

PUBLIC TELETXT LICENCE APPLICATION: TV-AM (SECTIONS A, B AND C)



APPLICATION  
FOR THE PUBLIC  
TELETEXT  
SERVICE LICENCE

SECTIONS A B AND C

A1

## PROPOSALS FOR THE SERVICE

A.1. The applicant should give details of the types of information which he proposes to include in his service, taking account in particular of paragraphs 68 - 75 of Part II which provide a description of the minimum amount of specific types of information. The details should be given in two separate sections which are clearly labelled - one for non-regional information and the other for regional information. In each of these sections and for each strand of information which the applicant intends to provide, he should state:

- (i) the type and content of the information;
- (ii) the number of main pages which he intends to include in the service (see note (2) below for variation during the course of the day or week as between regions);
- (iii) the way in which the information will be integrated into the service as a whole, and also sign-posted for the purpose of access, taking account of the needs of viewers who may be interested in specific types of information.

### Notes:

- (1) The response to A.1. should comprise not less than 1500 words.
- (2) Applicants may in certain instances wish to vary the allocation of main pages to specific types of information, either during the course of the day or the week or as between the regions in which the service is to be provided. The applicant should state in response to A.1(ii) where this is the case, and provide detail to make it clear in each case what is intended.
- (3) Applicants must supplement their answers by providing a summary table giving the allocation of main pages by strand. It must follow the form set out in Table 1 of Annex D. The definition of strands to be used in assessing the application is provided in the guidance note referred to in Annex A.



- (4) Supporting information is required in particular on how strands which are central elements of the proposed service, both nationally and regionally, are to be supplied (see A.7 below). It will not be enough to state plans in general terms without explaining how they will be realised.

## **INTRODUCTION**

**A.1.1** TV-am will use its skills and experience as a broadcaster of popular, factual and entertainment programmes, to create a brand new teletext service for the United Kingdom.

**A.1.2.** At the heart of the operation will be a specially recruited Teletext team, with talents covering the key areas of journalism, applied technology, selling, marketing and financial management.

**A.1.3.** The TV-am Teletext service will utilise the latest technology to provide a constantly changing kaleidoscope of news, information and entertainment, and be a central source of information in all teletext homes.

**A.1.4.** There will be sufficient resources and staffing to meet all the editorial aspirations of the service.

**A.1.5.** More than 1,200 editorial pages - including those in rolling multi-format - will be provided every day, totalling more than 120,000 words. Most of the pages will be updated at least once a day, many of them every hour.

**A.1.6.** A minimum of 240 of the main pages will be in the categories of information listed in paragraphs 68 (news), 70 (regional information) and 74 (diversity in the service) of the ITC's invitation to apply for the public teletext licence.

**A.1.7.** Particular attention will be paid to the news, sport, weather and travel pages, on both a national and a regional basis. This availability of this key information is a primary reason for using teletext. The TV-am



service will provide easily-accessed, authoritative and rapid coverage of all these categories.

**A.1.8.** Several 'firsts' will be integral features of the TV-am Teletext service.

Prominent education and social action pages, capitalising on TV-am's experience in this field.

A 30-page service for each of the 14 regions of the United Kingdom covered by ITC Channel 3 licences.

Regular NEWS from each of the 14 areas.

A comprehensive SPORTS news and results service for each regional area.

MULTI-CULTURAL pages, both nationally and in areas of major ethnic populations.

**A.1.9.** Teletext is established, after almost 16 years of operation, as a powerful means of delivering succinctly written information directly into the home; it can update news and other material faster than any other published form, and be as immediate as radio or television, at the same time allowing users to spend as much time as they want in absorbing the information.

**A.1.10.** The TV-am Teletext editorial team will build on and expand this product advantage to its maximum extent.

**A.1.11.** An important component of the TV-am Teletext operation will be a ten year contract with the Press Association (PA). TV-am has decided to work with Britain's national News Agency in this major contract to use the joint editorial and management skills in providing an unrivalled service of national and international news, sport and sports results, and financial and business news.



**A.1.12.** And for the first time, a comprehensive regional service covering all the above categories will become a regular and integral part of the Teletext service.

**A.1.13.** The massive flow of information coming to PA from thousands of news sources in every corner of the United Kingdom and throughout the world will be the lifeblood of the service.

**A.1.14.** TV-am Teletext contents will be stimulating, informative and wide ranging: a compendium and a magazine-type service with news as its core. It will draw on expert sources throughout the country to appeal to a wide variety of tastes and interests, with a diversity that covers all human activity.

**A.1.15.** The service will have a distinctive and clear style, which will always strive to achieve the highest standards of presentation, writing and graphic design, thus creating maximum impact, and ease of use. The latest technology will be used wherever appropriate to enhance quality and viewer appeal. The details of technical operations are under A10 and section B.

**A.1.16.** TV-am will ensure the teletext service demonstrates the highest standards of accuracy, grammar and spelling.

**A.1.17.** Clear sign-posting of the TV-am Teletext service will be a hallmark. So, too, will be comprehensive and logical indexing of the overall service, backed by individual indexes for each of the different areas: news, sport, weather, the regions etc. The Fasttext facility will be used to the full. There will be cross referencing to other areas - for example to news and news flashes - wherever appropriate.

**A.1.18.** Maximum speed of access will be a major priority: the correct balance between the number of pages and optimum access time will be maintained at all times. The details of access times are included under A10.

**A.1.19.** A special constantly available feature will be an 'how to use' service, designed in consultation with relevant experts, and giving viewers



a wealth of tips and information on ways of obtaining the maximum benefit from the Teletext service.

**A.1.20.** TV-am will also pay great attention to ensuring that 'how to use' information and Teletext indexes are available in supplementary written sources, including newspapers and TV listings magazines.

**A.1.21.** Current awareness of teletext is relatively low. This is partly because the public have not been made aware of the range of information available or the correct ways to use the service. TV-am will use its expertise in marketing and public relations to rectify this.

## **CONTENT**

**A.1.22.** The core of the service will be a minimum of twenty pages of regularly updated national and international news supplied by PA under the editorial control of TV-am Teletext. There will also be a regional news service for each of the Channel 3 areas.

**A.1.23.** The news pages will be reviewed on an hourly basis 24 hours a day. These pages will have sufficient range and authority to be an easily absorbed 'stand alone' source of news. They will also complement and supplement news programmes broadcast on the television networks.

**A.1.24.** Particular attention will be paid to rapid and easily accessible news flashes, so that the Teletext service becomes the primary television source of the latest news stories, available constantly.

**A.1.25.** The PA's experience of almost 125 years of news gathering and delivery will ensure that the news pages are authoritative, accurate and impartial, and wide-ranging in content. The full range and nature of the news pages is outlined below and in A2, the editorial organisation and staffing under A5, and the sources of supply under A7.

**A.1.26.** In addition, a minimum of five regional news pages, covering each of the United Kingdom areas served by Channel 3 licensees, will also be supplied by PA each day. They will form the core of 14 separate



30-page regional services, one for each of the ITC Channel 3 areas. It will be the first time that a regular regional news service has been an integral part of the teletext service.

A.1.27. Other information included in the regional service will be financial news, sport and sports results (also available for the first time on a regional basis), arts and leisure, 'what's on', multi-cultural news and information (in appropriate areas such as London, West Yorkshire, and the West Midlands), weather and travel, jobs and career information, and a fact file with interesting things to do and see in each area.

A.1.28. Every section will be regularly updated, with sports results speedily available.

A.1.29. Other categories of national pages supplied by the TV-am Teletext service will be designed to appeal to a wide variety of tastes and interests. They will cover:

- WEATHER
- SPORT
- TRAVEL
- FINANCE AND BUSINESS MATTERS
- ARTS AND LEISURE
- INFORMATION AND ENTERTAINMENT FOR CHILDREN
- EDUCATION
- RELIGION
- A JOBS FILE
- MULTICULTURAL INTEREST

The numbers, and content of these pages is detailed below. Expert outside sources will be used to advise on these pages which will be compiled by the TV-am Teletext staff.

A.1.30. Particular attention will be paid to the educational pages in the Teletext service. TV-am believes that the full potential of the provision of



advice to teletext homes has not yet been achieved, and will strive to ensure that the educational pages become a major part of the advice available in every household.

A.1.31. Sport and sports results, will also be a part of the national service, with instantly available sporting results available on dozens of sports and from thousands of sources.

A.1.32. The other factual pages will provide up-to-the-minute information which is not available at the press of a button from any other source. It will be comprehensive enough to provide a 'stand alone' service.

## NATIONAL MAIN PAGES

### 1. News

A.1.33. TV-am Teletext will carry at all times 20 pages of national and international news, in the opening section of the service on both Channel 3 and Channel 4. There will be the capacity for up to 26 pages, depending on events and the time of day; more pages will be provided as appropriate at 'peak' news periods in the early mornings and early evenings. Some of the pages will be in rolling format.

A.1.34. The news pages will be available 24 hours a day and will be reviewed at least hourly between 6am and midnight, with updates as appropriate coupled with the ability to broadcast flashes and major breaking stories with great speed and flexibility throughout the day and night.

A.1.35. The main news pages will be written specifically for the teletext service by PA in close association with the TV-am editorial team in an easily understood, upbeat style, using all the experience of both PA and TV-am in presenting news.

A.1.36. The TV-am Editor and his team of duty editors will have final editorial control over the output at all times, and will see pages before transmission.



**A.1.37.** The content will include a mixture of national and international news stories, chosen to be of maximum appeal to a broad-based audience. The main political, social and economic issues of the day will be covered, with supplementary pages of news analysis and background wherever appropriate.

**A.1.38.** The news service will also contain a carefully-weighted selection of human interest and sometimes humorous stories of the type found in quality tabloids.

**A.1.39.** Thus the overall aim of the Teletext service will be to provide, in the relatively short - compared with the columns in a newspaper - space available, a full reflection of the day's news events. It will serve as an authoritative, easily absorbed, easily-accessed 'stand alone' news source, and at the same time be complementary to other news sources on Channel 3 and 4.

**A.1.40.** The indexing of the news pages will be of fundamental importance. The main Teletext index will give as the first item the news pages numbers, together with the news flash page (a constant, fast-accessed page with an easily remembered number) and the most recently updated story. The Fasttext facility will be available.

**A.1.41.** The News index itself will list all the main news stories, with colour-coded identification of background pages. The most recently updated stories will pulse for rapid identification of the newest information.

**A.1.42.** Other indexes throughout the service, for example, those covering weather, travel, arts and leisure and what's on, will cross refer to the news pages, thus giving easy access to the news at any point within the system.

**A.1.43.** As stated, the news pages will be regularly updated on news merit throughout the day. But there are times, for example in the early morning, lunchtime and early evening, when people are more likely to want an update on overnight or the day's events. TV-am Teletext will meet this



requirement by providing on weekdays - on editorial merit - fresh or re-written material and headlines at 7am, 8am, 9am, 1pm, 6pm and 10pm.

A.1.44. At weekends there will be fresh bulletins at 8am, 1pm and 6pm. In this way, the Teletext news service will have a clear 'live' feel to it, and give viewers added incentive to use the pages on a regular basis.

A.1.45. More details of the news service are found under A2.

## 2. Sport

A.1.46. TV-am Teletext sport will be a vital component of the information available. A hundred pages will be permanently devoted to a comprehensive national and international news and results service covering racing, tennis, cricket, soccer, rugby and athletics as well as other sports. Many of the pages will be in rolling format.

A.1.47. The sports coverage, also provided by the unrivalled resources of PA., will be upbeat, lively and authoritative, with the fastest and most comprehensive results service from any written source.

A.1.48. Access to the sports pages will be aided by clear signposting from the main index, a comprehensive sport index, use of Fasttext, and colour coding of each of the key categories. The latest stories will be clearly identified, and a special, rapid access sports flash page will be a permanent feature. There will be cross-referencing to and from the main news pages where appropriate.

A.1.49. A regularly updated sports story page in each major section - with more on merit - will serve as an important 'hook' for the service, and as with news give the pages the important 'live' feel.

A.1.50. In addition, a sports bulletin page will give summaries of the latest stories and major results at a glance.

A.1.51. The major sports stories will figure in the main news pages on editorial merit.



A.1.52. At least ten pages each, according to season, will be devoted to the major sports, and at weekends (or weekdays if there are sufficient fixtures), this will be extended to provide a full results service. Thus on Saturdays, during the football season, there will be extra pages for the soccer results, creating the capacity for the fastest written results service anywhere. On most occasions, this will be within 15 minutes of the final whistle for all major results.

A.1.53. With cricket, ball by ball scores in Test matches will be available; other first class fixtures will be updated every fifteen minutes throughout play.

A.1.54. On most days, depending on the number of meetings, horse and greyhound racing will have at least 50 main pages devoted to cards, results, betting forecasts and background. Results will be available immediately, throughout the race meetings.

A.1.55. The service will also provide detailed news on changes to riders, runners and form.

A.1.56. An additional section of ten pages will give news, background and results of sports such as speedway, ice hockey, rugby league, squash, etc., some of which have particular following in different regions of the country. In these instances - for example with Rugby League - there will be cross referencing to the regional pages, where a fuller service on that sport will be provided.

A.1.57. The quota and rate of updating the sports pages will increase at weekends, and at times of major sporting events such as the Olympic or Commonwealth Games. The central element of this will be flexibility.

A.1.58. The bulk of TV-am sports news and information will be supplied by PA, as described under A7.

A.1.59. As with news, the overall aim of the TV-am Teletext sports pages will to be provide an authoritative and wide ranging magazine that will serve as a 'stand alone' source of sports information and results, and



which will complement the sport available on other parts of Channel 3 and 4.

### **3. Weather**

**A.1.60.** TV-am Teletext will provide a comprehensive and regularly updated weather service. It will be supplied and compiled by the Meteorological Office. The pages will use the teletext product advantage to its maximum extent, allowing viewers to spend enough time digesting the various elements of information.

**A.1.61.** There will be ten main pages permanently devoted to national weather, with coloured maps, clear and easily understood symbols, a summary, together with more detailed forecasts presented to cover different periods of the day and the main regions of the country.

**A.1.62.** The section will be clearly sign-posted from the main index, and from other relevant sections such as sport and what's on. The weather will also have its own index with rapid access to the latest forecasts and information. There will be cross referencing to the regional pages, which will also carry a full weather service.

**A.1.63.** The forecasts will be updated regularly throughout the day, with special attention paid to the new forecasts at the beginning of the day and in the evenings.

**A.1.64.** In times of bad weather, updating will be hourly, with cross referencing to the news pages. Extra pages will be made available, as required.

**A.1.65.** Specialist weather information - such as skiing conditions - will also be supplied.

**A.1.66.** In addition to the basic forecasting information, TV-am's teletext weather will have regular background information on weather conditions, with a weather fact file, explanation of prevailing conditions, and a



weather quiz. There will also be details of international weather, with forecasts and conditions for key tourist destinations and capital cities.

#### **4. Travel**

**A.1.67.** The national travel pages will contain information about all major forms of travel by road, rail, air and sea. The aim will be to give a comprehensive, service that enables viewers to check potential delays, and keep in touch with all the latest news.

**A.1.68.** At least ten main pages will be devoted to regularly updated travel information, with more at holiday periods and at weekends or if there are major problems.

**A.1.69.** The majority of the information will relate to the United Kingdom, but some from overseas will be supplied, as appropriate, as during peak holiday periods.

**A.1.70.** Separate sections will be devoted to each form of transport. The main index will sign-post the travel section, and it will have its own index and summary pages.

**A.1.71.** Authoritative road information will be supplied under contract by the AA (details under A7), and will be updated on a regular basis, using the comprehensive information carried on their national computer.

**A.1.72.** The national pages will cover motorways and all major trunk roads, so that motorists can rapidly obtain the overall picture of route delays. There will be cross referencing to the regional pages, where more localised road information will be supplied.

**A.1.73.** In peak holiday periods, extra information will be supplied, as appropriate.

**A.1.74.** Air travel information will be supplied by the British Airports Authority, and major airlines, and will cover key services and routes at all the major British airports.



**A.1.75.** Rail news covering Intercity routes will be updated throughout the day.

**A.1.76.** Ferry news - and Channel Tunnel information - will also be provided.

**A.1.77.** TV-am Teletext will also supply information about coach services on both a regional and national basis.

**A.1.78.** Background information - for example on travel hints and safety - will be regularly carried.

**A.1.79.** These pages will be written by TV-am Teletext's own journalists, working closely with relevant travel bodies and sources of expert information.

#### **5. Finance and Business**

**A.1.80.** The aim of the Teletext financial and business information pages will be to give viewers all the latest company and economic news, stock exchange prices and information.

**A.1.81.** At least ten pages will be devoted to this service, with regular updates throughout the business day to bring latest company news, share movements, and analysis of economic trends.

**A.1.82.** Although this will be a specialised service for the business community, there will also be emphasis on explaining business news and trends to a wider audience, with pages devoted to this.

**A.1.83.** Most of the Teletext national financial pages will be written by the team of sub editors, with two of the team specialising in financial and business matters. The Duty Editors will be responsible for deciding topics to be covered and ensuring there is the daily quota of pages.

**A.1.84.** The principal sources of information for the Financial and Business News will be PA, whose Two Ten Service (formerly UNS)



carries most company news and results, and the Stock Exchange Company News Service, with whom there will be a contract for the supply of all announcements and share and market movements, updated regularly throughout the day. Further details are under A7.

**A.1.85.** In this area, the speed of the availability of information is of paramount importance. TV-am has already begun negotiations with the Stock Exchange to reduce the time delay in the leading 200 share prices (strictly enforced by the Exchange) from ninety minutes to one hour.

**A.1.86.** TV-am Teletext will also use the advice of a number of leading financial experts in different fields.

**A.1.87.** Business and Financial news stories will appear on the main editorial pages on news merit.

**A.1.88.** The financial pages will have their own index covering the different categories of information, and they will be sign-posted from the main and news indexes, with cross-referencing to and from other sections, such as the regional pages.

## **6. Arts and Leisure**

**A.1.89.** There will be 20 TV-am Teletext arts and leisure pages. These will cover all branches of the arts, from opera to pop, and from theatre and cinema to fringe comedy and museums, and will include news, reviews, gossip and what's on, with prominent booking information.

