want to watch rather than make 20 minutes of local news plus 10 minutes of 'other material'. We envisage providing 20 minutes of regulated local news programming but mixing it appropriately within a 30 minute

¹ In all areas there were variations to these sub-regional patterns depending on the news agenda and what made sense for the audience e.g. if big regional stories were of such a scale that they commanded attention across sub-regions or even regions themselves.

² In addition there will also be a sub-regional opt in Meridian South for Thames Valley.

³ We are proposing to retain news programmes through the day and at weekends but with some reductions in the minutage of the bulletins outside the 6pm flagship slot in the English regions, Border and the Channel Islands services

‘wrapper’ that includes non-regulated material from further afield. We have piloted various versions and we are sure that mixing material in the manner suggested produces the strongest consumer proposition.

We anticipate much of the ‘out of area’ material will be drawn from items that have already been commissioned for primary use elsewhere but on some occasions there may be specially commissioned material. The detailed mechanisms have yet to be laid down but we will create a system in which appropriate stories – stories that have relevance, resonance and application – can be drawn from one region for use in another.

For example, a story about a head teacher in the south preventing parents taking children on holiday in term time will have meaning elsewhere. A pub that introduced smoking machines – fake cigarettes that are non-toxic and legal – provided a core, in one of our pilots, for a piece about the reaction of publicans and customers elsewhere.

So while the out of area material will be drawn from beyond the region it will be adapted to interest a local audience.

There might of course be occasions when major local stories would occupy the whole half hour but these would be the exception rather than the rule. However, there would be no obligation for ITV to do more than an average of 20 minutes of regional news and weather in peak calculated in a similar way to the calculation of the regional news quotas are at present.

Critically, the content of each programme will be dedicated to the particular region (or sub-region) it serves and this will include even the short bulletins during the day and at weekends.

Details of our proposals for news in each area are set out in more detail in the Annexes to this note with a detailed discussion of the overall proposals in Border below. In terms of the flagship peak time regional news programme on a typical week night the proposal would involve the delivery of the following (as the core part of the 30 minute 6pm programme):

- ITV West and Westcountry: separate 20 minute regional news offerings for each of the two licence areas
- ITV Tyne Tees: separate 20 minute regional news offering for the licence area
- ITV Yorkshire: separate 20 minute Calendar branded regional news offerings for each of the north and south sub-regions
- ITV Central: separate 20 minute regional news offerings for each of the east and west sub-regions.
- ITV Anglia: separate 20 minute regional news offerings for each of the east and west sub-regions
- ITV Meridian: separate 20 minute regional news offerings for each of Meridian East and South with a sub-opt from Meridian South for Thames Valley News -- for viewers around Oxford, Reading and the M4 corridor.

- ITV Granada: single 20 minute regional news offering serving the Granada licence area – an area most likely to be well served by local TV.
- ITV London: single 20 minute regional news offering serving London – an area most likely to be well served with local TV.
- ITV Wales: we propose to retain the current news and non-news minutage.
- ITV Channel: We propose to retain a full 30 minute peak time weekday programme for the Channel Islands⁴.
- ITV Border. We discuss the proposals for Border in detail below.

ITV believes that there are compelling reasons to think that the proposal for nations and regions news is the right one for a sustainable service in future. In particular the proposal:

- Increases the local focus of programmes in the majority of licence areas: The majority of regions will in future (even at lunchtime, late evening and weekends) have a sub-regional programme focus. Stories from such sub-regions are likely for the most part to have more interest and resonance for the audience⁵.
- Creates a more focussed news agenda with high proportion of hard news: In future there will be less need to fill local programmes, particularly on slow news days
- Enables ITV to provide an effective service for viewers in the devolved nations, recognizing the particular requirements of a devolution agenda.
- Preserves a responsive and experienced newsgathering machine in England, Border Scotland, The Channel Islands and Wales. This newsgathering capability is able to provide an English regions, Border, Wales and Channel Islands service as well as supporting Daybreak News and network news operations (including, indirectly, national newsgathering for Channel 4 news too).
- Supports national coverage as part of the rejuvenated online news proposition
- Maintains ITV's ability to go "pan-regional" within licence areas as stories demand it.

Moreover, critically, the proposed changes appear from research to be accepted and in most cases welcomed by the audience. In late summer 2011, ITV commissioned an extensive programme of focus group research carried out by the independent market researchers TW Research. This research confirmed widespread acceptance amongst viewers for ITV's proposals. As the research report concludes:

⁴ In order to ensure a sustainable service, and in order to bring the regional slots in the Channel Islands in line with those in ITV's other licence areas, we propose that in future the Channel TV licence should contain a combined regional quota (covering news, current affairs and other regional programming) of 3hrs 20mins in a typical week. We will discuss with Ofcom how the 3hr 20min combined total should be split between news, current affairs and non-news. Such a proposal would retain the 30 minute flagship programme at 6pm on weekdays, but would reduce minutage outside of that slot in line with the ITV plc English regions licences as set out in Annex 1 to this note.

⁵ Though there will always be areas where stories cross boundaries e.g. health or education stories where case histories from elsewhere in the licence area might illustrate the story or where there are strong regional allegiances e.g. to Yorkshire County Cricket club. This is confirmed by the findings of ITV's audience focus groups.

“The shorter main programme of twenty minutes and, in most regions, a more focused territory was considered a very popular and positive refreshment initiative in the majority of groups. In most groups what was initially first considered a cut-back was reassessed and judged a potential improvement.”⁶.

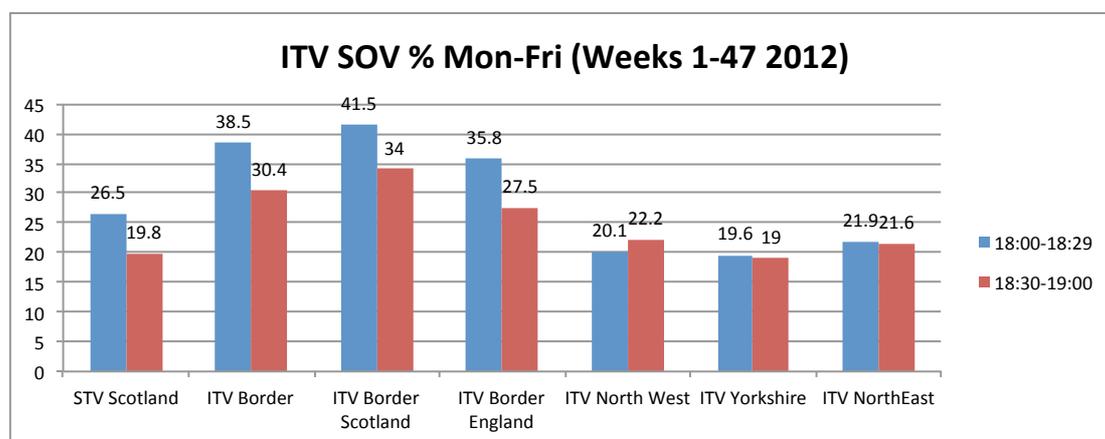
Finally, it is important to emphasise that each of the regions and sub-regions – both currently and in the future – will be appropriately staffed and resourced to deliver the services described to a high degree of quality. ITV is fortunate to have a highly talented, dedicated and flexible staff in the nations and regions who are committed to making and broadcasting programming of the highest quality. ITV is committed to investing in them and in the equipment they need to do their jobs well.

⁶ *ITV Regional news – Territories & Timing – a qualitative and deliberative research study.* TW Research, October 2011.

Provision in the ITV Border Region (which includes areas in both England and Scotland)

ITV recognizes that the provision of news programmes in the Border licence area is complicated by the fact that the licence area includes areas of England and Scotland.