**A.1.90.** There will also be pages devoted to the main leisure pursuits, such as angling, gardening, keep fit, cookery, books, places to visit, video and holidays. The aim will be to provide a lively, regularly updated magazine that as well as giving expert advice and news, suggest new activities and possibilities.

**A.1.91.** Pages will include: new books, video releases, recipe of the day, exercise of the day, English Heritage and National Trust places to visit,



Museum of the week, West End theatre news, and film releases and reviews.

A.1.92. The Arts and Leisure pages will be written by TV-am Teletext's own team of sub editors, working in close consultation with a number of contracted experts in relevant fields. TV-am's extensive experience in providing arts and leisure information for a broad-based audience will be utilised to the full.

A.1.93. Strong contacts, building on TV-am's existing links, will be made with all the relevant arts bodies, and they will be encouraged to contribute material suitable for the pages.

A.1.94. There will be a separate index to the Arts and Leisure pages, with sign-posting from other relevant areas such as sports, and consumer advice.

A.1.95. Updating of these pages will be on a regular basis, with most changed every day. More emphasis will be placed on arts and leisure activities at weekends and during peak holiday periods, through using extra capacity in rolling format.

## **7. Provision for Children**

A.1.96. TV-am Teletext will provide 50 pages for children. The aim will be to educate, inform and entertain children of all ages. Different sections will be aimed at separate age ranges - the under 7s, 7-12s, and teenagers. TV-am will draw on its extensive experience as a children's programmer to ensure that the pages are lively, and in touch with children's needs and fashions.

A.1.97. TV-am believes that these pages should be designed to be fun; thus there will be quizzes, and story and 'soap' pages which relate directly to children's experience, helping to stimulate their imagination as much as possible. Many of the pages will cross-relate to television programmes, thus encouraging interaction with the TV set.



**A.1.98.** A special section will be a children's what's on - in arts, music, television, museums etc. Pages will also be devoted to suggesting things to do, things to make, simple cookery, books to read, and places to visit.

**A.1.99.** Imaginative use of graphics and layout will ensure that the children's pages are as appealing as possible, and compete successfully with all the demands on children's time from other sources.

**A.1.100.** There will also be a children's fact file, giving simple resumés of main news stories of interest to young people, the weather and sport and holiday information. A 'Did You Know?' section will be designed to stimulate interest in a wide variety of topics, including charity work, ecology, health and keeping fit.

**A.1.101.** Celebrity chat and gossip sections will focus on the stars popular with young people, and will link with events on television and the pop world.

## **8. Education**

**A.1.102.** Written information is obviously of direct use to people in a wide variety of topics in their every day lives. Consumer facts, safety guidance, basic medical information, prices, where to go for help, travel tips: these are but a few of hundreds of subjects that can easily and succinctly be communicated in the teletext format. TV-am believes that the potential of the teletext medium for lively presentation and regular updating in the provision of advice has not yet been used to its full extent.

**A.1.103.** By contrast, one of the central aims of TV-am Teletext will be to become an indispensable part of the advice available in every home, with lively and educational pages that are frequently updated in the context of news and other developments which create the need for advice and information. Through cross-referencing to further sources of telephone and other information the pages will provide advice on almost every aspect of life.



**A.1.104.** TV-am has accumulated extensive experience in the provision of such advice through launching its own helplines, and in response to viewer requests for follow-up information on programme items.

**A.1.105.** This expertise will be used to the maximum in setting up 20 advice and educational pages.

**A.1.106.** For example, during the hay fever season there will be pages giving the pollen count, simple advice and information on the condition, and tips on how best to cope with the symptoms. The pages will also contain the number of an interactive telephone advice line service that gives more in depth information for those who need it.

**A.1.107.** There will be full cross-referencing of the education pages and advice line service, for example to and from the news and weather sections.

**A.1.108.** TV-am Teletext will also seek to stimulate people into action. Some illnesses, such as cervical cancer, can be avoided by simple regular checks. Advice will be given on what to do and where to go for a check-up. TV-am Teletext will also investigate providing free back-up facts sheets and telephone advice lines, through partnership with relevant bodies.

**A.1.109.** With consumer advice, TV-am Teletext will give a wide variety of hints on best buys, shopping news, and will investigate partnerships with organisations such as 'Which?' and other consumer magazines to combine in bringing news of the latest consumer tests and information.

**A.1.110.** The full range of advice is impossible to detail, but will include consumer, medicine, holidays, eating out, money matters, education and educational opportunities, slimming and diet, keep fit, cookery, safety, and travel. The topics will be kept under constant review, and will be updated frequently.



**A.1.111.** Information for the pages will be gathered in association with a wide variety of outside experts.

## **9. Religion**

**A.1.112.** TV-am Teletext will contain five pages devoted to lively coverage of religious issues - a two-page thought for the day, written to contain spiritual advice of relevance to people of all faiths; and background pages giving information and news on key religious events, festivals and services.

**A.1.113.** In addition, there will be a regular daily excerpt from one of the Holy books, and advice on moral and ethical matters, written from the perspective of different religions. The aim will be to celebrate as well as to inform.

**A.1.114.** Information for the pages will be provided by leading figures from all faiths, and through contact with the main religious organisations. PA will also draw on its regular flow of news items to supply items of news with a religious theme or dimension for the pages: its new computer will be able to specially identify news in this category.

**A.1.115.** The religious pages will be written by TV-am Teletext's own journalists, and will be sign-posted from the main index with an easily remembered number.

## **10. Other**

### **(i) Multi-cultural**

**A.1.116.** Britain's growing ethnic communities in the major urban areas have their own specialised needs for information and interests.



**A.1.117.** TV-am Teletext will help meet these needs by carrying five national pages daily of regularly updated news, general information and what's on. They will be sign-posted from the main index, and from other relevant sections, such as what's on and education.

**A.1.118.** The material for the news pages will be supplied by PA, using their new computer to sort the relevant stories and data.

**A.1.119.** TV-am already has strong contacts with the ethnic communities in different parts of the country, and will build on these to create the flow of information directly from the communities themselves to TV-am Teletext.

**(ii) Jobfax**

**A.1.120.** TV-am has accumulated extensive experience through its 'Success' projects of providing careers and job information for people of all ages.

**A.1.121.** TV-am Teletext will use this experience in combining with the Employment Department in providing information on at least five pages for all those seeking advice in looking for, or changing jobs, and on general career or school leaving advice. Regular news of job vacancies will be carried, with clear cross referencing to regional opportunities.

**(iii) Weekend**

**A.1.122.** The teletext service will carry an additional five pages from Friday to Sunday which summarise information of special relevance or interest at weekends.



**A.1.123.** This will include weather reports, travel information, and leisure ideas and opportunities, and what's on. Full details are enclosed under A4.

**(iv) General Interest**

**A.1.124.** Outside the above areas, TV-am Teletext will carry a wealth of pages designed to be stimulating, informative and often simply fun. They will increase the overall appeal of the service in the same way that popular newspapers are enlivened by cartoons and horoscopes.

**A.1.125.** These pages will be written by TV-am's own journalists, or commissioned from outside sources.

**A.1.126.** The standards of writing, presentation and accuracy will be those applied to the rest of the output, with constant review of their contents part of the routine editorial processes. Special use of bright and innovative graphics will be made as technology develops.

**A.1.127.** Planning of the pages will be part of the duties of the Editor of the Day. They will be regularly changed and updated.

**A.1.128.** The main index will carry the relevant page numbers, and this section will also have its own index.

**A.1.129.** Teletext journalists will develop their own ideas and material as the service develops.

The General Interest pages include:

**a. TV Listings and Information.**

**A.1.130.** TV-am considers that the Teletext service should become an essential source of programme information, offering clearly laid out



listings, programme summaries and plot lines, backed by a service of celebrity news, programme information and chat.

**A.1.131.** There will be a minimum of 20 TV pages daily, written by TV-am Teletext journalists in close consultation with programme sources throughout the television industry. They will cover all BBC and ITV programmes, and increasingly, those on satellite and cable systems.

**b. Quizzes**

**A.1.132.** The Teletext service will also carry a number of quizzes, designed to be interactive, informative, and fun; they will cross-relate with other parts of the Teletext system, encouraging further use, and also to television programmes.

**c. Chess and Bridge**

**A.1.133.** There will be a daily chess and bridge problems, with background information and advice on moves. Some major chess tournaments will be carried live on the service, with the moves updated as they happen.

**d. Stories**

**A.1.134.** TV-am teletext will provide daily stories for both children and adults.

**e. Holidays**

**A.1.135.** TV-am will combine with leading travel agents to provide extensive advice on holiday-making plans, with the opportunity to book directly with the agent on special telephone lines.



**f. Poetry**

A.1.136. There will be a 'poem of the day', with regular poetry competitions for viewers. TV-am has found through 'After Nine' that these are extremely popular, and create tremendous response.

**g. Top Tens**

A.1.137. The top tens in a wide variety of areas: pop and classical music, books, places to visit, best selling cars, etc.

**h. Horoscopes**

A.1.138. A full service of daily horoscopes will be provided, written by a leading astrologer.

**i. Did You Know?**

A.1.139. A regularly updated file of fascinating facts designed to give a talking point and to stimulate further interest in the topic.

**j. Where To Go**

A.1.140. National Trust and English Heritage properties, together with other tourist attractions.



## **REGIONAL MAIN PAGES**

### **INTRODUCTION**

**A.1.141.** The regional Teletext pages will be a key part of the service, providing vital information on a wide range of topics, and becoming an indispensable source of local information in Teletext homes.

**NEWS** - for the first time on Teletext, full coverage of local issues and the regional dimension of national issues.

**SPORTS NEWS AND RESULTS** - from hundreds of leagues and every type of sport throughout the country.

**WEATHER AND TRAVEL** - a service of local forecasts supplied by the Met Office, and comprehensive rapidly updated information on travel by road, rail, sea and air.

**FINANCE AND BUSINESS NEWS** - full coverage of all major local developments, plus reporting of the regional implications of national trends and news.

**WHAT'S ON** - The regional arts and leisure pages will carry information and news about what's on - everything from concerts to television programmes, and from angling competitions to zoos to visit.

**MULTI-CULTURAL** - In areas with high ethnic populations, TV-am Teletext will carry community news, views and information.

**JOBS** - The Department of the Employment will provide news of the latest vacancies, career opportunities, and further education.

**A.1.142.** TV-am Teletext will provide at least 30 pages of regional information daily for each of the Channel Three licence areas.



**A.1.143.** Most of the information will be regularly updated, thus creating one of the best and fastest written sources of regional material in the country.

**A.1.144.** There will be a separate index for the regional pages. It will be regularly updated, and be colour coded for ease of identification of the different categories and the latest re-writes.

**A.1.145.** The journalistic network of PA will be utilised to its full extent in providing regional news, sport news and results, and financial news. These will be the 'front pages' of the regional services, and this will be the first time such a comprehensive regional digest has been provided from a central source.

**A.1.146.** At least eleven pages of news, sport and finance will be available at all times, with a minimum of five pages of news for each area. The exact number of sport and finance pages will vary depending on events and the time of day; finance will figure more on weekdays, with sport more in evidence in the evenings and at weekends.

**A.1.147.** The TV-am Teletext regional pages will be the special responsibility of the Deputy Editor, and the Regional Editor. It is anticipated that at least four of the sub editors will work full time on the regional pages, though their work load will vary according to the time of day and editorial priorities.

**A.1.148.** All of the regional editorial team will be chosen for their knowledge and understanding of the different areas of the United Kingdom.

**A.1.149.** The boundaries of the 14 TV-am Teletext service regions will broadly be those of the existing ITV franchises. But in cases where these divisions create difficulty or confusion for viewers, the service will carry regional information on more than one transmitter. For example, the regional Teletext magazine for both Yorkshire and Tyne Tees will carry news from Whitby and Middlesbrough. These are towns in the Tyne Tees transmission area, but geographically more closely allied to Yorkshire, and



therefore of interest to Yorkshire people. Equally, both Yorkshire and Anglia area transmitters will carry news and information from King's Lynn, which is in the Yorkshire reception area, but much more closely linked economically and socially with Norwich.

#### **1. News**

**A.1.150.** There will be five pages of news for each of the 14 separate areas of the country.

**A.1.151.** The full spectrum of local issues will be covered, political, social, and economic, with human interest items wherever appropriate.

**A.1.152.** The pages will be updated regularly during the day; the PA Teletext team will be constantly monitoring the inflow of news from hundreds of sources for its relevance to different regions and areas.

**A.1.153.** They will be aided in the process by latest computer technology - operational from March 1992 - that will allow rapid identification of stories by key words, such as the town or area of origin.

**A.1.154.** Major updates will take place as with the main news pages, in the early morning, at lunchtime, and in the evening.

**A.1.155.** The regional news pages will carry stories of significance solely to the region; they will also expand on the regional dimension of national issues. Particular attention will be made in this respect to Parliamentary affairs; for example, the regional pages will regularly carry reports of the speeches and questions of local MPs in the House of Commons.

**A.1.156.** Similarly, the TV-am service will follow closely decisions in Brussels which have a direct bearing on each region. PA has a staff correspondent at the EEC, and part of his brief will be coverage for the TV-am Teletext pages.



## 2. Sport

A.1.157. The second major component of the TV-am Teletext regional service will be a series of sports pages, giving daily news and information on a wide variety of both major and minor sports, and for the first time on British teletext, a comprehensive regional results service.

A.1.158. The sports pages will be provided and written by PA under the guidance of their Teletext Sports Editor. On weekdays there will be three pages of regional sport which will be expanded to five pages at the weekend.

A.1.159. The full scope of the coverage is given under A7, but these are some examples: SOCCER Northeast - Yorkshire/Lancashire, ATS Trophy; East - Suffolk Premier Cup; Scotland - TBS Highland League; Wales - Manweb Cymru Alliance. RUGBY UNION South West - local leagues; Northeast - Yorkshire leagues. HOCKEY - feeder leagues from each area. Extensive use will be made of rolling pages to cover this information.

A.1.160. As with news, they will utilise the latest computer technology to bring sports news and information from every corner of the United Kingdom. Final editorial control of the sports pages will rest with the TV-am Teletext Duty Editor.

A.1.161. Other sports include everything from ice hockey to basketball, and from a wealth of local soccer and cricket leagues to amateur rugby league.

A.1.162. Results will be available on whichever day fixtures occur within minutes of the close of play. The multi-page format will be fully utilised to carry the results.



### **3. Finance and Business**

**A.1.163.** The third major component will be a wide-ranging service of regional business and financial news. At least three pages (with rolling pages used liberally) will be provided on weekdays for each region, and with a one page summary at weekends.

**A.1.164.** Key financial results and announcements of significance to individual regions will be regularly carried, as will the affairs of local and regional industrial development and pressure groups and trade unions.

**A.1.165.** The emphasis will be on carrying news of special interest to industry and business in each area. For example, on Teesside, developments in the chemical industry will be closely followed and analysed, looking for the impact of national EC or international news on the local economy, as well as coverage of purely local events.

**A.1.166.** These pages will also be provided by PA, again harnessing the huge inflow of information into its headquarters. The pages will be the responsibility of PA Teletext Business Editor, working in close co-operation with the TV-am Teletext duty editor.

**A.1.167.** Close attention will be paid to the regional business implications of Parliamentary and EC decisions. The regional consequences of national developments in the economy will also be fully covered.

### **4. Weather**

**A.1.168.** TV-am Teletext will have a regional weather service of three pages daily, supplied by the Meteorological Office for each of the 14 areas.

**A.1.169.** There will be a full daily forecast for each area, with a colour chart, easily understood symbols, wind direction, temperature, etc.



**A.1.170.** The regional pages will also have an outlook service for the next 24 hours, and a long-range forecast. Details of local sea conditions will be provided in appropriate regions, together with other information of local importance - skiing conditions in the Cairngorms, or climbing and hill-walking conditions in the National Parks, for example.

## **5. Travel**

**A.1.171.** A full local travel service, giving details and problems of travel by road, rail, air and sea will be provided in each of the regional services.

**A.1.172.** There will be three pages daily, making full use of the additional capacity provided by the multi page rolling format. The regional information will be prominently cross-referenced from the national pages.

**A.1.173.** Information for the TV-am travel service will come from the AA travel computer, the Police, British Rail, the British Airports Authority, Ferry Operators and the National Coach Operators Service.

**A.1.174.** The pages will be compiled by TV-am Teletext's own team of journalists, led by the Regional Editor. Updating will be regularly throughout the day.

## **6. Jobfax**

**A.1.175.** A local page of careers and employment information will be provided daily. The information for this service will be provided principally by the Department of Employment.

**A.1.176.** Regularly updated news of job vacancies will be a central feature of this service, together with details of possibilities for further education or re-training.



## **7. Multi-cultural**

**A.1.177.** In areas of the country where there are significant ethnic populations - for example in West Yorkshire, Greater Manchester, the West Midlands and London - the regional services will carry two pages of local news and information of special interest to the different communities.

**A.1.178.** The pages will contain extra international news from the Indian sub-continent, Africa and the Caribbean, as well as news from the communities themselves.

**A.1.179.** As with the national pages, the information for these pages will be supplied partly by PA and partly through expanding TV-am's close contacts with leaders of ethnic groups throughout the country.

## **8. What's On / Arts and Leisure**

**A.1.180.** An essential part of the information supplied by TV-am Teletext will be twelve regional pages of what's on, covering all branches of entertainments and the arts, local festivals and events, and TV and local radio listings and information.

**A.1.181.** Local leisure opportunities - from keep fit to rambling and visits to historic sites - will figure prominently, and there will be more information at weekends and during school holidays.

**A.1.182.** The pages will be continually updated, with sign-posting from the main index.

**A.1.183.** Information for the pages will come from the relevant local bodies, including Arts Associations, Local Authorities and cinema groups.

**N.B.** for the purposes of Annex D Table 1 this provision has been split Arts and Leisure ten pages and Other (What's On) two pages.