Despite this complexity, ITV's existing service in Border is extremely popular on both sides of the border. As the chart of share of viewing (SOV) below shows, the **current** news service in Border Scotland (and indeed in Border England too) is more popular than the comparable service in Scotland, and indeed it gets the highest viewing share of **any** Channel 3 nations or regions news programme (higher than most network programmes). This is a great tribute to the staff who work on the programme who are both highly committed and effective.



It was against this backdrop that ITV originally proposed to provide a weeknight peak time news programme for Border (separate from that of Tyne Tees) using the same proposed model as for the English regions as discussed above – i.e. 20 minutes of Border news in the typical weeknight peak time news programme. Such a service would have been the most expensive of ITV's nations or regions news services on a per capita basis.

However, we recognize that there is a significant body of both viewer and political opinion that has made a strong case to enhance the service that is offered in the Border area (particularly in relation to Border Scotland) as part of the current licence process.

What do viewers want?

Ofcom's own market research into news provision in Border Scotland, prepared at the request of the Secretary of State in the context of the Channel 3 licence process, found that:

- The primary cause of dissatisfaction with the current Lookaround news programme was that it was felt to cover too large an area to bring an acceptable frequency or depth of local or regional news coverage deemed relevant to each location.
- In Scottish locations, there was negligible spontaneous mention of a lack of specifically Scottish news as a cause for dissatisfaction with the bulletin. Scottish participants' expectations of – and subsequent disappointment with – the bulletin tended to be concerned with provision of news about their own local area and region, not about Scottish national issues.
- When presented with a possible future scenario in which Border Scotland would be combined with the STV Central region, the research noted that *“for most the concern*

remained that the bulletin would be dominated by Edinburgh and Glasgow to the detriment of coverage of their own area, as it was currently dominated by the cities of North-East England and/or Carlisle.”

- The ITV and BBC services were seen as complements rather than substitutes, in terms of relevance, perceived quality and presentational style. In particular, the BBC’s Reporting Scotland was not expected to provide much local news because its core function was assumed to be Scottish national news provision.

Moreover, the Secretary of State’s recent letter to Ofcom in relation to the Channel 3/Channel 5 process stated that:

“under the proposals advanced by ITV plc, viewers in the south of Scotland would not receive the same level of programming about Scotland as those in the northern and central parts of the country. It is also clear from your further research that viewers in Border place particular value on news about their area. I consider both the quality and plurality news provision [sic] to be of the utmost importance and look to you to find a way forward with ITV plc which addresses these concerns”

In the light of the opinions of viewers, the Secretary of State’s letter and further discussions with Ofcom, ITV has considered the potential options for extending provision for the Border area beyond the proposal we have made for the rest of the English regions. It is important to make clear at the outset that the enhancements to the Border service that we outline below would drive material additional cost for ITV, in circumstances in which we do not have visibility over upcoming Ofcom decisions around Administered Incentive Pricing (AIP) for DTT or the review of financial terms for the new Channel 3 licences. If either of these processes result in requirements for ITV to make additional cash payments for spectrum or for the licences, they will simply undermine ITV’s ability to fund PSB content, particularly regional news.

Proportionality

In considering the options for Border, clearly Ofcom must have regard, consistent with its statutory duties and its own publicly stated regulatory principles, to considerations of proportionality in any solution which is arrived at to enhance coverage in Border.

Proportionality is important because it ensures that regulatory intervention does not skew outcomes to such an extent that there are unintended consequences or gross inequalities in provision between one group and another such that the outcomes are manifestly unfair and unreasonable. This is a particular issue when considering super serving one group above another.

In this context it is important to highlight that Border Scotland is a very small area of the UK. As the table below illustrates it has around 5% of the population and households of the STV Scotland licensed areas and clearly the revenue associated with this area (and indeed Border generally) reflects the small size of the region⁷.

⁷ By way of further example, there are 59 Westminster MPs in Scotland, 3 of whom are in Border Scotland. There are 129 MSPs in total – 11 for areas wholly or partly in Border Scotland and 118 for the rest of Scotland.

Universes - Taken from June 2011 BARB Establishment Survey
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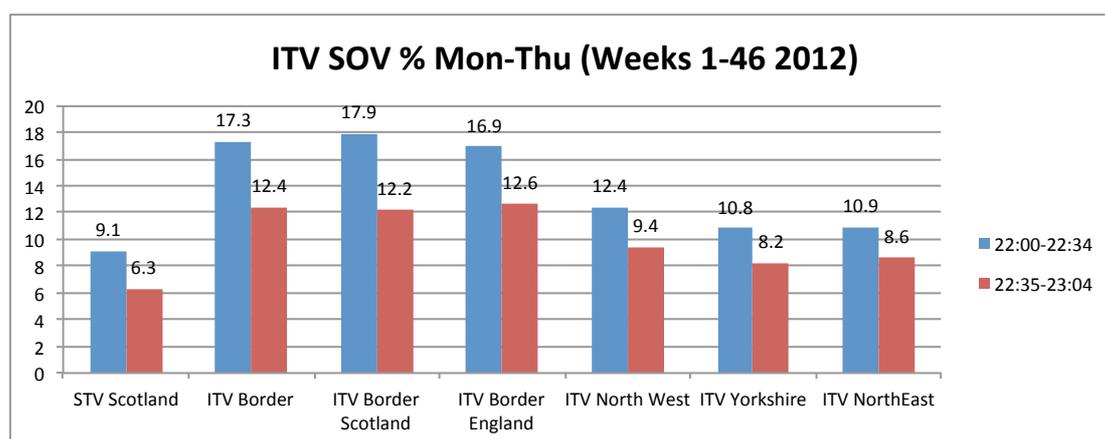
	STV North Scotland	STV Central Scotland	STV	ITV Border	BBC Scotland	ITV Border Scotland	ITV Border England
Households	559	1,646	2,205	278	2,320	115	163
Individuals	1,185	3,568	4,753	614	5,010	257	357

Moreover, as the above share of viewing chart demonstrates, the Border audience is already well served through the current regional news service offered by ITV. Border would therefore continue to be well-served under our initial proposal for a separate news service for Border consistent with the pattern we have proposed for the English regions. This is perhaps unsurprising given that on a per capita basis, we currently and would in future spend far more on regional news per head of population in Border than we do anywhere else.

Simulcasting Scotland Tonight in Border

When considering possible options to enhance the service in Border we began by considering the possibility of approaching STV to seek to licence their Scotland Tonight programme for broadcast in Border Scotland each night at 10.35, a possibility that has been canvassed in some quarters. However:

- It is clear from Ofcom’s research that viewers in Border do not regard a programme agenda dominated by the Central Belt of Scotland (or the north east of England for that matter) as an attractive one; and
- The actual viewing figures **in Scotland** of the *Scotland Tonight* programme at 10.35pm (see below) show that it is drawing a relatively small audience share in Scotland. By contrast, the network programmes running at the same time as *Scotland Tonight* in Border Scotland attract around twice the audience share. In our view audiences in Border will expect to have a attractive and focused alternative if they are to have delayed access to any network programming on a week night.



Against this backdrop therefore it did not seem to ITV to be in the interests of viewers to consider options which involved retransmitting STV programming. This is not a decision driven to any significant extent by revenue considerations since there is little or no advertising minutage in the relevant clock hour.

Proposal for a bold and distinctive a new current affairs and political programme in Border

Overview

ITV is proposing to develop a new, distinctive current affairs proposition for the whole Border region that would deliver engaging current affairs of particular interest to viewers in the licence area. The programmes would cover a broad range of current affairs and political issues embracing the diversity of the region. The programmes would reflect the different political, educational and legal systems on both sides of the Scotland-England border. They would look at issues that affect people in all parts of the region and also at matters that are of particular interest on just one side of the border or the other.

Focus on Scotland

The programming would have a particular brief to ensure that viewers in southern Scotland have access to coverage of Scottish politics and information about how it affects their lives. Elected representatives from southern Scotland and in particular MPs and MSPs would be interviewed about a range of current issues. The coverage would come from both within the region and from Holyrood. Our coverage of Scottish politics would cover events with Border Scotland viewers at the heart of our thinking and would be rooted in the experiences and lives of people living in the Border region. The programming would not view Scottish matters through a 'Central Belt' prism but rather from the perspective of people living in southern Scotland.

Flexibility to address the key issues

Our output over the coming years would adapt to changing circumstances. Regular weekly programming would be the norm but on occasions we may schedule special programmes to address big events such as the independence referendum or Scottish general elections. Particular programme names or approaches may change over time but below we set out a description of the programme we envisage launching following the conclusion of Ofcom's consultation.

'Border -- This week'

Our proposal would be to broadcast a new half hour, weekly, current affairs and politics programme. In a typical week we would expect two thirds to three quarters of the content of each programme to be focused on southern Scotland. The idea is that the programme would bring current affairs and political issues to the audience in a way which will be as relevant as possible to them and which will reflect the political debate in Scotland in particular. The programme (possible working titles include '*Border - This Week*') would run at 10.35pm on one weeknight each week (for 40 weeks per year) across the whole of Border and could be repeated each week on a Sunday morning. The programmes would be available beyond the normal 7-day catch-up window on the Border News website.

The programme would be fronted by a well qualified presenter. The new presenter is likely to be a newly appointed ITV Border Political Editor who would be active in Holyrood and who (as well as presenting the weekly current affairs programme) will also appear frequently in Lookaround, Border's well watched flagship news programme.

The current affairs programme would focus on the stories, issues and concerns of those in southern Scotland in particular. From time to time the programme would provide the perfect forum for debate formats which could occasionally come from Holyrood (particularly in the run up to the referendum). The idea is that it would provide plurality to the BBC **as well**

as offering something distinctive from their central belt dominated Scottish programming (important given the significance that audiences attach to programming from and about Border). The weekly current affairs would be cross promoted from the new more focussed regional news programme *Lookaround*.

The programme would be well resourced and would be a high quality addition to the ITV schedule in Border. The result is that viewers in Scotland will be well informed on Scottish politics as it affects them.

Restoring a full half hour evening news programme for Border

In addition to enhancing our political/current affairs coverage in Border as described above we also accept the strength of the case that has been made for a return, in substance, to the pre-2009 half hour early peak time weekday *Lookaround* programme for Border. This is something that ITV would be prepared to offer. This would involve extending the duration of the main Border *Lookaround* news programme to match the other nations main evening peak news services (i.e. 30 minutes per weekday evening in a typical week). This would deliver an additional 50 minutes of peak time news coverage for Border each week compared to the proposal for the English regions.

To be clear therefore, under this option viewers would see a 30 minute edition of *Lookaround* focussed on Border from Monday to Friday most weeks of the year. The 30 minute programme would be supported by strong newsgathering on both sides of the Border and the newly recruited Political Editor in Holyrood. The running order and the amount of time allocated to specific stories would be driven by news events and the interests of our viewers, but it would be reasonable to assume that on a typical night at least 10 minutes of the 30 would come from Scotland, reflecting the rough population breakdown of Border. The programme would have a remit to cover political stories of relevance to the Border Scotland audience and the team would do that both on the ground within the region and by covering political developments in Edinburgh. The substantial increase in news minutage would significantly increase the coverage of Scottish politics (particularly following the appointment of a Border political editor as described above).

The substantial additional news minutage that would be required here will drive significant additional cost for Border. Quite apart from the direct cost (reporters etc) it will also be necessary to create a new regional bureau in the Border Scotland area, as well as enhancing senior editorial and technical support. The combination of the additional news minutage and the new current affairs and political programme for Border would take the overall costs of the service in Border (either per head or in absolute terms) to the edge of what can be thought of as being proportionate or affordable given the broader licence economics. However, we recognise that the circumstances in Border are unique as is the strength of feeling on the issue of news provision.

ANNEX 1:

Region by Region details of changes proposed to ITV nations and regions news^{8 9}

⁸ No change is proposed to the current service delivery in Wales so there is no entry for Wales below..

⁹ The “current” news minutage figures in this Annex are the figures delivered under the current licences in a typical week which when calculated across the year and, once allowances are made for Christmas and Bank Holidays and the currently agreed dispensations for pan-regional coverage, deliver the minutage required by the licences.

The “proposed” news minutage figures in this Annex also represent figures for a typical week under our proposals. In order to translate these into licence conditions, appropriate adjustments will need to be made to reflect the existing approach in the licences relating to Christmas and Bank holidays and the dispensations for pan-regional coverage.

The proposed minutage for the early evening bulletin includes regional weather. Outside of the early evening bulletins, ITV intends to carry regional weather, but this is not proposed to form part of the licence obligation.

ITV ANGLIA WEST & EAST



ANGLIA EAST

How the Changes to Regional News Will Work: A Typical Week

Current		Proposed	
Lunchtime News	6'30" All Anglia	Lunchtime News	3'00" Anglia East focus
Early Evening	6'00" Anglia East focus	Early Evening	20'00" Anglia East focus
	24'00" All Anglia		
Late News	8'00" Anglia East focus	Late News	5'00" Anglia East focus
Saturday	10'00" All Anglia	Saturday	5'00" Anglia East focus
Sunday	10'00" All Anglia	Sunday	5'00" Anglia East focus

Current Weekly Total News Minutes		Proposed Weekly Total News Minutes	
Total Anglia	4hrs 02mins 30secs	Total Anglia East	2hrs 30mins
All Anglia	2hrs 52mins 30secs	All Anglia	0hrs 00mins
Anglia East focus	1hr 10mins	Anglia East focus	2hrs 30mins

EXPLANATION OF THE PROPOSED ANGLIA EAST SUB-REGION

- Under these proposals there is a significant increase in news minutes devoted mainly to the sub-region
- Currently the majority of ITV's regional news output in the Anglia region covers the *whole* of the region stretching from the borders with south Yorkshire and the east Midlands to the North Sea Coast and the Thames estuary
- Under these proposals *all* ITV news in Anglia will be sub-regionalised
- News broadcast to Anglia East will be predominantly about events and issues in that part of the region though there will be some reduction in minutage overall.
- Some big stories and coverage of major issues that apply through out the whole region would still be included e.g. stories about health service reforms, schools reorganisation, coverage of significant events and incidents
- On any given night, the Anglia East or West sub-regional programme would be recorded shortly before transmission. The ability to be pan-regional for all or part of the programme always allows us to be live if the editorial needs of the programme demand it, for instance in the case of an unfolding event.
- In rare and exceptional cases a whole programme might be shared across the whole of the region when the topics being covered are relevant everywhere e.g. reporting the impact of bad weather as in the winters of 2010 and 2011 or the outcome of major trials