## SCHEDULE

**A.1.184.** To further assist the ITC in the shape of the Teletext service, this is the provisional schedule of pages.

### Channel 3

100 - 101	Main Index and how to use guide.
102 - 129	National and International News. (102 News Index, 125 news flash).
130 - 139	weather (130 index to weather and travel)
140 - 149	travel
150 - 179	regional pages (150 regional index)
190 - 194	Multi-cultural(where relevant).
195 - 199	Weekender
200 - 249	sports (200 main sports Index)
225	sports latest/flash
250 - 254	religion
260 - 299	What's on TV/Listings summaries

### Channel 4

100 - 129	news
125	news flash/latest story
260 - 299	What's On TV/Listings summaries
300 - 329	finance and business
350 - 399	horse and greyhound racing
400 - 429	education/consumer
430 - 459	Arts & Leisure
460 - 499	Stories, quizzes, etc
500 - 549	children's interest.
550 - 599	Other



Annex D Table 1

Information Stream	(1) no. of pages allocated to information	(2) number of pages allocated to regional information	(3) Cross references
1. News	20	5	Seven extra non-regional pages are available for major news events or busy periods
2. Weather	10	3	
3. Sport (inc racing)	100	3	Five pages of regional sport at weekends
4. Travel	10	3	
5. Financial and Business matters	10	3	
6. Arts and Leisure	20	10	
7. Provision for children	50	0	
8. Education	20	0	
9. Religion	5	0	
10. Other *	140	3 **	
<b>Total pages allocated</b>	<b>385</b>	<b>30</b>	
* Includes:			
Jobfax	5		
TV Listings	40		
Multi-cultural	5		
Provision for weekends	5		
Games/Quizzes	40		
** In those areas where a regional multi-cultural service will be offered this figure increases to six.			

A2



## **NATIONAL AND INTERNATIONAL NEWS**

**A.2. Detailed proposals on the amount and sources of news items to be included in the proposed service are required in response to A1. Taking account of the information in paragraphs 68 and 69, the applicant should state how he intends to satisfy the requirement that a sufficient amount of news items should be of high quality and deal with both national and international matters. He should in particular:**

- (i) describe the standards and nature of coverage which news items will achieve;**
- (ii) give details of his plan for updating of news;**
- (iii) describe the provision to be made for news flashes and how the news flashes would integrate with the service as a whole.**

**Note:**

**Supporting information is required under A.7 below about the source (or sources) of news that will be used, including, where possible, the equipment, facilities and staff that will be made available.**

**SUMMARY:**

- \* TV-am will combine with the Press Association to create an outstanding news service for Teletext.
- \* All the experience and expertise of both organisations will be harnessed to achieve or exceed the required standards of authority, accuracy and impartiality.
- \* The huge news-gathering resources of PA will be utilised in providing wide-ranging national and international news. It will be one of the fastest services available anywhere, with easily absorbed newsflashes and updates available constantly at the push of the Teletext button.
- \* Specially recruited editorial teams in both organisations will ensure that the Teletext news service is written to the highest standards. The emphasis at all times will be on easy comprehension and easy access by the viewer.
- \* The news service will be subject to both internal and external review, with an independent Advisory Board.

**(i) THE STANDARD AND NATURE OF COVERAGE**

A.2.1. TV-am has a distinguished track record in the supply of news for television viewers. The company will draw on the experience and expertise gained over the past seven years to establish a Teletext News Service which conforms to the highest standard of accuracy, impartiality and authority.

A.2.2. As outlined under A1, there will be at least twenty pages of wide-ranging national and international news every day, reviewed and updated as appropriate hourly between midnight and 6am. The newsroom will be manned 24 hours a day, thus facilitating the capacity for further updates and newsflashes on news merit between midnight and 6am.



A.2.3. An additional feature of the TV-am teletext service will be that regional news stories will be provided as a key component of the 14 separate services of 25 pages devoted specifically to the regions. Each of the Channel 3 areas will have at least five news pages, updated on a regular basis throughout the day.

A.2.4. The news output will be under the overall responsibility of the Teletext Editor, working with a deputy and through a team of senior duty editors and sub editors. There will be at least one member of the senior editorial team present in the teletext headquarters at all times.

A.2.5. TV-am will use its extensive experience in recruiting editorial staff of the highest standards to appoint the Teletext journalists. They will be chosen to meet the range of researching, writing and planning talents required for the service, as outlined under A5.

A.2.6. Most of the pages of Teletext news will be written and supplied by contracted team at PA. As the national news agency in the United Kingdom, has unrivalled experience in the gathering and delivery of news of the highest standards and in maintaining a 24 hour a day news operation.

A.2.7. The total human resources involved in the traditionally independent and impartial gathering process include 250 staff members and more than 1,000 stringers based throughout the United Kingdom. There are specialists covering major areas such as Parliamentary Affairs, Defence, Economics, Courts, Local Government, Health and Education. PA's sources of supply of national, international and regional news, together with their organisation, staffing, facilities and special equipment are described under A7.

A.2.8. With this combined editorial structure, all of the TV-am Teletext news pages will be specifically written for the service, taking into account the disciplines of the space available, and the consequent need for clarity, succinctness and impact.



**A.2.9.** The appearance of the pages will be of utmost importance and will be specially tailored to the parameters and requirements of the teletext format. They will be written in an easy, upbeat style similar to that of a mid-market popular newspaper.

**A.2.10.** The design of the pages will be of maximum clarity, with sensible use of colour to highlight key words, as appropriate.

**A.2.11.** Ease of access will also be a major priority. The main index will give the numbers of the main news pages, including that of the latest news story, which will also flash. The news index itself, updated at least every hour, will list the key stories and they will be colour coded by category. Other subject indexes will include the numbers of the main news pages. Thus the teletext user will have at all times the information to access the news pages as quickly as possible from any point within the system.

**A.2.12.** The flow of information generated by the news will be the driving force behind the rest of the service, with pages in other sections reflecting major news stories and trends wherever appropriate.

**A.2.13.** The service will stand as an authoritative primary source of news, with sufficient explanation and background information to ensure that viewers can rapidly and easily obtain the complete facts and context of major news stories. It will also - in the best traditions of popular journalism - leaven the mixture with a balanced quota of stories that reflect the human interest dimension of events, raising a smile or giving a talking point where appropriate.

**A.2.14.** The TV-am Teletext news service will also be a valuable adjunct to major bulletins on Channel 3 and Channel 4, giving viewers the chance to see in written concise form at the press of a button all the major news stories on the national and international agenda.



**A.2.15.** TV-am took Monday, January 13 1991, as a typical day and examined the PA file to see what is already available. Stories would have included:

**Maxwell brothers refuse to answer Select Committee's questions and what had happened to pension fund money.**

[Previewed at opening of service, priority messages on refusals, followed by background, analysis and reaction]

**Former hostage Jackie Mann's condition after pneumonia scare**  
[Story at opening updated with fresh information]

**Ulster stories on another huge arms find and a Roman Catholic man blown up in his car**

**Algerian situation following suspension of second stage in elections and resignation of the president**  
[Updated throughout the day]

**Croatian ceasefire developments**  
[Updated as new information received]

**Hunt for killer of woman solicitor from Essex who had gone to New Zealand to find her natural parents**

**Philip Schofield's first night as Joseph in Lloyd Webber musical**  
[Previewed at opening, updated during day and reaction after the show. *Also carried on arts review pages*]

**TV drama on Falklands War starts tonight on Channel 4**  
[*Also carried on arts review, What's On? and TV listing pages*]

**Princess of Wales launches Red Cross Appeal**  
[Previewed at start of day, *carried in daily diary* and rewritten when event occurred]



**Economic stories including downturn in consumer spending, position of British firms in European league table, home buying trends, Jaguar to launch new car in Brussels**

**Transport Minister Freeman sweet-talks secretaries after gaffe on their travelling habits**

**US Senator says Pakistan has nuclear weapon**  
*[Developed on multi-cultural pages]*

**Sauna girl who demonstrated at football match writes to the Chancellor**

**Javelin champion Fatima Whitbread retires because of injury**  
*[Developed with full details and career on sports pages]*

**Jockey Club to experiment with Sunday racing**  
*[Full details, reaction and comment on racing pages]*

**Obesity epidemic feared among children**  
*[Carried in detail on Education and Social Action pages]*

**Bob Geldof arrested at Stanstead when his plane was diverted.**

**GATT talks in Geneva, discussions continue**

**Changes to duties of ITN news readers**

**A.2.16.** It should be stressed that this list only gives a flavour of what is available. It will be noted that items on the main news pages often interact with stories carried in other sections such as sport, education and Arts and Leisure. This will be a characteristic of the TV-am Teletext Service.

**A.2.17.** The TV-am Teletext service will be structured to ensure editorial independence, with the Editorial staff at both TV-am and PA free from pressures that might compromise standards.



**A.2.18.** Matters of compliance, as detailed under A6, will be the responsibility of the Teletext Editor, working where appropriate with members of PA.

**(ii) UPDATING THE NEWS.**

**A.2.19.** The PA team assigned to Teletext will work round the clock in preparing the news pages. In doing so, they will have at their disposal the full flow of information coming into PA from over 1,000 separate sources in the United Kingdom, and overseas sources (including Reuters, AP, AFP and CNN) throughout the world.

**A.2.20.** The Teletext journalists, and in particular the Duty Editor, will be a full part of the PA editorial process, participating in all the key meetings.

**A.2.21.** PA will download the pages ready for transmission directly to the TV-am Teletext headquarters, with updating to meet the main 'bulletin' times, and as appropriate during the course of the day.

**A.2.22.** TV-am will retain final editorial control at all times. In the event of a dispute over news priorities or values, there will be consultation between the PA duty editor and the TV-am Teletext Editor.

**A.2.23.** On a day-to-day basis, the PA team will work in close consultation with the Teletext Editor and his team of duty editors, with regular daily conference calls. These will be more frequent in the case of major news events.

**A.2.24.** Behind the updating will be a constant process of editorial 'copy tasting' with decisions on what to include made minute-by-minute by the PA duty editorial team. The overall news agenda will be the subject of regular discussion between PA and TV-am Teletext. TV-am journalists will have full access to all the material available to PA via computer terminals.



**A.2.25.** The night hours between midnight and 6am will be used by the overnight Teletext and PA Duty Editors for planning the coming day's news output, as required for news flashes. The daytime role of the TV-am Teletext duty editor will be to write, structure and update the news index, ensure that all the pages are filled, and speak with PA over any problems.

**A.2.26.** Primary updating of the news will take place on most days at the peak hours in the demand for news: 7am and 8am, 1pm, 6pm and 9pm. The aim of the editors at these times will be to give the pages a fresh look, with new stories, new headlines, and restructuring of the entire news package. Other updating on new merit will take place on a routine basis throughout the day, with a review of all the pages on an hourly basis between 6am and midnight.

**A.2.27.** At weekends, there will be updated news packages at 8am, 9am, 1pm and at 7pm, backed by the same regular review and updating throughout the day.

### **(iii) NEWS FLASHES**

**A.2.28.** Priority will be given at all times to the inclusion of news flashes in the TV-am Teletext service, with staff at both TV-am and PA on constant alert.

**A.2.29.** A special page with rapid access will be permanently available for this purpose. It will be prominently sign-posted from all the key index pages, and the relevant page number will flash to indicate when a story is being carried.

**A.2.30.** The 24 hour staffing of Teletext, linked with the constant flow of news and information to PA, will ensure that newsflashes can be carried at any time, including the night hours.

**A.2.31.** The Teletext Editor, acting in consultation with PA, will be responsible for this part of the service.



**A.2.32.** The newsflash facility will be used with judicious care. It is considered that overuse would devalue the special status of the page as the channel of only the most important news stories.

**A.2.33.** Other recently updated or re-written stories will be sign-posted by colour coding from the news index.

#### **EDITORIAL REVIEW**

**A.2.34.** The standards of the TV-am teletext news service will be subject to the constant vigilance of senior editorial staff at both TV-am and PA, with a regular weekly meeting between key executives to discuss matters of quality, accuracy and impartiality.

**A.2.35.** All staff will be chosen for their high degree of journalistic skills, and their performance will be subject to regular discussion and review. Training will be available on matters such as compliance, broadcasting law, and other relevant skills.

**A.2.36.** Viewers will be invited to comment on the news pages through the regular medium of the Teletext Postbag, and the opinion of viewers on news will also be sought through frequent market research surveys. All of the views expressed through these channels will be carefully considered, and acted upon if appropriate.

**A.2.37.** Specific letters of complaint will be treated with upmost seriousness, and dealt with by the Editor or his Deputy.

**A.2.38.** In addition to the above, there will be a Teletext Advisory Board, made up of senior members of the management, the Editor in Chief of PA together with distinguished outside journalists chosen for their ability to express an independent viewpoint.

**A.2.39.** The purpose of the Board will be to review the performance of the news service on a monthly basis, looking specifically for possible improvements and developments. The Chief Executive and Editor of TV-am Teletext will take account of any views expressed.

A3



## **REGIONAL INFORMATION**

**A.3. Detailed proposals on the amount and sources of provision of regional information are required in response to A.1. The applicant should add here further details about how he will satisfy the requirement that the service is to include a sufficient amount of information which is of particular interest to persons living within different areas for which the service is provided. Taking account of the information in paragraphs 70-73, he should:**

- (i) provide a map with appropriate supporting information to show on what geographical basis 'different areas' are to be determined; and**
- (ii) describe in detail how the service will differ in content and presentation in relation to the particular interests of the persons living within different areas.**



**SUMMARY:**

TV-am will build on its considerable experience of serving the regions of the United Kingdom in creating 14 separate 30 page regional services.

Each service - 'first with the news' in each area - will contain regularly updated news, sport and sports results, weather, travel, What's On, a jobs file, and in appropriate regions, multi-cultural pages.

Information for the pages will be supplied by a wide variety of authoritative sources, including PA, the AA and the Meteorological Office, who have extensive knowledge of and presence in the regions.

The pages will be the direct responsibility of the TV-am Teletext Deputy Editor, who will plan and monitor their content.

The regional content will be independently monitored by the TV-am Teletext Advisory Board, which will have a member from each of the 14 regions.

A.3.1. As outlined under A1., the TV-am Teletext service will provide 14 services of at least 30 pages daily of news, sport, weather, travel, and other information designed specifically to be of interest to different regional audiences throughout the United Kingdom.

A.3.2. Separate editions of the regional sections will be broadcast for each of the 14 ITC Channel 3 licence areas. A map showing these areas is attached.

A.3.3. Sufficient resources and staffing will be available to ensure that all the editorial aspirations of the regional pages are met.



**A.3.4.** TV-am Teletext considers that the provision of a wide range of material in these pages is a central part of its duty to users. At the same time, this variety will be a major reason for using the Teletext service.

**A.3.5.** It will be the constant aim of the Teletext service to be 'first with the news' in all the key categories, and thus become an indispensable source of local information for all users. The impressive sources of supply, outlined in detail under A7, will lead to this being achieved from the outset of the service.

**A.3.6.** TV-am Teletext has deliberately chosen a wide range of categories and more than the minimum quota of pages for its regional service. This range and volume, covering all the main types of information required by users on a day-to-day basis, will in itself help to ensure that the regional service has sufficient material to appeal to people living in different areas.

**A.3.7.** At the same time, each of the categories of information will contain of frequently updated material which will be of specific interest to local people:

#### **NEWS**

**A.3.8.** The regional news will consist of at least five items daily - and usually more, - directly from each region. The stories will be frequently updated and feature local information and developments, or the regional dimension of national issues.

**A.3.9.** Regional News will include Parliamentary and EC news, together with the full spectrum of social, economic and political developments. There will also be a quota of 'human interest' stories, and reports of major court cases.



## FINANCE AND BUSINESS

A.3.10. These pages will contain details about local companies and business organisations: share prices, annual reports, expansion plans, closures, changes in personnel, new orders - anything of special importance.

A.3.11. A study of the PA service for Monday, January 13 1991 shows that the following reports for inclusion in regional services are already available. It should be stressed that these are carried now on the general PA service before any provisions is made for TV-am's explicit requirements.

Note: many of these stories would be carried briefly in news pages and developed in the regional strands.

\* = carried in more than one regional service

### East and West Midlands

Evesham - Long Lartin prison man before court

Swindon - man on murder charge \*

Reading - police search for railway killer \*

Warwickshire Chief Constable speaks on speeding

Trent health chief to lead campaign

Parliament - Keith Vaz (Leicester) on BCCI

Quorn Hunt master's final day

### Yorkshire

Huddersfield - funeral of man shot dead by police

Dalepeak company results \*

Sheffield - bid for local factory

York - Conal Gregory asks questions in Commons

Leeds - theft from police canteen



#### **Wales and the West**

Swindon - man on murder charge \*  
Newport MP Paul Flynn's question in Commons  
Avon & Somerset more police on beat \*  
Cardiff - five convicted of assaulting Asian  
Minister reveals poll tax average for Wales  
Ledbury - dog refuses to leave mistress's body  
Cardiff - Welsh soap opera to be shown in Holland

#### **East of England**

Ipswich - footballer avoids gaol for drink driving  
Chelmsford MP Simon Burns asks about civil servants' clothes  
sense \*  
Essex exhibition on quaint road safety suggestions \*  
Possible flu epidemic in London\*

#### **London**

Reading - police search for railway killer \*  
Gravesend - Ken Goodwin recovers from panto fall \*  
Essex road safety exhibition \*  
Chelmsford MP Simon Burns on civil servants \*  
Battersea MP John Bowis's Commons question  
London and South East MPs on Channel tunnel \*  
Bracknell - firemen injured \*  
Law Courts - woman wins damages in sterilisation case\*  
London - possible flu epidemic in capital \*  
*(developed in education pages as well)*

#### **South and South East**

Reading - search for railway killer \*  
Gravesend - Ken Goodwin recovers from panto fall \*  
Bracknell - firemen injured \*  
Commons - MPs discuss Channel Tunnel \*  
Law Courts - woman wins damages in sterilisation case\*  
London - possible flu epidemic in capital\*



#### **South West**

Avon and Somerset - more police on the beat \*  
Ledbury - dog refuses to leave mistress's body \*

#### **North East**

Dalepark company results\*  
Newcastle building society's result

#### **North West**

Manchester MPs discuss metro link

#### **Ulster**

Down South MP Eddie McGrady's Commons question  
Commons statement on Ulster tourism  
Junior minister on IRA and Libya

#### **Central Scotland**

Scots MPs including Dr Jeremy Bray (Motherwell) discuss  
Ravenscraig closure \*  
Glasgow - first tenants for Strathkelvin project \*  
Glasgow - nurse appeals dismissal for smoking \*

#### **Border**

Ravenscraig debate \*  
Glasgow nurse appeals dismissal for smoking \*  
Glasgow - first tenants for Strathkelvin development \*

#### **North Scotland**

Ravenscraig debate \*

#### **Multi-Regional**

Details of a six-city trial run of a new play by Ronald Harwood with  
Albert Finney (who first combined in **The Dresser**) carried on  
relevant regional pages and also in show business section.