ANGLIA WEST

How the Changes to Regional News Will Work: A Typical Week

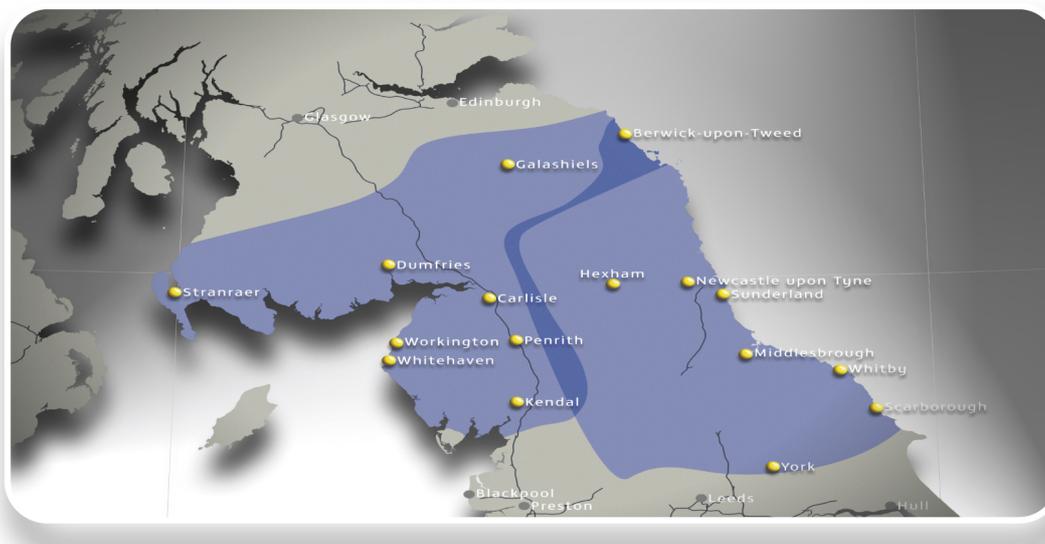
Current		Proposed	
Lunchtime News	6'30" All Anglia	Lunchtime News	<i>3'00" Anglia West focus</i>
Early Evening	<i>6'00" Anglia West focus</i>	Early Evening	<i>20'00" Anglia West focus</i>
	24'00" All Anglia		
Late News	<i>8'00" Anglia West focus</i>	Late News	<i>5'00" Anglia West focus</i>
Saturday	10'00" All Anglia	Saturday	<i>5'00" Anglia West focus</i>
Sunday	10'00" All Anglia	Sunday	<i>5'00" Anglia West focus</i>

Current Weekly Total News Minutes		Proposed Weekly Total News Minutes	
Total Anglia	4hrs 02mins 30secs	Total Anglia West	2hrs 30mins
All Anglia	2hrs 52mins 30secs	All Anglia	0hrs 00mins
<i>Anglia West focus</i>	<i>1hr 10mins</i>	<i>Anglia West focus</i>	<i>2hrs 30mins</i>

EXPLANATION OF THE PROPOSED ANGLIA WEST SUB-REGION

- Under these proposals there is a significant increase in news minutes devoted mainly to the sub-region
- Currently the majority of ITV's regional news output in the Anglia region covers the *whole* of the regions stretching from the borders with south Yorkshire and the east Midlands to the North Sea Coast and the Thames estuary
- Under these proposals *all* ITV news in Anglia will be sub-regionalised
- News broadcast to Anglia West will be predominantly about events and issues in that part of the region though there will be some reduction in minutage overall.
- Some big stories and coverage of major issues that apply through out the whole region would still be included e.g. stories about health service reforms, schools reorganisation, coverage of significant events and incidents
- In rare and exceptional cases a whole programme might be shared across the whole of the region when the topics being covered are relevant everywhere e.g. reporting the impact of bad weather as in the winters of 2010 and 2011 or the outcome of major trials

ITV BORDER & TYNE TEES



ITV TYNE TEES

How the Changes to Regional News Will Work: A Typical Week

Current		Proposed	
Lunchtime News	6'30" ITV Border/Tyne Tees combined	Lunchtime News	3'00" ITV Tyne Tees focus
Early Evening	15'00" ITV Tyne Tees focus	Early Evening	20'00" ITV Tyne Tees focus
	15'00" ITV Border/Tyne Tees combined		
Late News	8'00" ITV Tyne Tees focus	Late News	5'00" ITV Tyne Tees focus
Saturday	10'00" ITV Border/Tyne combined	Saturday	5'00" ITV Tyne Tees focus
Sunday	10'00" ITV Border/Tyne Tees combined	Sunday	5'00" ITV Tyne Tees focus

Current Weekly Total News Minutes		Proposed Weekly Total News Minutes	
Total ITV Border/Tyne Tees	4hrs 02mins 30secs	Total ITV Tyne Tees	2hrs 30mins
All ITV Border/Tyne Tees	2hrs 07mins 30secs	All ITV Border/Tyne Tees	0hrs 00mins
ITV Tyne Tees Focus	1hr 55mins	ITV Tyne Tees Focus	2hrs 30mins

EXPLANATION OF THE PROPOSED ITV TYNE TEES REGION

- Although total news minutage is reduced *there is a significant increase in news minutes devoted mainly to the Tyne Tees region*
- Currently the majority of ITV's regional news output in the ITV Border & Tyne Tees regions is delivered to the two regions combined. Geographically they stretch from the Irish Sea to the North Sea, from southern Scotland into North Yorkshire.
- Under these proposals *all* ITV news in ITV Tyne Tees will be fully regionalised
- News broadcast to ITV Tyne Tees will be about events and issues in that part of the region though there will be some reduction in minutage overall.
- Occasionally very significant individual stories with particular resonance across Tyne Tees and Border would be included in both services where appropriate but only where there was a compelling editorial case.
- On any given night either the Border or Tyne Tees sub-regional programme would be recorded shortly before transmission with the other one coming live -- the choice being made on the basis of the editorial agenda. In exceptional circumstances it would always be possible for a combined Border/Tyne Tees programme to come live for all or part of the programme if the editorial needs of the programme (or exceptional technical circumstances) demanded it.

ITV BORDER
How the Changes to Regional News Will Work:
A Typical Week

Current		Proposed	
Lunchtime News	6'30" ITV Border/Tyne Tees combined	Lunchtime News	<i>3'00"ITV Border focus</i>
Early Evening	<i>15'00" ITV Border focus</i>	Early Evening	<i>30'00" ITV Border focus</i>
	15'00" ITV Border/Tyne Tees combined		
Late News	<i>8'00" ITV Border focus</i>	Late News	<i>5'00" ITV Border focus</i>
Saturday	10'00" ITV Border/Tyne combined	Saturday	<i>5'00" ITV Border focus</i>
Sunday	10'00" ITV Border/Tyne Tees combined	Sunday	<i>5'00" ITV Border focus</i>

Current Weekly Total News Minutes		Proposed Weekly Total News Minutes	
Total ITV Border/Tyne Tees	4hrs 02mins 30secs	Total ITV Border	3hrs 20mins
All ITV Border/Tyne Tees	2hrs 07mins 30secs	All ITV Border	0hrs 00mins
<i>ITV Border Focus</i>	<i>1hr 55mins</i>	<i>ITV Border Focus</i>	<i>3hrs 20mins</i>

ITV BORDER REGION

- Currently the majority of ITV's regional news output in the ITV Border & Tyne Tees regions is delivered to the two regions combined. Geographically they stretch from the Irish Sea to the North Sea, from southern Scotland into North Yorkshire. **ITV is clear that in future all regional ITV news programmes in ITV Border will be regionalized for Border.**
- We initially proposed to create a separate programme for Border of the same duration as the other English regions (i.e. 20 minutes). However, we accept the strength of the case that has been made (in a region which straddles both England and Scotland) for a return, in substance, to the pre-2009 half hour early peak time weekday Lookaround programme for Border.
- A full half hour weekday programme would involve matching the duration of the main Border *Lookaround* peak time news programme with the other nations main news services (i.e. 30 minutes per weekday evening in a typical week). This would deliver an additional 50 minutes of peak time news coverage for Border

each week compared to the proposal for the English regions, though there would be a small reduction in overall off peak minutage compared to the current combined Border/Tyne Tees programme.

- Viewers would see a 30 minute edition of *Lookaround* focussed on Border from Monday to Friday most weeks of the year. The 30 minute programme would be supported by strong newsgathering on both sides of the Border and the newly recruited Political Editor in Holyrood. The running order and the amount of time allocated to specific stories would be driven by news events and the interests of our viewers, but it would be reasonable to assume that on a typical night at least 10 minutes of the 30 would come from Scotland, reflecting the rough population breakdown of Border. The programme would have a remit to cover political stories of relevance to the Border Scotland audience and the team would do that both on the ground within the region and by covering political developments in Edinburgh. The substantial increase in news minutage would significantly increase the coverage of Scottish politics (particularly following the appointment of a Border political editor as described above).
- News broadcast to ITV Border will be predominantly about events and issues in Border.
- Occasionally very significant individual stories with particular resonance across Tyne Tees and Border would be included in both services where appropriate but only where there was a compelling editorial case.
- On any given night either the Border or Tyne Tees sub-regional programme would be recorded shortly before transmission with the other one coming live -- the choice being made on the basis of the editorial agenda. In exceptional circumstances it would always be possible for a combined Border/Tyne Tees programme to come live for all or part of the programme if the editorial needs of the programme (or exceptional technical circumstances) demanded it.

ITV CALENDAR NORTH & SOUTH



CALENDAR NORTH

How the Changes to Regional News Will Work: A Typical Week

Current		Proposed	
Lunchtime News	6'30" All Calendar	Lunchtime News	3'00" Calendar North focus
Early Evening	6'00" Calendar North focus	Early Evening	20'00" Calendar North focus
	24'00" All Calendar		
Late News	8'00" Calendar North focus	Late News	5'00" Calendar North focus
Saturday	10'00" All Calendar	Saturday	5'00" Calendar North focus
Sunday	10'00" All Calendar	Sunday	5'00" Calendar North focus

Current Weekly Total News Minutes		Proposed Weekly Total News Minutes	
Total Calendar	4hrs 02mins 30secs	Total Calendar North	2hrs 30mins
All Calendar	2hrs 52mins 30secs	All Calendar	0hrs 00mins
Calendar North focus	1hr 10mins	Calendar North	2hrs 30mins

EXPLANATION OF THE PROPOSED CALENDAR NORTH SUB-REGION

- Under these proposals there is a significant increase in news minutes devoted mainly to the sub-region
- Currently the majority of ITV's regional news output in the Calendar region covers the *whole* of the regions stretching Spalding to Whitby and Skipton to Skegness
- Under these proposals *all* ITV news in Calendar North will be sub-regionalised
- News broadcast to Calendar North will be predominantly about events and issues in that part of the region though there will be some reduction in minutage overall.
- Some big stories and coverage of major issues that apply through out the whole region would still be included e.g. stories about health service reforms, schools reorganisation, coverage of significant events and incidents
- We believe that in Yorkshire more stories would be shared across the sub-regions than say between West and Westcountry. This is partly because of a shared history, common identity and transport links and is reflected clearly in viewer research.
- On any given night the Calendar North or South sub-regional programme would be recorded shortly before transmission. The ability to be pan-regional for all or part of the programme always allows us to be live if the editorial needs of the programme demand it, for instance in the case of an unfolding incident.
- On some occasions a whole programme might be shared across the whole of the region when the topics being covered are relevant everywhere e.g. reporting the impact of bad weather as in the winters of 2010 and 2011 or the outcome of major trials

CALENDAR SOUTH

How the Changes to Regional News Will Work: A Typical Week

Current		Proposed	
Lunchtime News	6'30" All Calendar	Lunchtime News	<i>3'00" Calendar South focus</i>
Early Evening	<i>6'00" Calendar South focus</i>	Early Evening	<i>20'00" Calendar South focus</i>
	24'00" All Calendar		
Late News	<i>8'00" Calendar South focus</i>	Late News	<i>5'00" Calendar South focus</i>
Saturday	10'00" All Calendar	Saturday	<i>5'00" Calendar South focus</i>
Sunday	10'00" All Calendar	Sunday	<i>5'00" Calendar South focus</i>

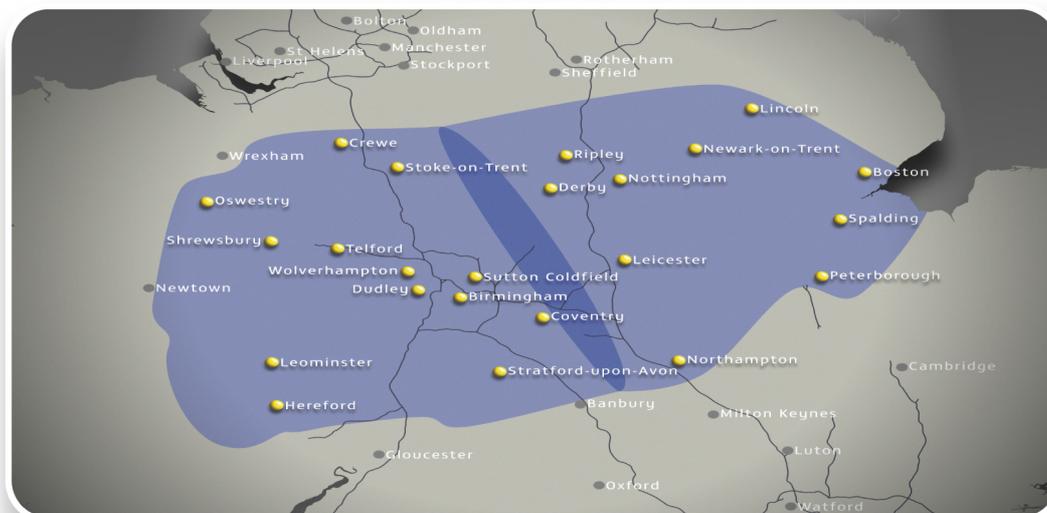
Current Weekly Total News Minutes		Proposed Weekly Total News Minutes	
Total Calendar	4hrs 02mins 30secs	Total Calendar South	2hrs 30mins
All Calendar	2hrs 52mins 30secs	All Calendar	0hrs 00mins
<i>Calendar South focus</i>	<i>1hr 10mins</i>	<i>Calendar South focus</i>	<i>2hrs 30mins</i>

EXPLANATION OF THE PROPOSED CALENDAR SOUTH SUB-REGION

- Under these proposals there is a significant increase in news minutes devoted mainly to the sub-region
- Currently the majority of ITV's regional news output in the Calendar region covers the *whole* of the region stretching from Spalding to Whitby and Skipton to Skegness
- Under these proposals *all* ITV news in Calendar South will be sub-regionalised though there will be some reduction in minutage overall.
- News broadcast to Calendar South will be predominantly about events and issues in that part of the region
- Some big stories and coverage of major issues that apply through out the whole region would still be included e.g. stories about health service reforms, schools reorganisation, coverage of significant events and incidents

- In the Calendar South sub-region which includes not only parts of Yorkshire but also of Lincolnshire, Norfolk and North Nottinghamshire, residents in and around Hull (our research says) would feel uncomfortable if too firmly distanced from the big centres of population around Leeds and Bradford. It is therefore likely that whilst Calendar North could be predominantly about the north sub-region, the calendar south programme would probably contain a high proportion of material from the north
- In rare and exceptional cases a whole programme might be shared across the whole of the region when the topics being covered are relevant everywhere e.g. reporting the impact of bad weather as in the winters of 2010 and 2011 or the outcome of major trials

ITV CENTRAL WEST & EAST



ITV CENTRAL EAST How the Changes to Regional News Will Work: A Typical Week

Current		Proposed	
Lunchtime News	6'30" All Central	Lunchtime News	3'00" Central East focus
Early Evening	6'00" Central East focus 24'00" All Central	Early Evening	20'00" Central East focus
Late News	8'00" Central East focus	Late News	5'00" Central East focus
Saturday	10'00" All Central	Saturday	5'00" Central East focus
Sunday	10'00" All Central	Sunday	5'00" Central East focus

Current Weekly Total News Minutes		Proposed Weekly Total News Minutes	
Total Central	4hrs 02mins 30secs	Total Central East	2hrs 30mins
All Central	2hrs 52mins 30secs	All Central	0hrs 00mins
Central East focus	1hr 10mins	Central East focus	2hrs 30mins