## **SPORT**

**A.3.12.** The sports pages will contain specific regional information from local leagues covering every variety of sport. The full list of fixtures that will be regularly featured is appended to A7.

## **WEATHER AND TRAVEL**

**A.3.13.** The regional weather will have regularly updated forecasts and facts for each area, and the travel section will include all relevant information on local road conditions, updated on an hour by hour basis, as well as details of problems on public transport and from key travel points. The AA computer will be used to its maximum effect for these pages.

## **WHAT'S ON**

**A.3.14.** The regional What's On pages, also encompassing arts and leisure, will contain details on local happenings in each region, updated daily.

## **MULTI-CULTURAL**

**A.3.15.** Three multi-cultural pages will be provided for all relevant regions, including London, Wales, Yorkshire, the North-West and the Midlands.

**A.3.16.** Each section will contain a variety of news, What's On, and information of special interest to the ethnic minorities.

## **JOB FAX**

**A.3.17.** The regional Jobfax pages will give details of career and further education and training opportunities in each region.



### **KEY FEATURES OF THE REGIONAL SERVICE**

**A.3.18.** News, sport and business - updated on a regular basis - will be supplied by PA's network of more than 250 journalists and 1,000 stringers, covering each of the 14 regions in depth. This is one of the strongest and most extensive news gathering networks in Britain, and will ensure that Teletext news reflects communities in every corner of the land.

**A.3.19.** TV-am Teletext will have an editorial structure which places central importance on maintaining the quality and diversity in the content of the regional pages. They will be the direct responsibility of the Deputy Editor, working with a regional editor and panel of sub editors.

**A.3.20.** Major priority will be placed on creating a substantial flow of information to the Teletext newsroom from a wide range of local organisations covering the arts, tourism, industry, employment, education and religion. TV-am will build on its considerable existing contacts and experience of regional coverage to create this network.

**A.3.21.** Other information, covering the weather and travel, will come from authoritative established sources such as the Meteorological Office, and the AA. Each has a substantial presence in the different regions. Contracts to secure this information will be signed as appropriate.

**A.3.22.** Regular editorial meetings, attended as appropriate by PA, will monitor the range of regional material on a daily basis.

**A.3.23.** TV-am will encourage regular feedback from the regions through viewers' letters. These will be featured in the postbag section of the service, and used as a valuable feedback loop to develop and improve the service.

**A.3.24.** Regular market research - outlined under A4 - will gather views about the regional service and thus provide another important channel of feedback.



**A.3.25.** TV-am will appoint a representative from each area to serve on a Teletext Advisory Board. They will serve as independent monitors of the regional output, and meet quarterly with other members of the board. Full details of the composition and workings of the Advisory Board are contained under A4.

#### **EDITORIAL.**

**A.3.26.** The regional pages of Teletext are considered by TV-am to be a major part of the service, and will be the direct day-to-day responsibility of the Deputy Editor, who will be chosen for his wide understanding and knowledge of the different areas of the United Kingdom.

**A.3.27.** The Deputy Editor will be assisted by the Regional Editor, a journalist of experience and seniority, who will ensure that the regional pages contain material of wide ranging interest to viewers from the different regions of the country.

**A.3.28.** In addition, at least four of the sub-editors will work full time on writing and updating the regional pages.

**A.3.29.** In creating these pages, TV-am will draw on its extensive experience of providing information about and from the regions of the country.

#### **PRESS ASSOCIATION**

**A.3.30.** PA will have the central role in providing regional news, sport and business pages which will be authoritative and up-to-the minute, and which will be directly in touch with the heartbeat of every community.

**A.3.31.** Their experience and expertise, with sources of news and information in all corners of the land, will be employed to its full effect.



**A.3.32.** Thus the TV-am regional teletext service will have as its core one of the largest single sources of regional information in the country. For the first time, this flow will be properly harnessed to provide the regional pages, using the latest computer technology.

**A.3.33.** A special team of journalists at PA, a senior member of whom will be the Regional Editor, will write the relevant pages. The PA Regional Editor, will work in close association with the TV-am Teletext Deputy Editor and Regional Editor.

**A.3.34.** TV-am Teletext journalists will also forge links with, and foster the flow of information from, local organisations throughout the country. These sources of information will form part of the lifeblood of the service. The starting point for these links will be those already built by TV-am in the regions. The TV-am Teletext Deputy Editor and the Regional Editor will be appointed as soon as possible after the granting of the licence to ensure that all the channels of communication are in operation before the start of the service.

**A.3.35.** Part of their duties will include regular visits to key contacts and sources of information in the regions. A significant budget will be available for this purpose.

**A.3.36.** The organisations involved will include:

- Arts associations.
- Chambers of Commerce and Trade
- Regional Tourist boards
- Local Authorities
- Regional Television Companies
- Theatres, cinema chains, general arts groups.



### **Ulster**

**A.3.37.** Rather than concentrating on the troubles facing the province, the TV-am Teletext pages will focus on the more positive aspects. These will include industrial development, tourism, sport and culture. Gaelic culture and language will figure while events throughout the province - not simply those in Belfast - will be covered.

### **Scotland**

**A.3.38.** The three separate services for Scotland - covering Central, Border and Grampian - will each have a slightly different perspective on Scottish Affairs. Special attention will be paid to local industrial issues - such as oil, fisheries and shipbuilding - as well as angling, tourism and conservation of the Highlands and coastline. Scottish sporting and cultural traditions as well as Gallic language issues will also figure prominently. TV-am will have the pages, and PA the resources to cover fully any Scottish Assembly.

### **Wales**

**A.3.39.** TV-am Teletext will cover Welsh affairs to the full, including any assembly. Cultural events in Cardiff will figure prominently, as well as issues of Welsh Nationalism, language, industry and tourism.

### **The English Regions**

**A.3.40.** The service for each area of the country will reflect and report local issues and concerns, and be in touch with major political, economic and social trends of direct relevance to local life.



### A.3 APPENDIX

This is a list of some of the events which will be covered in the regional sports pages.

#### SOCCER

Berks & Bucks Senior Cup  
Beds Senior Cup  
Cheshire Senior Cup  
Evans Halshaw Floodlit Cup  
FA Challenge Cup  
FA Trophy  
FA Vase  
FA Youth Cup  
Lancashire ATS Trophy  
London Challenge Cup  
Lincs Senior Cup  
London Senior Cup  
Middlesex Senior Cup  
Oxford Senior Cup  
Surrey County Cup  
Suffolk Premier Cup

We will also be covering all the associated cup competitions from the following leagues:

Abacus League	National Division. Division One
Arthurian League	
Bank's Brewery League	Premier Division. Division One
Beazer Homes League	Midland Division. Southern Division
Bass North West Counties	Division One. Division Two
Charington Chiltonian	Premier Division. Division One
Dan-Air Football League	Premier Division
Essex Senior Football League	Senior Section
FCN Kent County League	Premier Division. Senior Section



Freeman Kershaw League	Premier League	
Greene King Spartan League	Premier Division.	Division One
Great Mills League	Premier Division.	Division One
HFS Loans League	Division One	
Hellenic Football League	Premier Division.	Division One
Herts Senior County League	Premier Division	
Hereward Sports		
United Counties League	Premier Division.	Division One
Jewson Football League	Premier Division.	Division One
Jewson Wessex League		
Johnson Wax Surrey County	Premier League	
Key Consultants South Midlands Football League		
	Premier Division.	Division One
Knight Floodlit League		
Old Boys League	Premier Division.	Senior Division One. Senior Division Two
Manweb Cymru Alliance		
The Northern Football League		
	Division One	Division Two
Southern Olympian		
Southern Amateur Football League		
The Scoreline Combination	Premier Division.	Division One
South East Counties League	Division One	Division Two
TSB Highland League		
Unijet Sussex County League	Division One	Division Two.
	Division Three	
Vauxhall Football League	Division One.	Division Two North. Division Two South
Webster's Midland League	Supreme Division.	Premier Division
Wimpy Essex & Suffolk Border League		
	Premier Division.	Division One
Wendy Fair Capital League		
Windstonlead Kent League	Division One.	Division Two
Weekly Winner Football League		Premier Division



## **SCHOOLBOYS**

**Adidas U16 - U19 Inter County Championships**  
**British Gas Inter Assoc Trophy Competition**  
**Diamik U16 Individual Schools Championship**  
**Barclays U19 National Competition**  
**McDonald U12 Indoor 5-a-side Competition**

## **Womens**

**New League - Three Divisions**

## **RUGBY UNION**

**Courage Clubs Championship**

## **Midlands**

**Midlands Division 1. Mids 2 West. Mids 2 East. Staff/Warks Staff 1.**  
**Staff 2. Warks 1. Warks 2. Warks 3. N.Mids 1. N.Mids 2. N.Mids 3.**  
**N.Mids 4.**  
**NLD 1. NLD 2. NLD 3. NLD 4. NLD 5.**  
**EM. Leics. E.Mids 1. E.Mids 2. E Mids 3. Leics 1. Leics 2.**

## **London**

**London Div 1. London 2 North. London 2 South. London 3 NW. London**  
**3 NE. London 3 SE. London 3 SW.**  
**Middx 1. Herts 1. East Counts 1. Kent 1. Sussex 1. Hants 1. Surrey 1.**



### **South West**

South West Div 1. South West Div 2. West Counts South Counties.  
Corn/Dev. Devon 1. Devon 2A. Devon 2B. Corn 1. Corn 2.  
Glos/Som. Glos 1. Glos 2. Glos 3. Glos 4. Som 1. Som 2. Som 3.  
Bucks/Ox 1 Bucks/Ox 2  
Berks/DW 1. Berks/DW 2. Berks/DW 3 East. Berks/DW 3 West

### **North**

North Div 1. North Div 2  
NE Div 1. NE Div 2. NW Div 1. NW Div 2  
York 2. York 3. York 4. York 5  
Dur/NMB 1. Dur/NMB 2. Dur/NMB 3. Dur/NMB 4  
Div West 1. Div West 2. Div West 3.  
Div East North 1  
Div North 1. Div North 2  
Div East 1. Div East 2. Div East 3

Heineken League. Division 2. Division 3  
McEwans League Division Three. Division Four. Division Five  
Club Matches  
Provincial Insurance From starting round

### **RUGBY LEAGUE**

British Amateur Rugby League

### **HOCKEY**

Pizza Express (Mens) National League  
Typhoo (Womens) National League  
Feeder Leagues - North/AW Yarns. East/Norwich Union. Midlands/Ernst  
& Young. West/Sun Life. Southern/Peroni. London/Pizza Express  
PLUS Cup Competitions & Internationals



## **LACROSSE**

Men's & Women's League. North & South and Cup Competitions.

## **HANDBALL**

British League - Men & Women

## **BASKETBALL**

Carlsberg Men/Women - Leading 2 Divisions

## **CYCLING/CYCLO CROSS**

All Senior Clubs/County Meetings

## **BADMINTON**

County Championship Div 1. Div 2

## **ICE HOCKEY**

Heineken Premier. Div 1

England Div 1

## **NETBALL**

All England National League

## **MOTOR CYCLING/MOTOR RACING**

All main meetings (Silverstone. Donnington. Brands Hatch. Snetterton.  
Oulton. Chardwell etc.)



### **SPEEDWAY**

Sunbrite League Div 1. Div 2 and related cups, exhibitions and other competitions

### **TENNIS**

Vauxhall League

### **TABLE TENNIS**

1st Division Club Matches

### **VOLLEYBALL**

Royal Bank Leagues 1 & 2 plus Women's

### **ANGLING**

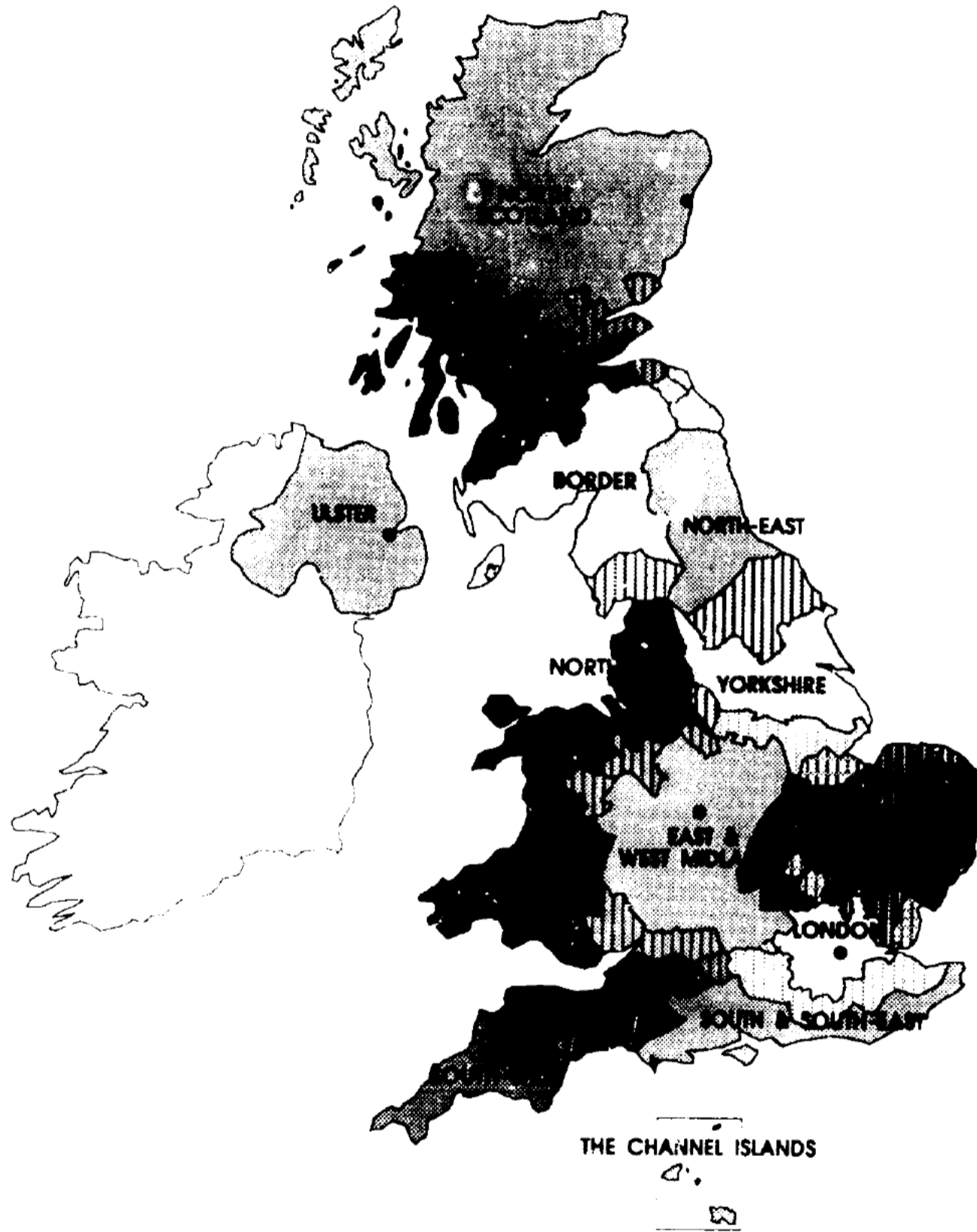
National competitions from:  
National Federation of Sea Anglers  
National Federation of Anglers

### **Summer 1992**

We will also be covering the following British based sports during the summer of 1992:

League Cricket  
American Football  
Australian Rules Football  
Baseball

### MAP OF THE INDEPENDENT TELEVISION REGIONS



KEY:  
Plain areas show single transmission/reception areas  
Striped or check areas show double or triple transmission/reception areas

44



## DIVERSITY IN THE SERVICE

A.4. Detailed proposals as to the amount and sources of information strands are required in response to A.1. The applicant should add here any additional information as to how he intends to satisfy the requirement that the service, taken as a whole, includes a sufficient amount of information (other than news) which is calculated to appeal to a wide variety of tastes and interests. Referring to paragraphs 74 and 75 in particular, he should state any provision he intends to make for specific types of information at times appropriate to weekend as opposed to weekday or vice versa and, as appropriate, at particular times of day. ('Weekend' shall be treated as commencing at 5.15 pm on Fridays and ending at 6 am on Monday.)

A.4.1. TV-am has extensive knowledge of, and experience in meeting, the needs of the television audience and of achieving diversity in the content of programming. This editorial expertise will be employed fully in serving the teletext audience.

A.4.2. As the number of teletext homes expands through the 1990s, the central editorial philosophy of TV-am Teletext will be to meet the interests of as many of the audience as possible.

A.4.3. This will be achieved partly through a basic strategy of providing national and regional pages of sufficient range, volume and variety. The pages will cover the broadest possible spectrum of information and human activity, and become indispensable 'stand alone' sources of information with a reputation for authority, speed and reliability.

A.4.4. TV-am Teletext will also seek to meet the interests of viewers by always striving to be in touch with their needs, through channels such as market research and letters. The subject categories of pages will be subject of constant review.



**A.4.5.** Certain of the pages will change to meet the needs of the audience according to the time of day or week: for example, there will be more sports and leisure at weekends, extra rolling pages for children during school holidays, and a special weekend section.

**A.4.6.** An average of 1,200-1,400 pages (including rolling format), containing editorial copy, representing 120,000 - 150,000 words, will be transmitted each day. The precise breakdown of the content is given under A1.

**A.4.7.** As detailed, the main categories of pages broadcast will include news, sports, weather, travel, arts and leisure (e.g. music, theatre, cinema television, books, poetry, gardening, angling, cookery, chess, pets and pet care) children's items, religion, multi-cultural news, What's On and arts, education, consumer interest, and jobs.

**A.4.8.** It is considered that this volume and range will ensure that TV-am Teletext appeals to a wide variety of tastes and interests. There will be a sufficient number of pages in each category to deal with each subject in depth.

**A.4.9.** Regular updating of all categories of pages will also in itself create an interest in their content. The constant aim of the TV-am Teletext service will be to achieve the fastest delivery of information available from any source in key areas of news, weather, sport, prices and travel.