ITV CENTRAL EAST SUB-REGION

- Under these proposals *there is a significant increase in news minutes devoted mainly to the sub-region*
- Currently the majority of ITV's regional news output in the Central region covers the *whole* of the region stretching from South Yorkshire and Lincolnshire across to the Peak District and from Hereford & Worcestershire to Northamptonshire. Under these proposals *all* ITV news in Central will be sub-regionalised
- News broadcast to Central East will be predominantly about events and issues in that part of the region though there will be some reduction in minutage overall.
- Some big stories and coverage of major issues that apply throughout the whole region would still be included e.g. stories about health service reforms, schools reorganisation, coverage of significant events and incidents
- On any given night the Central East or West sub-regional programme would be recorded shortly before transmission. The ability to be pan-regional for all or part of the programme always allows us to be live if the editorial needs of the programme demand it, for instance in the case of an unfolding incident
- There is likely to be more news shared across the Central region than elsewhere because of the common history, fairly short travel times and good communication links across the Midlands
- In rare and exceptional circumstances a whole programme might be shared across the whole of the region when the topics being covered are relevant everywhere e.g. reporting the impact of bad weather as in the winters of 2010 and 2011 or the outcome of major trials

ITV CENTRAL WEST
How the Changes to Regional News Will Work:
A Typical Week

Current		Proposed	
Lunchtime News	6'30" All ITV Central	Lunchtime News	3'00" ITV Central West focus
Early Evening	6'00" ITV Central West focus	Early Evening	20'00" ITV Central West focus
	24'00" All Central		
Late News	8'00" ITV Central West focus	Late News	5'00" ITV Central West focus
Saturday	10'00" All Central	Saturday	5'00" Central West focus
Sunday	10'00" All Central	Sunday	5'00" Central West focus

Current Weekly Total News Minutes		Proposed Weekly Total News Minutes	
Total Central	4hrs 02mins 30secs	Total Central West	2hrs 30mins
All Central	2hrs 50mins	All Central	0hrs 00mins
Central West focus	1hr 10mins	Central West focus	2hrs 30mins

ITV CENTRAL WEST

- Under these proposals *there is a significant increase in news minutes devoted mainly to the sub-region*
- Currently the majority of ITV's regional news output in the Central region covers the *whole* of the region stretching from South Yorkshire and Lincolnshire across to the Peak District and from Hereford & Worcestershire to Northamptonshire. Under these proposals *all* ITV news in Central will be sub-regionalised
- News broadcast to Central West will be predominantly about events and issues in that part of the region though there will be some reduction in minutage overall.
- Some big stories and coverage of major issues that apply through out the whole region would still be included e.g. stories about health service reforms, schools reorganisation, coverage of significant events and incidents.
- There is likely to be more news shared across the Central region than elsewhere because of the common history, fairly short travel times and good communication links across the Midlands
- In rare and exceptional cases a whole programme might be shared across the whole of the region when the topics being covered are relevant everywhere e.g.



reporting the impact of bad weather as in the winters of 2010 and 2011 or the outcome of major trials

ITV GRANADA



GRANADA

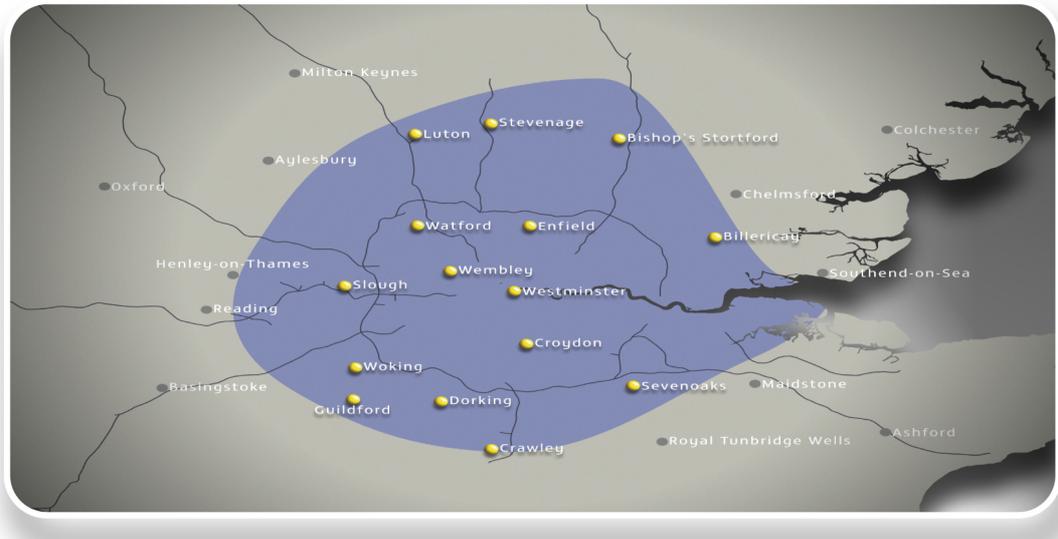
How the Changes to Regional News Will Work: A Typical Week

Current		Proposed	
Lunchtime News	6'30" All Granada	Lunchtime News	3'00" All Granada focus
Early Evening	30'00" All Granada	Early Evening	20'00" All Granada focus
Late News	8'00" All Granada	Late News	5'00" All Granada focus
Saturday	10'00" All Granada	Saturday	5'00" All Granada focus
Sunday	10'00" All Granada	Sunday	5'00" All Granada focus

Current Weekly Total News Minutes		Proposed Weekly Total News Minutes	
Total All Granada	4hrs 02mins 30secs	Total Granada	2hrs 30mins
All Granada	4hrs 02mins 30secs	All Granada	2hrs 30mins

- We will run a minimum of 20 minutes of local news at 6pm. We would be free to run either further local content or "out of area" content in the remainder of the 30 minute programme. This 10 minutes will not be covered by formal quota. Instead, editorial decisions will be made with the audience at the heart of the programme makers' thinking.

ITV LONDON



ITV LONDON

How the Changes to Regional News Will Work: A Typical Week

Current		Proposed	
Lunchtime News	6'30" All ITV London	Lunchtime News	<i>3' 00" All ITV London</i>
Early Evening	30'00" All ITV London	Early Evening	<i>20'00" All ITV London</i>
Late News	8'00" All ITV London	Late News	<i>5'00" All ITV London</i>
Saturday	10'00" All ITV London	Saturday	<i>5'00" All ITV London</i>
Sunday	10'00" All ITV London	Sunday	<i>5'00" All ITV London</i>

Current Weekly Total News Minutes		Proposed Weekly Total News Minutes	
Total All London	4hrs 02mins 30secs	Total London	2hrs 30mins
All ITV London	4hrs 02mins 30secs	All ITV London	2hrs 30mins

ITV LONDON

- News in the capital *for* the capital is a quite different commodity from the news in other regions where there is – mostly – greater separation between the regional and national news agendas. Moreover, in London there is the prospect of a well resourced local TV operation with news at its heart.
- London shares some elements with the network news agenda as well as providing distinctive coverage of areas such as the Mayor's office and mayoral politics in the capital, policing, transport and culture.
- Under these proposals ITV London's regional news durations will reduce overall in London with the other English regions
- However, the reduced duration of *ITV London Tonight* in the early evening will not restrict the ability to cover the London agenda.