**A.4.10.** Comprehensive cross-referencing and developing of the same items in specialised pages will be a hallmark of the service. For example a news story about a 'flu epidemic will be expanded with information and advice in the education and social action pages.

**A.4.11.** Market research, carried out with TV-am's extensive knowledge in this field, will lead to a thorough understanding of the requirements of users of teletext, both regular and casual. The results of frequent surveys will be used to continually develop and fine tune the contents - a vital feedback loop ensuring that all the pages are fully in touch with the audience.



**A.4.12.** A further vehicle for audience feedback will be a series of postbag pages. Viewers will be encouraged to write or phone in (to special lines) with their suggestions and observations for new pages, improvement to the existing services, and with their reaction to news or other events.

**A.4.13.** In this way, TV-am Teletext will have a further line of feedback from the audience, and at the same time, the letters and phone calls will provide a lively series of pages that further enhance the overall service.

#### **STRUCTURE FOR DIVERSITY**

**A.4.14.** The editorial structure of the TV-am Teletext service will also directly foster diversity in the service. Each of the sub editors - as outlined under A5 below - will have responsibility for developing and continually improving his own specialist area. The parameters outlined in A1 will be the broad minimum of diversity in the service; the journalists will be expected and encouraged to look for new ideas.

**A.4.15.** Each editor will have access to outside experts as detailed under A7, some retained on permanent contract, and some on an ad hoc basis. Journalists will thus be in touch with thinking and developments on a wide variety of topics - from weather to personal savings schemes and from the latest sports craze to new developments in the arts.

**A.4.16.** These ideas, in turn will be a vital part of the editorial process and in keeping the pages sharply focused on current tastes and interests.

**A.4.17.** There will be regular meetings to plan the pages and make sure that they are fulfilling clearly stipulated guidelines on quality, diversity and frequency of updating. A key part of this planning process will be discussion of new ideas in the context of market research and new fashions, interests and trends. The meetings will be chaired by the Editor or his deputy and will be one of the most important parts of the editorial process.



**A.4.18.** Full feedback of the performance of every journalist - paying particular attention to the development of new ideas - will be a regular part of the managerial process, and another part of the strategy for fostering diversity.

#### **ADVISORY BOARD.**

**A.4.19.** TV-am recognises that the input of an independent panel of experts and users is a vital part of any editorial process.

**A.4.20.** To this end, it will appoint an Advisory Board whose job will be to review the range and quality of the teletext service, both nationally and regionally.

**A.4.21.** Membership will be as follows:

- TV-am Teletext Managing Director
- TV-am Teletext Editor
- Non executive director of the Teletext Board
- PA's Editor in Chief
- Four advisory experts
- 14 regional members - one from each area served

**A.4.22.** The first five categories of membership will meet every month, with the specific aim of monitoring overall editorial performance and making suggestions for future improvements and developments.

**A.4.23.** Every three months, they will be joined by the 14 regional members to give feedback on the standards and range of coverage achieved by the regional services.

**A.4.24.** A key part of their responsibilities will be to look at the range and diversity of information provided.

**A.4.25.** The Chairman of the Advisory Board will be drawn from one of the outside members.



A.4.26. Care will be taken to include representatives from minority sections of the population.

A.4.27. The Advisory Board will communicate regularly with spokespeople of communities in different areas of the country, in the process of monitoring the diversity and relevance of the separate regional pages.

#### **PAGE VARIATIONS**

A.4.28. Variations in the service to meet different requirements according to the time of day or week are listed.

##### **1. Morning/Day/Evening**

A.4.29. The number of pages under certain headings will vary according to the time of the day. Individual details are given under the strand headings, below.

A.4.30. In broad terms, there will be more news at the hours of peak demand, i.e. early mornings, lunchtimes and in the evening.

A.4.31. Coverage of financial and business news will be higher during working hours.

A.4.32. Certain information - such as What's On Television - will be specially updated for the evening so that families returning home can plan their evenings.

A.4.33. Summaries of the day's racing and sports results will also be provided for those returning home to catch up.



## **2. The Weekend**

**A.4.34.** As outlined under A1, TV-am Teletext will carry extra pages from each Friday lunchtime until Sunday night covering items of weekend interest.

**A.4.35.** The Weekend index will sign-post and give fast access to information likely to be of special importance at the weekend; weather and travel, sporting events, arts events, leisure activities, shopping information, What's On and television highlights.

**A.4.36.** Weekend pages will give suggestions of what to do and places to visit, give summaries of the key advice (available more fully under the direct heading, eg weather), and contain highlights of What's On.

## **3. Holidays**

**A.4.37.** During school holidays, TV-am Teletext will carry extra rolling pages for children, with games, ideas of what to do, activities, and simple projects in areas such as cookery, drawing and things to make.

**A.4.38.** As with the weekend, there will be a holiday index, drawing special attention to the information likely to be of extra importance: travel, airport delays, weather conditions, places to visit, What's On, etc.

**A.4.39.** Also under the holiday section will be special advice, such as hints on travel, and a fact file on tourist attractions.



## INDIVIDUAL STRAND VARIATIONS

### 1. News

**A.4.40.** There will be extra rolling pages of news and background at peak periods, for example in the morning before going to work, at lunchtimes, and in the evening. There will be special pages in the event of major running stories, eg. The Gulf War, a General Election Campaign.

**A.4.41.** At weekends, news bulletins will also be specially updated in the morning, evening and at lunchtime. It is considered that the requirement for the latest news is the same throughout the week, with variations to accommodate late risers.

**A.4.42.** On Sundays, there will be special analysis of the newspapers.

### 2. Sport

**A.4.43.** Comprehensive sports news, information and results will be available at all times on the Teletext service.

**A.4.44.** To meet the extra sporting programme, and corresponding increased interest at weekends, extra pages will be provided from Friday lunchtime until Sunday evening, mainly by using the rolling page facility. These will be sign-posted from the Weekend pages and sports index.

**A.4.45.** From Friday afternoon, previews of the weekend's sporting events will be carried, including complete fixture lists and expected high points of the action.

**A.4.46.** A full results service will be available as soon as play is over, and these will be carried throughout Sunday, with analysis and reaction.

**A.4.47.** Bank holiday sport will also merit extra coverage, as will key events in all sports.



### **3. Weather**

**A.4.48.** TV-am Teletext weather will be available at all times. New forecasts will be available at all peak times, as with news.

**A.4.49.** The Weekend and holiday pages will both have special weather sections, with extra data to meet the different requirements.

**A.4.50.** For example, climbing conditions in areas such as Snowdonia, and the Lake District will be featured in the holiday pages and on summer weekends.

**A.4.51.** Equally, sailing forecasts will be carried for all the centres of this hobby.

**A.4.52.** Throughout the peak holiday months, temperatures at all major tourist destinations - as well as regularly-available capital cities - will be provided.

### **4. Travel**

**A.4.53.** Updated travel information will be provided at the start of every day, with new problems and developments carried as soon as possible.

**A.4.54.** Special attention will be given at weekends to routes around tourist attractions and to possible bottlenecks such as approaches to airports, etc.

**A.4.55.** During the holiday months, all travel details will be expanded through rolling pages, with special information about key points such as air and ferry ports, together with tips to make the journey as smooth as possible.

**A.4.56.** Information will be provided on main continental routes, with guidance of the differing road laws and requirements.



## **6. Finance and Business**

**A.4.57.** Most financial and business news will be concentrated in the early mornings and during the working day.

**A.4.58.** In the evenings, there will be summaries of the key developments during the day, and at weekends, of the main trends, with special analysis and background.

## **7. Arts and Leisure**

**A.4.59.** Extra pages of What's On in Arts and Leisure will be provided both at weekends and during the major holiday periods.

## **8. Provision for Children**

**A.4.60.** There will be more information and suggestions of what to do for children in the early evening (when pages like the Teen section will be updated), at weekends and during school holidays.

## **9. Education**

**A.4.61.** Extra consumer advice, on shopping prices will be available at weekends.

A5



## **ORGANISATION AND STAFFING**

**A.5. Taking account of paragraph 67 in particular, the applicant should describe the intended organisation structure of the applicant body, identifying key posts, named post holders (where possible) and numbers of staff to be employed to provide the service. Applicants must describe the quality and calibre of key executives, including all known executive and non-executive Directors, related to the tasks they will undertake. A diagram of the management reporting structure should be provided, as well as a general organisation chart indicating the distribution of functions within the organisation.**

**Note:**

- (1) The ITC requires detailed information to be made available to it about the applicant's proposed senior staff. Information supplied in reply to this question will be published together with the applicants's other replies under both parts of Section A of the attachment. However the ITC acknowledges that in certain cases there may be a need to supply some information in confidence, including information on specific aspects of staffing. A side letter containing this information and requesting confidential treatment addressed to the Secretary to the ITC should be included as part of the application. Any changes of intention related to senior staff should be subsequently notified, and will be noted by the ITC in its consideration of the application. Names of non-executive directors will have to be published.**
  
- (2) Staff numbers given under A.5 must be consistent with information on staffing which is given in response to questions in section D below.**



**A.5.1.** The TV-am teletext service will have a simple but highly efficient organisation geared to one central aim: the production of a high quality teletext service, which is highly regarded and regularly used in an ever increasing number of homes throughout the United Kingdom.

**A.5.2.** TV-am will use all its management and organisational skills in establishing the service under a Board of Directors which contains key TV-am personnel.

**A.5.3.** The executive team will be lead by two leading members of TV-am's senior management with the relevant skills and experience.

**A.5.4.** The staff will have a wide range of abilities covering all the necessary skills, including journalism, engineering, advertising sales and financial administration.

**A.5.5.** There will be clear lines of referral and decision-making, with flexibility and efficiency the key components.

**A.5.6.** Other key characteristics:

working practices at all levels of the company which ensure flexible and efficient productivity and forward planning;

efficient financial management, which allows precise day to day control and monitoring of expenditure through a system of weekly accounting;

sufficient resources to support maximum creativity in the delivery of the teletext pages; and to ensure that all the editorial aspirations are met

an effective sales organisation which maximises revenue;

budgetary planning which allows the company to meet any news eventuality;



compliance awareness and disciplines built into the fabric of the company

a strong emphasis on staff welfare, training and development.

equal opportunities at every level of company operations

**A.5.7.** A central feature of the TV-am teletext service structure will be close integration of all departments, leading to cross fertilisation of ideas and efforts. It will be a small, highly integrated team, divided into four main categories of operation:

- Editorial
- Sales and Marketing
- Technical
- Finance and Administration.

#### **BOARD OF DIRECTORS**

**A.5.8.** The teletext team will be led by a **Chief Executive**, who through the TV-am Teletext Board of Directors will be in day-to-day charge of all aspects of the company's operations.

**A.5.9.** He is [REDACTED], currently an Executive Director and Company Secretary of TV-am plc. A qualified barrister, he joined TV-am in 1987 as Company Lawyer and was appointed Company Secretary and Controller of Legal Services in 1988. He is an expert in broadcasting law and has wide experience of a broad range of all company, commercial, employment and contract law.

**A.5.10.** He has been part of TV-am's Executive Committee since 1988, and therefore has substantial experience of management of a major journalistic organisation at a senior level. He has been closely involved with all the major developments at TV-am within recent years. He was appointed Executive Director of TV-am in 1991 and given special responsibility for identifying new areas for development.



**A.5.11.** The Chief Executive will be responsible for the overall management of the company and will have direct responsibility for financial control, administration, personnel and compliance.

**A.5.12.** The Chief Executive of TV-am Teletext will be an Executive Director of the company.

**A.5.13.** The following will be non executive directors.

**A.5.14.** Chairman: [REDACTED], 62, who is currently Chairman and Managing Director of TV-am plc, and has considerable experience of broadcasting at the most senior levels. He began his television career in 1956 as the first man on Australian Television and rose to become Chief Executive of Channel Nine, and then Channel Seven. He joined TV-am as Managing Director in 1984, and was appointed Chairman in 1990.

**A.5.15.** The Chairman will oversee the setting up of the Teletext service, using his considerable management and broadcasting skills.

**A.5.16.** [REDACTED] 47, is currently the Director of Programmes at TV-am and Editor in Chief. He is responsible for all aspects of TV-am's programme operation, and over the past seven years was central in developing the newsroom operation.

**A.5.17.** [REDACTED] has more than 25 years experience as a journalist. Before TV-am, he worked in senior editorial posts for the Evening Chronicle, Newcastle, the Daily Express in Manchester, and as News Editor of Central Television in Birmingham.

**A.5.18.** [REDACTED], 40, has been Controller of Public Affairs at TV-am since 1985, and a member of the Board of TV-am Enterprises Ltd since 1987. He is a graduate of Emmanuel College, Cambridge who trained as a journalist on weekly and evening newspapers in the North-east. He joined the BBC as a news producer in 1978, and worked in a variety of news roles before becoming the BBC's Local Radio Publicity Officer in 1981 and the BBC Televisions News and Current Affairs Publicity Officer in 1983.



A.5.19. [REDACTED] has been involved in TV-am's company strategy and policy making at the most senior levels for the past seven years.

#### SENIOR MANAGEMENT

A.5.20. Reporting to the Chief Executive will be the TV-am Teletext Editor, who will be responsible for the editorial content of the pages, including those provided by PA. He will also have the day-to-day responsibility for editorial compliance.

A.5.21. The Editor will be [REDACTED], 46, a Yorkshireman who worked for more than twenty years on newspapers in the North-East before coming to TV-am in 1986 as a News Editor, and rising to Weekend Editor - one of the five most senior editorial posts - in 1989. As such, he was directly involved in the development of newsroom policy and strategy, as well as his comprehensive weekend duties.

A.5.22. Other senior appointments held by [REDACTED] have included Deputy Editor of the Sunday Sun, Newcastle (1976) and Deputy Editor, the Journal, Newcastle (1979). He was also a senior programmes Editor with Tyne Tees Television between 1983-86.

A.5.23. With this background, both national and regional, he has a thorough understanding of the interests and requirements of a broad-based audience.

A.5.24. Working to the Editor, will be the Deputy Editor, with special responsibilities for regional coverage. Chosen for his knowledge and understanding of the different areas of the country, the Deputy Editor will play a major coordinating role in the service, and be central in ensuring that it achieves and maintains all the editorial aspirations.

A.5.25. The Sales Director will also report to the Chief Executive. He will lead a small team, whose duty will be to maximise revenue, principally through the sale of advertising and sponsorship.



**A.5.26.** The sales director will be chosen for his substantial experience and extensive management skills in selling space on a major advertising outlet in a closely related field to Teletext. TV-am's senior management team will use their excellent track record in sales management to ensure that the person chosen is of sufficient calibre and quality.

**A.5.27.** The Senior Computer Engineer will be responsible to the Chief Executive for all technical matters and for ensuring that the TV-am Teletext service always meets the highest standards. He will also be in charge of research and development projects.

**A.5.28.** TV-am's current Chief Engineer, [REDACTED] will appoint the Senior Computer Engineer, and mastermind the installation and development of all the Teletext technical equipment, using his considerable experience of innovatory systems management in the broadcast field.

**A.5.29.** The Chief Accountant will be responsible for all matters of financial management and be in charge of systems that keep track of expenditure on a day to day basis. He will be chosen for his skills in this essential area of operations.

#### **MANAGEMENT PROCEDURE**

**A.5.30.** An open door policy with ready accessibility for all staff to senior personnel.

**A.5.31.** Regular weekly meetings of senior heads of department with the Chief Executive to ensure swift and efficient decision making.

**A.5.32.** Weekly accounts published for all departments and distributed to all relevant personnel to achieve maximum efficiency, advance planning and maintenance of approved budgets.

**A.5.33.** Monthly board meetings, with full reports from all senior heads of department.



**A.5.34.** Yearly, quarterly and monthly planning meetings to discuss and fix budgets, in which heads of department define the needs of their own areas.

**A.5.35.** Yearly strategy meetings attended by all senior company staff and directors to review performance and frame plans for the coming year.

**A.5.36.** Regular page department meetings to review performance.

**A.5.37.** Clearly defined targets for each member of management, with regular individual discussion of performance and achievements.

**A.5.38.** Bulletins of company aims and progress prominently displayed, with regular staff meetings.

**A.5.39.** A policy for all staff on matters such as development and training, Equal Opportunities and Safety at Work

**A.5.40.** Frequent feedback on the performance and career development of all employees by senior management.

**A.5.41.** Training and equality of opportunity central to the company's personnel policy.

#### **EDITORIAL DEPARTMENT**

**A.5.42.** The TV-am Teletext Editor, [REDACTED], will be responsible for the editorial content of all the pages. His track record, outlined above, linked with his proven judgement on editorial matters and an ability to organise and motivate an editorial team, will enable him to carry out his challenging and demanding duties.

**A.5.43.** His job will be to ensure that the pages meet all the criteria of content laid out in sections A1 - A4, that they are written to the highest journalistic standards and meet all the ITC's requirements as laid out in the codes relevant to teletext.



**A.5.44.** The Editor will also be in charge of all matters of compliance.

**A.5.45.** He will direct a Deputy Editor, a Regional Editor, and a panel of seven duty editors - giving 24 hour a day cover on a rota basis. These editors will supervise the journalists on duty, liaise with outside sources of information, oversee the editorial content on an hour-by-hour basis, and 'sign off' the pages when they are ready for transmission.

**A.5.46.** The Editor will also supervise the arrangements with PA for the provision of news, and sports pages, with regular consultations and meetings on content, editorial style, and other editorial matters.

**A.5.47.** The full details of the arrangements with PA are included under A7, Information Supply.

**A.5.48.** The TV-am Editor will at all times be the final arbiter of what is actually transmitted. If there are disagreements on editorial priorities he will consult with senior staff at PA.

**A.5.49.** The Editor will also be in overall charge of liaison with outside sources of supply such as the Meteorological Office, experts on specialist subjects, and freelance support.

**A.5.50.** He will have access at all times to legal opinion on all editorial matters.

**A.5.51.** The Deputy Editor will assist the Editor in the day-to-day running of the operation. He will be chosen for his journalistic experience, backed by editorial judgement and organisational abilities.

**A.5.52.** A key responsibility of the Deputy Editor will be the regional pages. He will make sure they are wide ranging, contain sufficient information of interest to different communities within the United Kingdom, and are updated on a regular basis.