ITV MERIDIAN SOUTH & EAST



MERIDIAN EAST

How the Changes to Regional News Will Work: A Typical Week

Current		Proposed	
Lunchtime News	6'30" All Meridian	Lunchtime News	3'00" Meridian East focus
Early Evening	15'00" Meridian East Focus	Early Evening	20'00" Meridian East focus
	15'00" All Meridian		
Late News	8'00" Meridian East focus	Late News	5'00" Meridian East focus
Saturday	10'00" All Meridian	Saturday	5'00" Meridian East focus
Sunday	10'00" All Meridian	Sunday	5'00" Meridian East focus

Current Weekly Total News Minutes		Proposed Weekly Total News Minutes	
Total All Meridian	4hrs 02mins 30secs	Total Meridian East	2hrs 30mins
All Meridian	2hrs 07mins 30secs	All Meridian	0hrs 00mins
ITV Meridian East Focus	1hr 55mins	Meridian East Focus	2hrs 30mins

EXPLANATION OF THE PROPOSED MERIDIAN EAST SUB-REGION

- Under our proposals there is a significant increase in news minutes devoted mainly to the sub-region

- Currently the majority of ITV's regional news output in the Meridian East region covers the entire Meridian region – an area stretching from the south coast up into North Oxfordshire.
- Under these proposals *all* ITV news in Meridian East will be sub-regionalised though there will be some reduction in minutage overall.
- News broadcast to Meridian East will be predominantly about events and issues in that part of the region which extends from Brighton to Dover and from Sevenoaks across to Canterbury and the coast
- Some big stories and coverage of major issues that apply through out the whole region would still be included e.g. stories about health service reforms, schools reorganisation, coverage of significant events and incidents
- On any given night the Meridian East or South sub-regional programme would be recorded shortly before transmission. The ability to be pan-regional for all or part of the programme always allows us to be live if the editorial needs of the programme demands it, for instance in the case of an unfolding incident
- In rare and exceptional cases a whole programme might be shared across the whole of the region when the topics being covered are relevant everywhere e.g. reporting the impact of bad weather as in the winters of 2010 and 2011 or the outcome of major trials

MERIDIAN SOUTH

How the Changes to Regional News Will Work: A Typical Week

Current		Proposed	
Lunchtime News	6'30" All Meridian	Lunchtime News	<i>3'00" Meridian South focus</i>
Early Evening	<i>15'00" Meridian South Focus</i>	Early Evening	<i>20'00" Meridian South focus</i>
	15'00" All Meridian		
Late News	<i>8'00" Meridian South focus</i>	Late News	<i>5'00" Meridian South focus</i>
Saturday	10'00" All Meridian	Saturday	<i>5'00" Meridian South focus</i>
Sunday	10'00" All Meridian	Sunday	<i>5'00" Meridian South focus</i>

Current Weekly Total News Minutes		Proposed Weekly Total News Minutes	
Total All Meridian	4hrs 02mins 30secs	Total Meridian South	2hrs 30mins
All Meridian	2hrs 07mins 30secs	All Meridian	0hrs 00mins
<i>ITV Meridian South Focus</i>	<i>1hr 55mins</i>	<i>Meridian South Focus</i>	<i>2hrs 30mins</i>

EXPLANATION OF THE PROPOSED MERIDIAN SOUTH SUB-REGION

- Under our proposals there is a significant increase in news minutes devoted mainly to the sub-region
- Under these proposals *all* ITV news in Meridian South will be sub-regionalised though there will be some reduction in minutage overall.
- News broadcast to Meridian South will be more focused on events and issues in that part of the region which extends from Weymouth to Brighton and from the south coast to just north of Winchester.
- Some big stories and coverage of major issues that apply throughout the whole region would still be included e.g. stories about health service reforms, schools reorganisation, coverage of significant events and incidents
- In rare and exceptional cases a whole programme might be shared across the whole of the region when the topics being covered are relevant everywhere e.g. reporting the impact of bad weather as in the winters of 2010 and 2011 or the outcome of major trials

Thames Valley Opt within the Meridian South service

- In the Thames Valley we are proposing to deliver a version of Meridian Tonight that includes a highly targeted 10 minute news belt just for the Thames Valley (Oxford, Reading and a wider area).
- Accordingly, within the programme there would be a ten minute opt that contained 100% news from the Thames Valley. The remainder of the programme would be the same as the Southampton/Winchester version.
- We believe that this is the best solution in the Thames Valley for the following reasons:
 - (1) It reflects the amount of strong news available from that part of the region on an average day. On unusually strong news days we could increase the length of the opt or include further Thames Valley stories in the wider programme
 - (2) It matches but does not exceed what the BBC does in the area
 - (3) It gives viewers access to a programme presented by strong, popular and well established local presenters (Fred Dinenage and Sangeeta Bhabra) rather than having to introduce an entirely new presentation team
 - (4) There are connections between Thames Valley and the rest of the south Meridian region and we don't want to cut viewers off from access to stories from the wider sub-region
 - (5) The current programme has a strong following in the Thames Valley and whilst we think the opt will further increase the programme's appeal we want to avoid alienating viewers who like a lot of the strong content from slightly further afield

ITV WEST & WESTCOUNTRY



ITV WEST

How the Changes to Regional News Will Work: A Typical Week

	Current		Proposed
Lunchtime News	6'30" West/Westcountry combined ¹⁰	Lunchtime News	3'00" <i>ITV West focus</i>
Early Evening	15'00" <i>ITV West Focus;</i>	Early Evening	20'00" <i>ITV West focus</i>
	15'00" West/Westcountry combined		
Late News	8'00" <i>ITV West focus</i>	Late News	5'00" <i>ITV West focus</i>
Saturday	10'00" West/Westcountry	Saturday	5'00" <i>ITV West focus</i>
Sunday	10'00" West/Westcountry	Sunday	5'00" <i>ITV West focus</i>

Current Weekly Total News Minutes		Proposed Weekly Total News Minutes	
Total West/Westcountry	4hrs 02mins 30secs	Total ITV West	2hrs 30mins
All West/Westcountry	2hrs 07mins 30secs	All ITV West	0hrs 00mins
<i>ITV West Focus</i>	<i>1hr 55mins</i>	<i>ITV West Focus</i>	<i>2hrs 30mins</i>

¹⁰ This is the minimum provided for in the licence although we have been experimenting with a better, more locally focused service, providing more local focus than the minimum licence requirement.

EXPLANATION OF THE PROPOSED ITV WEST SUB-REGION

- Under these proposals there is a significant increase in news minutes devoted mainly to the sub-region
- Currently the majority of ITV's regional news output in the ITV West/Westcountry regions covers the *whole* of the region stretching from the Scilly Isles and Penzance in the west and as far north and east as Cheltenham
- Under these proposals *all* ITV news in ITV West will be sub-regionalised though there will be some reduction in minutage overall.
- News broadcast to ITV West will be predominantly about events and issues in that region
- Some big stories and coverage of major issues that apply through out the whole region would still be included e.g. stories about health service reforms, schools reorganisation, coverage of significant events and incidents
- On any given night the West or Westcountry sub-regional programme would be recorded shortly before transmission. The ability to be pan-regional for all or part of the programme always allows us to be live if the editorial needs of the programme demands it, for instance in the case of an unfolding incident
- In rare and exceptional cases a whole programme might be shared across the whole of the region when the topics being covered are relevant everywhere e.g. reporting the impact of bad weather as in the winters of 2010 and 2011 or the outcome of major trials

ITV WESTCOUNTRY

How the Changes to Regional News Will Work: A Typical Week

Current		Proposed	
Lunchtime News	6'30" West/ Westcountry combined ¹¹	Lunchtime News	3'00"ITV Westcountry focus
Early Evening	15'00" ITV Westcountry Focus;	Early Evening	20'00" ITV Westcountry focus
	15'00" West/ Westcountry combined		
Late News	8'00" ITV Westcountry focus	Late News	5'00" ITV Westcountry focus
Saturday	10'00" West/Westcountry	Saturday	5'00" ITV Westcountry focus
Sunday	10'00" West/Westcountry	Sunday	5'00" ITV Westcountry focus

Current Weekly Total News Minutes		Proposed Weekly Total News Minutes	
Total West/ Westcountry	4hrs 02mins 30secs	Total ITV Westcountry	2hrs 30mins
All West/ Westcountry	2hrs 07mins 30secs	All ITV Westcountry	0hrs 00mins
ITV Westcountry Focus	1hr 55mins	ITV Westcountry Focus	2hrs 30mins

EXPLANATION OF THE PROPOSED ITV WESTCOUNTRY SUB-REGION

- Under these proposals *there is a significant increase in news minutes devoted mainly to the sub-region*
- Currently the majority of ITV's regional news output in the ITV West/Westcountry regions covers the *whole* of the region stretching from the Scilly Isles and Penzance in the west and as far north and east as Cheltenham
- Under these proposals *all* ITV news in ITV Westcountry will be regionalised though there will be some reduction in minutage.
- News broadcast to ITV Westcountry will once again be predominantly about events and issues in that region

¹¹ This is the minimum provided for in the licence although we have been experimenting with a better, more locally focused service, providing more local focus than the minimum licence requirement.