**A.5.53.** He will liaise on a regular basis with communities throughout the country, ensuring that contacts with major bodies in each region are strong enough to guarantee the flow of information to the Teletext newsroom. In



this task, he will be assisted by a Regional Editor, a senior journalist of at least the same experience and abilities as the Duty Editors. Together, they will co-ordinate the regional output on a daily basis.

**A.5.54.** The Duty Editors - all senior journalists with several years experience - will supervise the page writing and indexing operation on a minute by minute basis. In this, they will consult closely with the TV-am Teletext Editor and his Deputy.

**A.5.55.** They will also closely liaise with PA on news, finance and business, and sport, and look for follow-up page ideas on the major stories of the day.

**A.5.56.** In times of major news stories, they will take charge of updating, and ensure that news flashes are broadcast, liaising closely with PA duty staff.

**A.5.57.** Reporting to the Duty Editors will be a team of twelve general sub editors, who will write the pages not supplied by PA or other outside sources.

**A.5.58.** Four of the sub-editors will be specifically responsible for the regional services.

**A.5.59.** TV-am Teletext will set up its own reference library for journalists. It will be run by a librarian with two assistants, and will contain extensive reference material accessed by latest computer technology. Journalists will also have full access to PA's library. The Teletext library will keep a record of everything transmitted in a form to be agreed with the ITC.

**A.5.60.** The editorial process will include regular daily meetings of senior journalistic staff, with updates through the day as needed.

**A.5.61.** The Editor and a Duty Editor will meet weekly with PA news executives to review progress and plan integration of the non-news teletext pages with the news diary.



**A.5.62.** There will also be regular planning meetings, which will include discussion and feedback on progress and development.

**A.5.63.** TV-am recognises the integrity of the Teletext service will to a certain extent depend on the speed and frankness with which any errors are corrected. Where necessary a page will be deleted and replaced with a corrected version. The nature of the correction will be pointed out. If a story has to be 'killed' attention will be drawn in the relevant section to this deletion. The Duty Editor will keep a log of all corrections in all sections. All letters intended for publication will be carefully checked for suitability and authenticity and approved by the Editor before transmission.

#### **SALES AND MARKETING.**

**A.5.64.** TV-am will use its substantial experience of selling a national television service to its full effect in working to maximise revenue.

**A.5.65.** The sales operation will be led by the Sales Director, who will head a team of four direct and twenty-five classified advertisement sales staff. He will also be in charge of marketing, and thus collating and gathering the data on which sales will be based.

**A.5.66.** He will be chosen for his wide experience at senior level of organising and motivating a small but highly efficient sales team, and will lead a Deputy Sales Director, a Marketing Manager and a Classified Sales Manager.

**A.5.67.** The direct sales team will be responsible for selling advertisements on all the national pages, for sponsorship deals, and for building strong relationships with clients and potential clients both directly and through agencies.

**A.5.68.** The Marketing Manager will be in charge of the collation and presentation of all market research, ensuring that the Editor has regular

TV-am

data on user reaction to the service, and providing the sales team with data on audience size, composition and reaction.

A.5.69. The classified sales manager will lead a team whose main job will be selling regional classified advertisements - an as yet untapped field for teletext, which TV-am believes has tremendous potential in the context of the regional service of news, sport, business news, etc. More details are included under Section D.

#### TECHNICAL

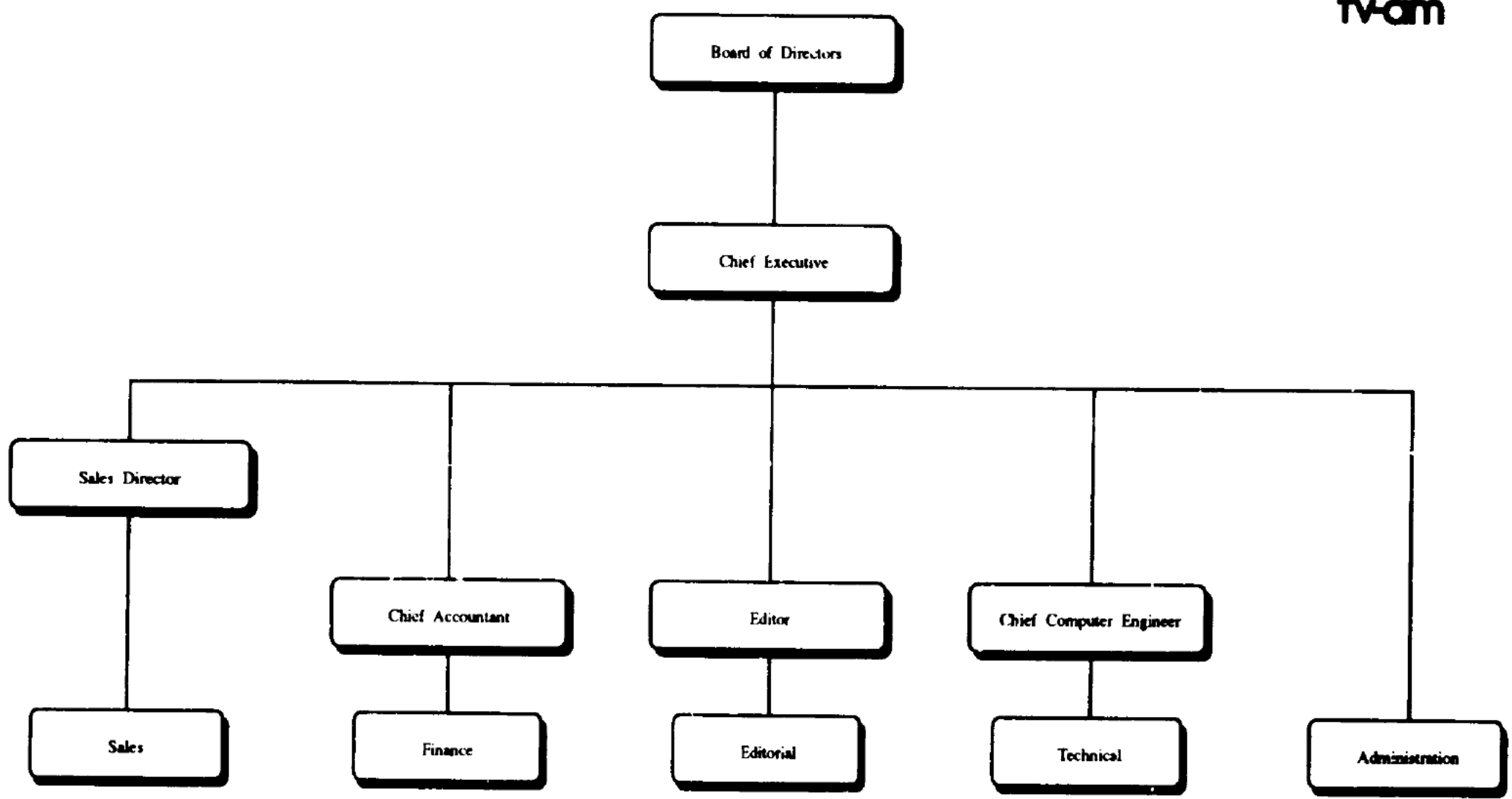
A.5.70. The Senior Computer Engineer will be responsible for the maintenance and running of all technical installations necessary in the Teletext operation.

A.5.71. He will be chosen for his knowledge of computing and use of data within broadcast television systems.

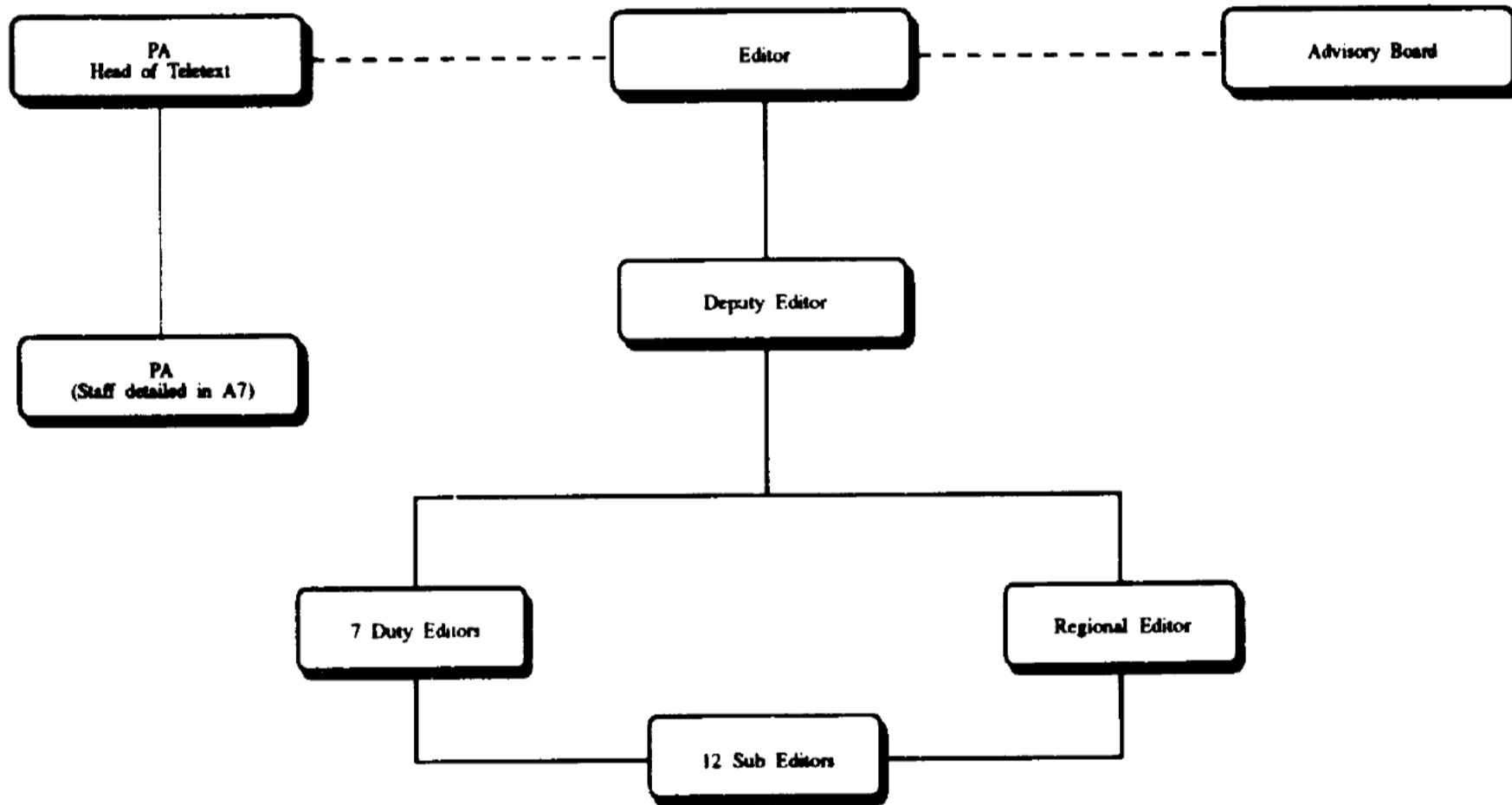
A.5.72. He will have a staff of two assistant computer engineers, and will be backed up by freelance maintenance contracts as necessary.

A.5.73. In addition, during the start-up and first nine months of operation the current Chief Engineer of TV-am, [REDACTED], will oversee the specification and initial operation of the technical installations.

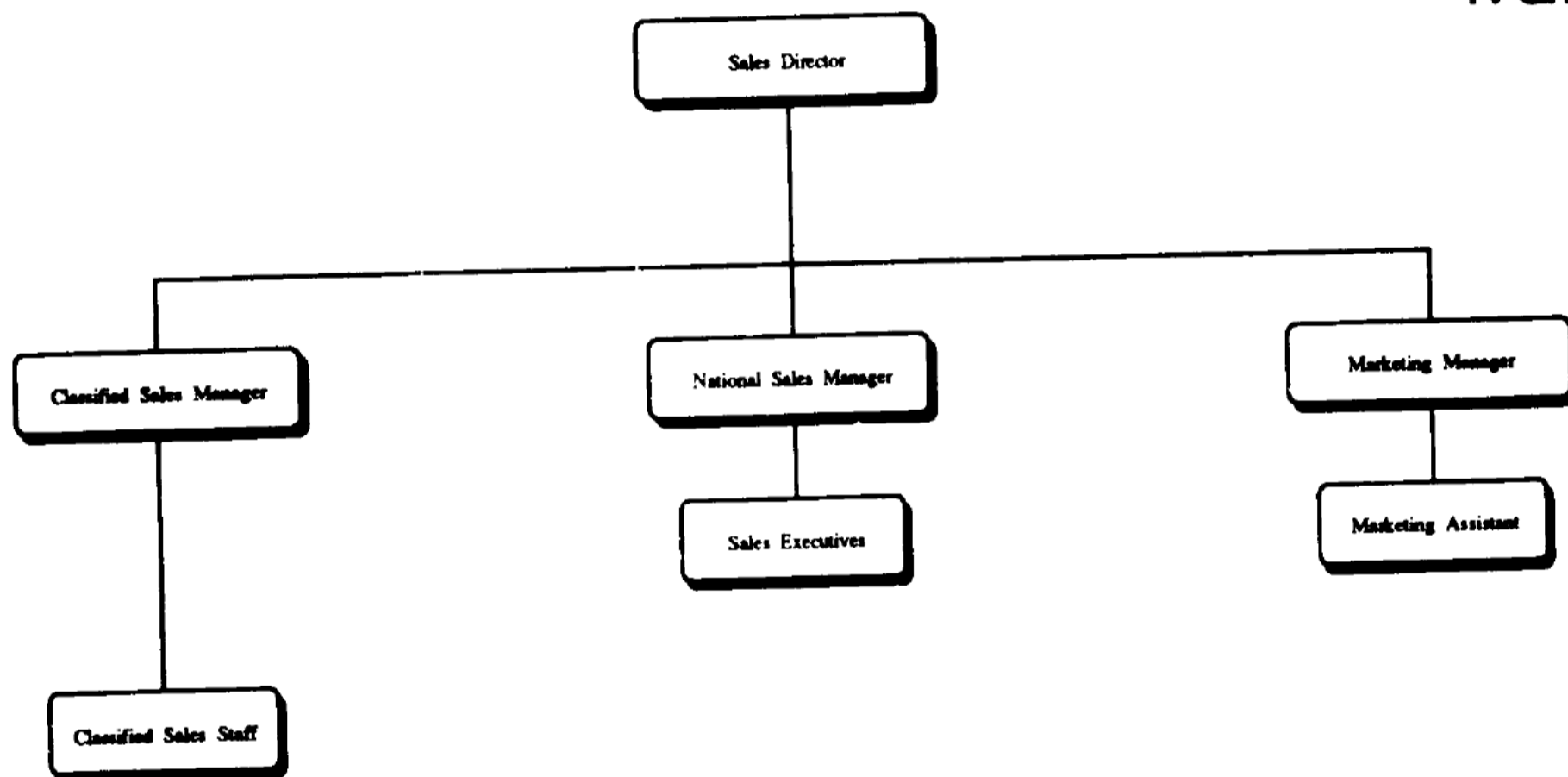
Organisation



**Editorial**



Sales



A6



## **COMPLIANCE**

**A.6. Against the background of the information provided in paragraph 16 in Part II, the applicant should describe in detail the arrangements he will make for compliance with the Teletext Code and any directions given by the ITC and with the conditions of the licence. He must also state**

- (i) how the organisation of compliance will be arranged in terms of the structure described under A.5 above;**
- (ii) the procedure he intends to adopt to handle complaints from the public; and**
- (iii) in the event of that sub-licensing is agreed by the ITC, the arrangements which will be put in place to ensure that the ITC's Codes and any directions are complied with by the sub-licensee.**

**A.6.1. The underlying management culture of the TV-am Teletext company is one of leanness.**

**A.6.2. The lack of layers of hierarchical management will enable communications within the company to be swift. TV-am Teletext will use this in its compliance.**

**A.6.3. The importance of compliance with the terms of the company's licence from the ITC and to the codes of the ITC will be recognised by making the Chief Executive of the company the compliance officer. He will be assisted in his role by a number of senior executives.**

**A.6.5. The Editor will take day to day responsibility for compliance with the ITC Public Teletext Code and the ITC Programme Code. The bulk of the TV-am Teletext news service will as detailed in Sections A1 and A7 be supplied by PA. Within the contract of supply is the requirement on PA to comply with the terms of all ITC codes, legislation and conditions**



of the licence granted to TV-am, and any directions from the ITC. In his role of supervising the use of the material supplied by PA, the Editor will ensure its compliance with all such standards. He will report on a regular basis to the Chief Executive on all matters of compliance.

**A.6.6.** The Senior Computer Engineer will have day-to-day responsibility for compliance with all technical requirements. He will closely monitor the output of the service and report regularly to the Chief Executive.

**A.6.7.** The Director of Sales, assisted by the Marketing Manager, will ensure that all advertisements and sponsorship appearing on the service comply with the relevant ITC codes.

**A.6.8.** The Chief Executive will be the conduit through which all directions given to the company by the Commission will be channelled.

#### **(i) COMPLIANCE PROCEDURES**

**A.6.9.** TV-am will take advantage of the relatively small size of the team when dealing with complaints from the public. Communications will be swift and all complaints whether by telephone or by letter will be dealt with promptly.

**A.6.10.** The Deputy Editor will have day to day responsibility for the handling of complaints and will report on those matters directly to the Chief Executive.

#### **(ii) DEALING WITH THE PUBLIC**

**A.6.11.** TV-am has learned that the old Fleet Street practice of waging a war of attrition with complainants is short-sighted and non-productive and will carry over into the Teletext service its philosophy of politeness. If, following investigation, an item has been found to be incorrect or unfair TV-am will immediately correct the information giving the correction due prominence.

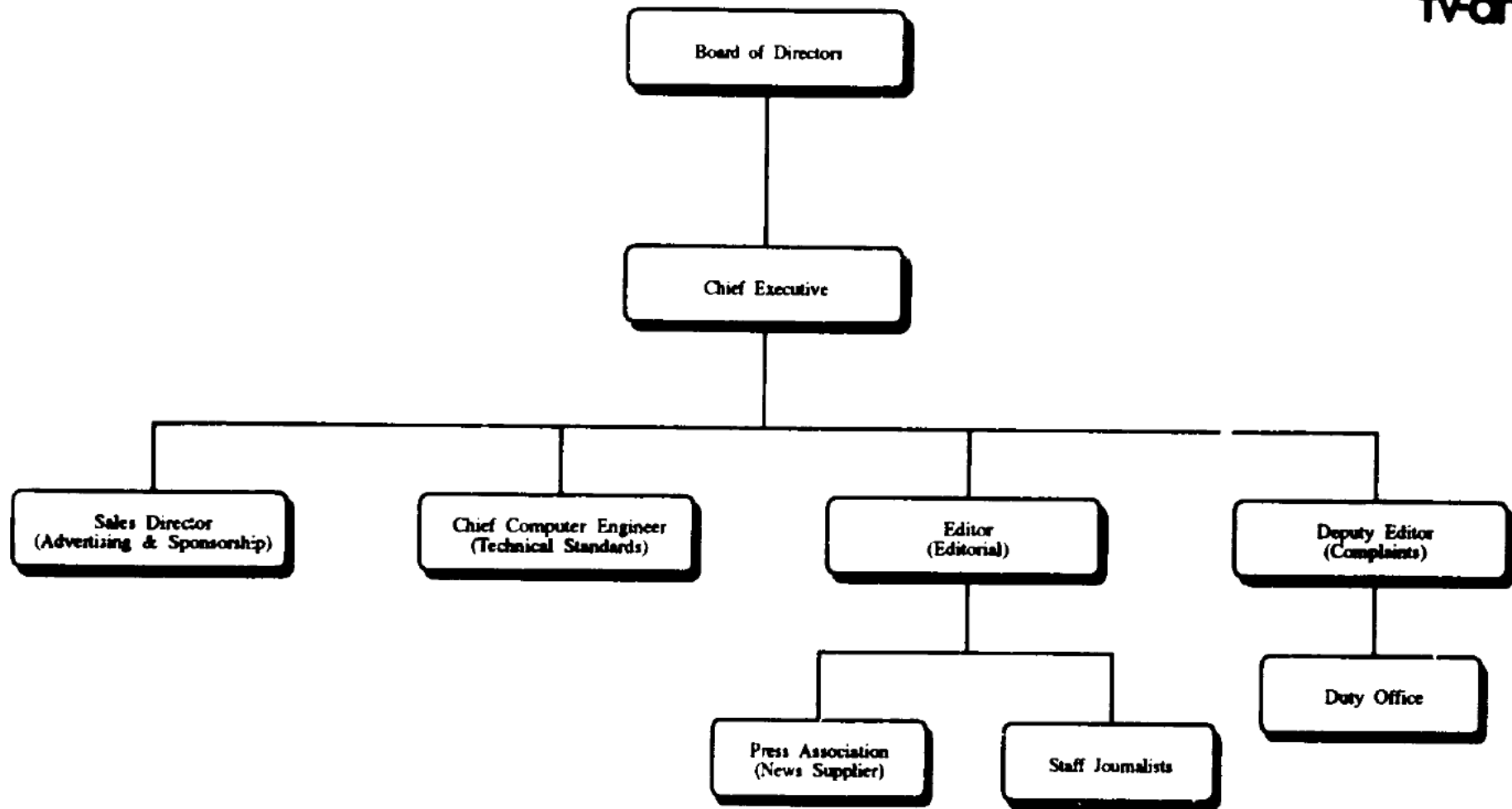


**A.6.12.** A Duty Office system will be set up under which telephone calls from members of the public are channelled to the Deputy Editor for his consideration.

**(iii) SUB-LICENSING**

**A.6.13.** At present TV-am has no plans for sub-licensing on the TV-am Teletext system but, in the event that it does decide to proceed on such lines and obtains approval from the ITC for doing so, it will impose on all sub-licensees conditions obliging them to comply with all ITC codes and directions and the terms of the public teletext licence. Breach of such terms will result in the termination of the licence.

Compliance



A7



#### **INFORMATION SUPPLY.**

**A.7. The applicant should indicate in as much detail as possible the sources from which, and the arrangements under which, the information strands which constitute central elements of the proposed service described in the responses to A1 - A4 will be provided.**

#### **Notes:**

- (1) The applicant should state for each strand within the service whether he plans to generate the information in the service for himself or to use other information suppliers. (The applicant is referred in particular to paragraph 73 on sources of information for the regional aspect of the service.)**
- (2) The detail given must be such as to enable the ITC to satisfy itself that the supply will be forthcoming and will be of the stated standard. The applicant may wish to provide information about any contracts which are involved, signed or in prospect, on a confidential basis to the ITC. Details should be given in a side letter for this purpose, the contents of which will remain confidential**

**SUMMARY:**

Information for national and regional strands covering travel, arts, and leisure, education, children's interest, multicultural, religion, plus that for the pages listed as 'other', will be gathered by TV-am's own team of journalists.

The Press Association will supply TV-am Teletext news, sport, financial and business news, under a ten year contract.

A specially developed PA Teletext team, under the direction of the Head of Teletext - a member of the PA's senior editorial management - will provide both the national and regional pages under these categories.

Other contracts for the supply of essential information have been agreed with the Metereological Office, the Stock Exchange, and the AA.

Specialist consultants will be retained in key specialist areas such as medicine and health, consumer affairs, personal finance and City Affairs, horoscopes, and cookery.



## **TV-AM SOURCES**

**A.7.1.** As detailed under A5, the TV-am Teletext team will be recruited for its wide range of editorial skills and experience.

**A.7.2.** The numbers of staff, resourcing and organisation have been carefully planned to meet all the editorial aspirations of the service.

## **NATIONAL STRANDS**

### **i. National and International News**

**A.7.3.** TV-am has entered a ten year contract with Britain's national news agency, the Press Association, for the provision of the teletext news pages. PA is an independant co-operative owned by newspapers of Great Britain and Northern Ireland and the Republic of Ireland. It provides a comprehensive news service. TV-am believes that the combined journalistic experience of the two organisations will lead to the creation of a news service for the TV-am Teletext audience of the highest standards.

**A.7.4.** The contract provides that PA will supply a minimum of 20 pages a day of national and international news that meets the ITC's requirements of accuracy, impartiality, and authority.

**A.7.5.** As described under A1 and A2, the news pages will be updated at least every hour between 6am and midnight, with the capacity for updates and news flashes on editorial merit throughout the day and night.

**A.7.6.** PA has been chosen by TV-am for the provision of this essential part of the teletext service because of its unrivalled experience and reputation - spanning more than 120 years - of writing news for the United Kingdom.

**A.7.7.** At the same time, it is considered that the size, nature and efficiency of the PA operation will guarantee news coverage of tremendous range, speed and depth to the standards required.



**A.7.8.** The TV-am Teletext service will therefore have at the centre of its domestic news gathering process, more than 250 PA staff journalists and 1,000 stringers. Together, they generate more than half a million words of copy every day, originating from every corner of the country.

**A.7.9.** The PA operation utilises the latest computer and satellite technology to create maximum speed and efficiency, and the journalists have at their fingertips one of the largest cuttings libraries in Europe, covering more than 100 years and a tremendous range of topics and information.

**A.7.10.** The agency has a large number of specialist staff, all acknowledged experts in their chosen field, and provides specialised reporting in key areas such as Parliamentary Affairs, Financial News, and Court proceedings.

**A.7.11.** International news is gathered by Press Association's own journalists in stories where UK interests or issues are involved. The agency also has permanent access to the services of international news agencies Reuters, Associated Press (AP), Agence France Press (AFP) and the television news service Cable News Network (CNN).

#### **Servicing the Contract**

**A.7.12.** PA have thoroughly researched the provision of news for the teletext contract, under their Development Manager, Roger Macdonald, who has been working on the project for more than a year.

**A.7.13.** The agency therefore fully understands the requirements of the licence and has readily responded to TV-am's special stipulations. These include targeted Parliamentary and EC copy for the regions, and reports, both domestic and international, for the multicultural pages.

**A.7.14.** They will set up a special teletext unit to service the contract, manned by journalists of high calibre. It will be led by a highly-qualified Teletext Editor, who will be assisted by editors responsible for covering News, Business, Sport, and the Regions. The number of journalists



working to their direction will vary according to the time of day and news requirements, but will seldom be less than 15 between 6am and midnight, with lower staffing overnight.

**A.7.15.** The numbers involved will easily meet the requirements on range and updating, and there is sufficient flexibility in staffing to deal with all news eventualities, including major news events and news flashes.

**A.7.16.** The Agency is already geared towards covering the type of stories that will be carried by TV-am Teletext to facilitate further the copytasting and editing process, a new computer system has been developed, and will be in full use from March, 1992.

**A.7.17.** This will allow editors and journalists to identify the latest stories and sources of information by time, category, and key words, thus ensuring the TV-am Teletext service is entirely up to date on a second-by-second basis.

#### **Editorial Control**

**A.7.18.** The contract with PA provides that the news output will at all times be the responsibility of the TV-am teletext Editor or his senior duty staff.

**A.7.19.** Although the pages will be directly downloaded to Teletext HQ (by satellite or a back-up landline system) in ready-for-transmission form, the TV-am Teletext Editor will be the final judge of what is broadcast. He will be able to see all pages before transmission; there will be computer terminals in the Teletext headquarters which are the same as those used by PA.

**A.7.20.** Frequent consultation between TV-am Teletext and PA senior staff will be an essential part of the editorial process, with regular daily meetings and permanently-open lines of communication. There will also be weekly planning meetings.



**A.7.21.** The Editor in Chief of the Press Association, will be a member of the TV-am Teletext Advisory Board, thus forming further links between the two operations.

### **3. Sport**

**A.7.22.** PA will also provide TV-am Teletext's national sports pages.

**A.7.23.** As outlined under A1, there will be a minimum of 100 sports pages daily, covering all types of national sporting activity from England, Scotland, Northern Ireland, Wales, and overseas as appropriate.

**A.7.24.** Horse and greyhound racing will comprise 50 of these pages (on Channel 4). The other 50 will be devoted to cricket, soccer, rugby, athletics, tennis, together with less-followed sports such as ice hockey, netball, lacrosse, etc, according to season.

**A.7.25.** Many of the sports pages will be in rolling page format giving tremendous flexibility, range and depth of coverage, though priority at all times will be for easy and fast access to the latest and most important results and information.

**A.7.26.** PA's reporting of sporting activities covers hundreds of sporting events throughout Britain and the world every week.

**A.7.27.** Under the contract, they will provide for TV-am Teletext a full service of sports news, background, analysis and results to fill the pages, available at all times. All the sports pages will be regularly updated, and the utmost importance placed on a fast and reliable results service.

**A.7.28.** The national sports service will include as a basic minimum all horse and greyhound meetings, first-class league soccer, first-class cricket, major rugby union games, rugby league, main athletics meetings, tennis tournaments at home and abroad, championship golf, and major boxing matches.

  
TV-am

**A.7.29.** Staff reporters and sporting correspondents will be present at the key fixtures, and an unrivalled network of local news agencies and stringers responsible for other news stories and results.

**A.7.30.** All of the coverage will be extremely fast: with test cricket matches, racing and key soccer fixtures, for example, there will be minute-by-minute updating, with results available immediately.

**A.7.31.** Full results round-ups - for example of league soccer - will normally be provided within half an hour of the end of play.

**A.7.32.** PA's sports coverage will be the responsibility of the Teletext sports editor. He will liaise throughout the day with the TV-am Teletext Duty Editors, who will have final editorial responsibility for the pages.

#### **4. Weather**

**A.7.33.** An essential part of the information available on TV-am Teletext will be regularly updated weather forecasts.

**A.7.34.** TV-am will sign a contract with the Meteorological Office for the supply of this information. As with PA, the Met Office will prepare the information to the ready-for-transmission stage, using all the resources at their disposal to ensure that it is as reliable, accurate and easy to absorb.

**A.7.35.** A special series of weather maps - with crystal clear symbols and presentation - will be created specially for TV-am Teletext.

**A.7.36.** Other information supplied by the Met Office will include weather facts and figures, seasonal trends and averages, specialist information such as skiing and sea conditions, gale warnings, and weather tips.

**A.7.37.** The weather service will be reviewed and updated throughout the day, with new main forecasts in the early morning, lunchtime and the evening. There will be regular contact and liaison between the TV-am Teletext Duty Editors and the Met Office on the content of the pages.



**A.7.38.** In times of bad or exceptional weather, extra information and pages will be supplied, as appropriate.

**A.7.39.** Editorial control over the weather pages will remain with TV-am Teletext at all times.

## **5. Travel**

**A.7.40.** TV-am Teletext will build on its close links with all relevant organisations connected with travel: for example, the AA, British Rail, the British Airports Authority, major airlines, and ferry companies, the Association of British Travel Agents, the British Tourist Authority.

**A.7.41.** A special contract, for the use of its travel data computer, will be signed with the AA. This will give TV-am Teletext journalists access to primary information about road works and travel delays throughout the country, updated on a minute by minute basis by the AA's comprehensive national network.

**A.7.42.** It is not considered necessary to enter into contracts with any other travel bodies, as it is in their own commercial interest to supply the information.

**A.7.43.** TV-am Teletext will ensure the smooth and rapid flow of information from all the organisations by establishing efficient and cordial contacts with all the key people, and by explaining the precise parameters and format of the data required.

**A.7.44.** The travel pages will be written by TV-am Teletext's own team of journalists, with regular updates and reviews.



## **6. Finance and Business**

**A.7.45.** The majority of the news and information on TV-am's Financial and Business Pages will be supplied by PA, under the direction of their Teletext Finance Editor.

**A.7.46.** PA processes hundreds of items of financial and business news everyday, and the Teletext unit will copytaste and write this for the Teletext service.

**A.7.47.** Items covered will include annual results, City stories, economic trends in Britain and major economies worldwide, movements in commodity and international stock markets, together with background analysis of daily developments and movements.

**A.7.48.** Copyright on certain financial information, including share price movements and some company announcements, is still retained by the Stock Exchange. TV-am Teletext will therefore enter into a contract with the Stock Exchange for the supply of this key data for the financial community. Preliminary discussions with the Stock Exchange have established that there will be no difficulty in agreeing the contract.

**A.7.49.** Share information, covering 400 leading companies' prices will be updated hourly throughout the business day, with summaries at the end of trading and at weekends.

**A.7.50.** Share prices under this "Quoteline" service are currently available only with a 90 minute delay. TV-am Teletext has already entered negotiations with the Stock Exchange to shorten this delay time, and the Stock Exchange has indicated that up to 200 selected shares could be available after one hour.

**A.7.51.** TV-am Teletext will also carry details of the London Traded Options Market, and of SEAQ securities, through services also provided by the Stock Exchange.



**A.7.52.** The services and method of distribution of Stock Exchange services are currently under extensive review. TV-am will take the most technologically advanced available.

**A.7.53.** In the area of personal finance, the TV-am editorial team will write its own pages, working in association, with leading experts in the field. These will be retained on contract if necessary.

## **7. Arts and Leisure**

**A.7.54.** The arts and leisure pages will be written by TV-am's own team of journalists.

**A.7.55.** They will build on the already extensive contacts TV-am has with all the main arts bodies to create the necessary flow of information: for example the National Theatre, the Society of West End Theatres, the London-based and regional opera companies, major museums, cinema chains, the British Film Institute, the Arts Council, the Society of Authors, major publishers, etc.

**A.7.56.** Equally, strong links already exist between TV-am and experts in key areas of leisure: keep fit, gardening, cookery, angling, chess, bridge, collecting, etc. These will be strengthened.

**A.7.57.** Where necessary, specialist consultants will be retained to advise on cookery, chess, etc.

## **8. Provision for Children**

**A.7.58.** TV-am Teletext's children's pages will be written by the sub editors, working through the advice of a children's consultant, whose experience of children's programming will be taken into account.



**A.7.59.** One of the general sub editors will have specialist knowledge of writing for children, and will commission some of the pages, for example those covering stories and quizzes from appropriate outside sources.

## **9. Education**

**A.7.60.** TV-am has a considerable track record in providing educational material for a broad-based audience on topics from breast and cervical cancer, to nursery education, personal financial problems, careers advice, and avoiding truancy.

**A.7.61.** This experience will be used to its full extent in setting up the TV-am Teletext education pages.

**A.7.62.** The pages covering education, social action, and advice will be written by TV-am Teletext's sub editors. Two of the sub editors will have special responsibility for the educational pages, working closely to the Deputy Editor, who will co-ordinate their content.

**A.7.63.** TV-am Teletext will again reinforce the existing close links with a wide variety of outside bodies in the preparation of these pages, covering consumer information, medical advice and information, personal finance, careers and further education, personal relationships, the environment, and many more.

**A.7.64.** Particular attention will be paid to establishing supplementary information through special telephone lines and advice sheets, which will be available wherever possible free of charge.

**A.7.65.** TV-am's experience in dealing with this sort of information suggests that contractual arrangements are not required in this area.



## **10. Religion**

**A.7.66.** TV-am's Teletext will build on the existing close links with leaders of all the major religions to create the flow of information that will support the pages covering religion.

**A.7.67.** Particular attention will be paid to providing news and information to different religious communities. TV-am's experience in providing religious programming will be utilised in this connection.

## **11. Jobfax**

**A.7.68.** TV-am Teletext will work with the Department of the Employment to provide information on careers and further education advice, together with latest job vacancies, hints on finding work, and other useful employment news.

## **12. Multi-Cultural**

**A.7.69.** Information for inclusion in the national multicultural pages will come from leaders and spokespeople of different ethnic groups throughout the country. TV-am already has links with these groups and people, and the Teletext service will further develop the flow of information from them.

**A.7.70.** Multi-cultural news will come from PA, whose news gathering network already covers such items.



## **REGIONS**

### **1. News**

**A.7.71.** The regional news pages will be supplied by PA, as part of their contract with TV-am Teletext.

**A.7.72.** Their content will be overseen by PA Teletext Regional Editor, who will be chosen for a wide knowledge of the different areas of the United Kingdom.

**A.7.73.** In writing the pages, PA has access to more than 1,000 separate sources of news spread throughout the country, probably the biggest single network in Britain.

**A.7.74.** All of the sources are geared to the rapid filing of copy on any topic of news likely to be of major regional or national interest.

**A.7.75.** The flow of news is 24 hours a day, and covers every aspect of human activity.

**A.7.76.** This will be the first time the massive inflow of information into PA has been used to create a regional news service. Currently, hundreds of regional items coming into the headquarters are not used because they are not strong enough in the context of the national service.