- Some big stories and coverage of major issues that apply through out the whole region would still be included e.g. stories about health service reforms, schools reorganisation, coverage of significant events and incidents
- In rare and exceptional cases a whole programme might be shared across the whole of the region when the topics being covered are relevant everywhere e.g. reporting the impact of bad weather as in the winters of 2010 and 2011 or the outcome of major trials

ITV CHANNEL

How the Changes to Regional News Will Work: A Typical Week

Current		Proposed	
Lunchtime News	6'30" All Channel	Lunchtime News	<i>3'00" All Channel</i>
Early Evening	30'00" All Channel	Early Evening	<i>30'00" All Channel</i>
Late News	8'00" All Channel	Late News	<i>5'00" All Channel</i>
Saturday	10'00" All Channel (split between news and other programming)	Saturday	<i>5'00" All Channel (news)</i>
Sunday	10'00" All Channel (split between news and other programming)	Sunday	<i>5'00" All Channel (news)</i>

Current Weekly Total News/CAFF/Other Minutes		Proposed Weekly Total News Minutes	
Total All Channel	4hrs 02mins 30secs	Total Channel	3hrs 20mins
All Channel	4hrs 02mins 30secs	All Channel	3hrs 20mins

- In order to ensure a sustainable service and to fit with the scheduling pattern of the English regions (which provide the sustaining network feed for Channel), we propose that in future the Channel TV licence should contain a combined regional quota (covering news, current affairs and other regional programming) of 3hrs 20mins in a typical week (i.e. before any consideration of Christmas or bank holidays as per the current licence).
- We will discuss with Ofcom how the 3hr 20min combined total should be split between news, current affairs and non-news. However, crucially, such a proposal would retain the 30 minute flagship programme at 6pm on weekdays (as in Wales) covering news and activities from across the Channel Islands, but would reduce minutage outside of that slot in line with the ITV plc English regions licences.

ANNEX 2

The provision of pan-regional coverage where appropriate

Under the current Channel 3 licence arrangements ITV has the right to go ‘pan-regional’ between combined licences or between sub-regions on 10% of occasions or, roughly speaking, 25 times a year. This is important to enable proper coverage of major incidents, significant events and breaking stories that will interest, affect or impact upon the whole of a particular territory. ITV wishes to maintain this derogation in the new arrangement.

The new plan described above would adopt the same production methods. As an example, on any given evening either the Yorkshire North or Yorkshire South programme would be recorded shortly before transmission. The decision on a given day about which opt to go live and which to record will be at the discretion of the regional Head of News and/or Programme Editor and will depend upon the agenda for that day.

Overall, therefore, our proposals envisage little difference in infrastructure from current arrangements – all of the studios exist and are currently in operation for ITV’s regional news service.

The key to the success of these programmes will be the clear sense that they are rooted in each of the regions/sub-regions they serve. This familiarity and intimacy is what viewers want and value. The task of our programme editors therefore will be to ensure that each programme they are responsible for tells the stories that the editor believes will be of interest and relevance to viewers living in the relevant region/sub-region. We would expect this to be reflected in the running order/story priority, story selection, look and feel etc. Clearly these decisions must be made at a local level on a day to day basis taking account of the needs of the audience. In this context a key concern for ITV in moving to a more locally focussed approach is to ensure that the regional news services remain as distinctive and popular with audiences as possible. We believe that the re-introduction of more distinct regional news programmes with a local focus is a good way to do this.

However, this is not to say that each sub-region’s 20 minutes of news¹² will or should only bring news from that sub-region. To adopt such an approach would risk developing too local a service which in many areas ignores the work, health, shopping, educational and leisure habits of people which, unsurprisingly, do not reflect arbitrary sub-regional TV news boundaries. At its simplest, a new shopping centre, major hospital or museum opening in one part of a region may well be something of significant interest to viewers in another part of the region even if they are technically in a different TV news sub-region. Accordingly, we would envisage that different sub-regional services serving the same region would share some content in the interests of viewers.

The relationship between the sub-regions and their relevance to each other varies across the licence areas. As the audience research work highlighted, while viewers are grateful for the potential of greater focus on their specific part of the world they are equally keen not to lose sight of the bigger picture. This is especially so when a region has a single, dominating point of interest or influence or where there are clear cultural or infrastructural ties between different parts of the same region.

¹² 30 minutes in the case of Border

Yorkshire is a particularly good example. The north and south sub-regions divide somewhat arbitrarily across networks of urban conurbations and road networks that encompass Leeds, Bradford and Huddersfield in the north and – no great distance away – Sheffield and Doncaster further south. That connection, that sense of ‘one Yorkshire’, is felt very strongly across the region. When testing the proposition with a focus group in Hull participants welcomed the new sub-regional concentration but were also anxious not to be cut off, as one said, from what was going on in Leeds – whether in terms of Yorkshire Cricket Club, the airport etc.¹³

Central – another region with large urban centres – again has its own dynamic. The Birmingham – Leicester – Nottingham axis is strong and even though Hereford & Worcester in the west seem a world apart from Central’s eastern border with Lincolnshire and the Anglia region – there are clearly rural issues that will resonate with both audiences and these more rural areas are often places of leisure and (in the case of some of the Welsh border towns) culture for those in the more urban areas of Central.

By contrast, arguably the separation felt by Devon and Cornwall from Avon and Somerset is more significant. Cornwall in particular sees itself as a defined entity with little in common with Bristol, Gloucester and Taunton. In spite of that there are still issues that will unite them – shared coastlines, the rural economy and so on.

Overall therefore there is a clear justification – audience demand, in fact – for a degree of overlap between the sub-regions.

Once again, as with the split between news and features, codifying this will not necessarily lead to better programming, and the amount of shared material will clearly vary depending on the news agenda but our hypothesis is that the sharing of material between combined regions and sub-regions within single license areas is likely to be in the order of the following:

Combined Licence/ Sub-regions	Average % Shared Material
Border/Tyne Tees	Circa 10%
Yorkshire North and South	Circa 30%
Meridian Thames Valley, East & South	Circa 30% (between Meridian South and Meridian East). The Thames Valley 10 minute opt would not routinely involve shared content.
West/ Westcountry	Circa 10%
Central East and West	Circa 30%
Anglia East and West	Circa 30%

Where material is shared it will be because the programme makers believe it is relevant and interesting for the audience in the sub-region. The process will be driven by editorial considerations rather than quotas. Some stories will appear in all parts of a region because they are of interest to viewers in all parts of a region. Sometimes a story might be the lead in

¹³ Central East and Yorkshire also share quite a bit of material at the moment, which we envisage should continue in viewers’ interest. This stems in part from the old overlap on the analogue transmitters between North Nottinghamshire and South Yorkshire where people in Mansfield received their strongest signal from Belmont. But in practice this overlap also reflected an overlap of interest between the two areas – so Mansfield really does look to South Yorkshire (for instance shopping at Meadowhall in Sheffield etc.) and Central East reflects this. In reality people do not live within the confines of imagined regional TV boundaries.

one part of the region and further down the programme in the other part. Creating separate programmes will allow us to vary the emphasis on stories as well as deciding whether a story runs at all.