**A.7.77.** But the TV-am Teletext service will utilise them to the full, creating a full reflection of regional affairs for each region, and at the same time expanding on the regional dimension of national news events.

### **2. Sport**

**A.7.78.** This will be supervised by PA's Teletext Sports Editor.

**A.7.79.** PA cover of hundreds of local sports fixtures, the full list of which is appended.



**A.7.80.** At the same time, PA's network of correspondents and stringers file hundreds of local sports stories daily. This information will also be used to create the TV-am Teletext regional sports pages.

### **3. Weather**

**A.7.81.** TV-am regional weather information covering all parts of the country will be supplied by the Met Office.

**A.7.82.** Separate weather maps, forecasts and outlooks will be provided for each of the 14 regions, with regular updates.

**A.7.83.** Weather information of particular interest to certain regions - eg climbing conditions in the Lake District, Snowdonia or Northern Scotland, sea conditions in main port areas, skiing in the Cairngorms, will be provided. Some of this information will be available in more than one region, or nationally, if appropriate.

**A.7.84.** More regional weather information will be supplied in bad or exceptional weather conditions.

### **4. Travel**

**A.7.85.** Information for travellers in each area of the country will be supplied from the same sources as outlined in the section covering national travel.

**A.7.86.** Close contact will be established with the regional offices of all the key organisations, for example, British Rail, local airports, and main police forces.

**A.7.87.** The pages will be written by TV-am Teletext's own team of journalists, co-ordinated by the Deputy Editor and the Regional Editor. Compiling and updating the travel pages will be a priority duty, and one of the first tasks each day.



## **5. Arts and Leisure**

**A.7.88.** As outlined in the national section above, TV-am will build on its already considerable contacts with arts and leisure bodies to create the flow of information for the regional arts and leisure pages.

**A.7.89.** Groups who will be specially targeted include major local authorities, regional arts councils, cinema chains, theatres, and concert and events organisers.

## **6. Finance and Business**

**A.7.90.** PA and the Stock Exchange will provide the information for the separate regional finance pages.

**A.7.91.** PA journalists will look particularly at covering the regional dimensions of national stories, and at the same time ensure that the affairs of all major regional companies and organisations are carried.

## **7. What's On**

**A.7.92.** Much of the information for these pages will come from the bodies and sources mentioned under arts and leisure.

**A.7.93.** The Deputy Editor, in his role as head of the regional pages, will coordinate the contacts necessary to create the flow of information for the

## **8. Multi-Cultural**

**A.7.94.** TV-am will build on its existing excellent contacts with different ethnic groups to develop these pages. PA will supply news stories from their normal sources.

A8



#### **SUB-LICENSING**

**A.8. Against the background of the information supplied in paragraphs 97 and 98 the applicant should describe any plans he has for sub-licensing any of the capacity provided.**

**A.8.1. TV-am Teletext has no plans at the moment for sub-licensing any of the capacity provided. The company will naturally keep the position under review, but it is anticipated that most of the demand for commercial teletext lines will be taken by the two commercial teletext services.**

A9



## **PREMISES AND EQUIPMENT**

**A.9. The applicant should state the location (or locations) from which he (or any sublicensee) would operate, including any premises to be used for the provision of information to different areas. He should also indicate any equipment intended to be used to facilitate the provision of the service in accordance with the requirement set out in paragraphs 76-79.**

**A.9.1. TV-am's Teletext service will operate from premises at 115-117 Bayham Street, London NW1. Two floors of these offices would be used for the teletext service with the remainder let to other tenants. Approximately 2000 sq. ft. of space will be utilised.**

**A.9.2. The building is leased to TV-am plc for a term of 25 years from 1987.**

**A.9.3. All the information provided to the different regional areas will come from Bayham Street. This information will be distributed to the different regions of the UK as described in section B.**

**A.9.4. As has been indicated earlier TV-am will contract the Press Association to provide the news service for teletext and the majority of other factual information. PA will operate this service from their offices at 85, Fleet Street, London EC4P 4BE. The equipment they use for this service will consist of a development of their main editorial system (SII) with editors working on SII Coyote terminals.**

**A.9.5. Material selected for transfer to the teletext service would be sent from PA's main SII system to two teletext processors via an X.25 link. Page editing will be performed on PC based editing terminals dedicated to teletext and connected to the processors via Ethernet. Two processors are used for resilience.**

**A.9.6. The data prepared by PA will be passed by to TV-am's head office by high speed data link leased from British Telecom or an alternative**



provider and directly input to the teletext editorial system. Two such editorial systems will be installed, normally operating as one for each service, but each having the capability to provide both services thus giving backup in case of failure.

A.9.7. The editorial systems will be VME based minicomputer systems, custom developed for the TV-am Teletext system by Intelfax Developments Ltd. These systems will support all the functions currently in use on teletext and will be upgradeable to allow the inclusion of pages of higher level teletext when appropriate. They will also support the direct storage and regular archiving of teletext pages as will be necessary for ensuring compliance with the Teletext Code.

A.9.8. The two systems will support a total of 30 editing terminals, 10 of which will be dedicated to advertising and the remainder to text input and editing. A further minicomputer system will be employed to take input from other information providers and format it ready for teletext.

A.9.9. The editing terminals will be based on the standard IBM PC or equivalent computers equipped with teletext specific hardware and software. They will be connected to the editorial system by RS232 link. The editing terminals will be used for direct creation of pages and some will be able to scan in graphics and text for teletext. Once complete, pages will be sent to the main editorial system for transmission either immediately or at a pre-set time.

A.9.10. The output from the editorial systems will be in the form of a continuous data stream which is passed via the distribution system to the teletext injection points on the C3 and C4 transmitter networks.

A.9.11. As stated above, two editorial systems will be utilised giving total backup in case of failure. In addition all the computer equipment will be protected from power failure by uninterruptible power supplies (UPS) and an on-site generator.

A.9.12. To facilitate the insertion of the teletext signal into the television signals on C3 and C4, TV-am will operate equipment sited at 24 (or

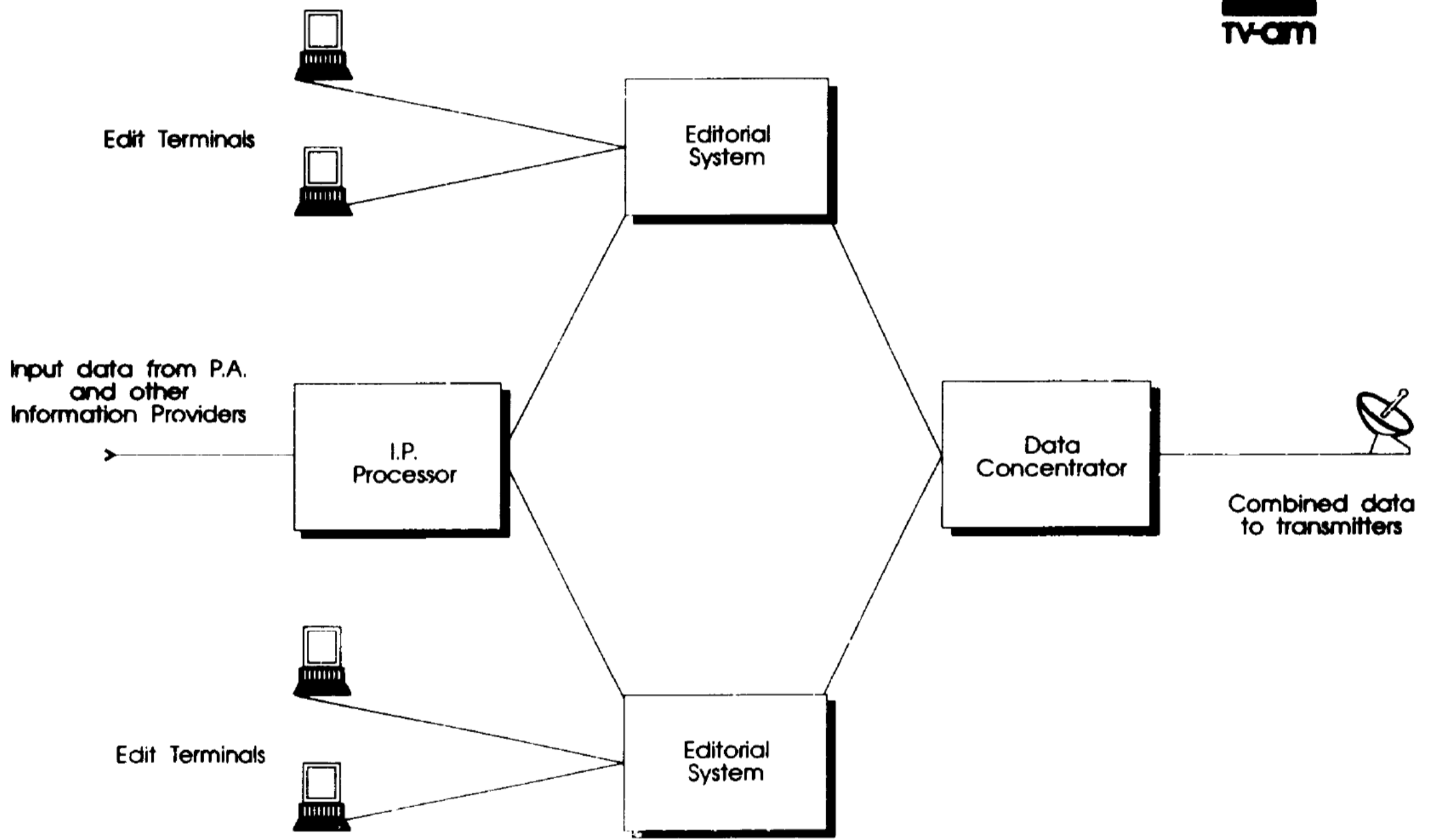


more) NTL transmitter sites. This equipment will be unattended and will operate automatically to produce teletext signals from the data fed from the head office. A list of transmitter sites is included in the appendix.

**A.9.13.** The equipment will comprise a dual stand-alone teletext generation system with local storage to operate in the event of loss of the main data-feed. Each unit will normally cater for one service only (either C3 or C4), however each would be capable of supplying teletext for both services in the event of breakdown.

**A.9.14.** The teletext signal output would be added to the television signals by means of data bridges owned and operated by NTL.

Teletext Preparation System



Edit Terminals

Editorial System

Input data from P.A. and other Information Providers

I.P. Processor

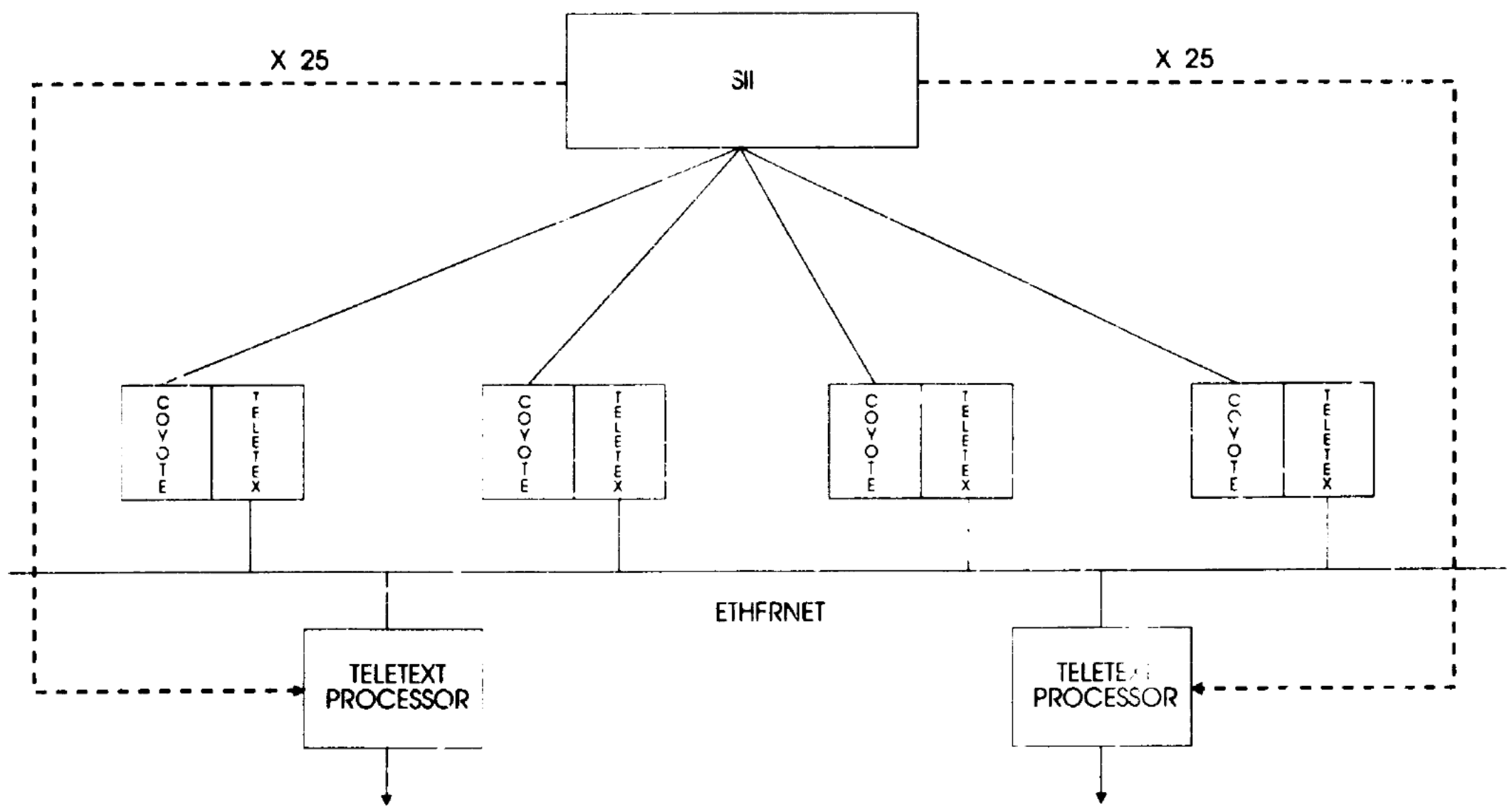
Data Concentrator

Edit Terminals

Editorial System

Combined data to transmitters

Press Association Teletext Preparation System



A16



## **ACCESS TIME**

**A.10. The applicant should state his policy on access time (ie the time it will take viewers to access the various pages in his service) and what assumptions have been made about access time in allocating capacity to the different strands in the service.**

**A.10.1. TV-am recognises the limit on capacity imposed by short access times and the balance that should be reached to give viewers the best service in terms of content and speed of access. Accordingly TV-am will aim to achieve a cycle time of all main pages within 25 secs, with specific index pages being transmitted every 12 secs. An average access time of 12.5 secs is thus achieved.**

**A.10.2. With a delivery rate using 7.5 VBI lines per field, of just over 15 pages per second, the above criteria are met for a service with fewer than 390 main pages. The proposals in our response to A1 indicate that this target will be achieved. With the service as proposed, a cycle time of twenty seconds will be achieved, giving an average access time of ten seconds.**

**A.10.3. Main pages will be used for all topical and popular pages giving them the fastest access. Other pages or those with detailed information will be configured as parts of rolling sequences under one main page number. Information will not be buried within a number of rolling pages. Whenever a sequence of more than eight sub-pages is used an index of sub-page contents will be provided. This will allow viewers to make full use of their decoder facilities to target the required information.**

**A.10.4. A further aid to reducing access time is better use of Fasttext links. TV-am will ensure that the links in place are the most appropriate and well sign-posted by researching viewer behaviour.**

**A.10.5. Fasttext link-page addresses will be used extensively so that the more sophisticated decoders becoming available will be able to store relevant multiple pages. Sub-page coding will also be used within link**



page addresses to give speedier access to detailed information within multiple page sequences

A.10.6. It will be possible with future generations of decoders to minimise access time by storing all the pages and sub-pages on the service. (Some current decoders can store up to 200 pages and discussions with set manufacturers indicate that this will increase). TV-am Teletext will not rely solely on the existence of these large storage decoders as a means to achieve short access time. However they will increase the usefulness of the service.

A.10.7. As pages of higher level teletext are introduced to the service the access time will increase due to the larger amount of data required for each page. These pages will only be introduced when the higher level decoders become available. This will coincide with the increased storage in the receivers. TV-am Teletext will limit the number of higher level pages to maintain the best access times until the majority of decoders in common use have multi-page storage facilities.

B.1



## THE TECHNICAL PLAN

### THE DISTRIBUTION SYSTEM

**B.1. The applicant should provide a detailed description of the proposed method of signal distribution to the transmitters, together with interfaces with the transmission equipment which is involved.**

**Note:**

**The commission will wish to consider any evidence provided by the applicant that this and any other aspects of the proposed technical plan are achievable within the necessary timescale.**

**B.1.1. When considering a suitable method for distribution of teletext data to the transmitters, TV-am examined a number of alternatives, using the current television network distribution using a number of permanent terrestrial data circuits or using satellite data distribution. The reliability, suitability and cost of the various options was examined.**

**B.1.2. TV-am Teletext intends to provide a signal distribution system to the transmission sites which does not rely on the integrity of the associated television distribution network and is backed up with an alternative system. It will not rely on the co-operation or involvement of the C3 or C4 broadcasters as is currently the case.**

**B.1.3. The equipment used to interface the teletext signal to the transmission equipment may be shared with other teletext providers using VBI and will be owned and operated by the transmission contractor (NTL). TV-am will pay an annual fee to the transmission contractor for his service in addition to the basic transmission cost.**

**B.1.4. TV-am Teletext has discussed with NTL the suitable location for injecting the public teletext service into the vision signal for distribution. Twenty-four transmitter sites have been identified as teletext injection points where the signal should be injected for complete coverage. This is**



a greater number than the number of C3 regions and therefore allows for the service to be further targetted into sub-regions in the future if required.

**B.1.5.** The primary distribution system will use a 32kbit/s leased data channel on a Eutelsat satellite. This will be a point to multipoint system with a continuous data stream being transmitted from the teletext preparation centre and received simultaneously at the 24 teletext injection points. The data stream will contain data for all pages on the system i.e. C3, C4, and all regional pages, transmitted sequentially except for newflash and urgent updates which will be transmitted immediately. The composition of the data stream will be unencrypted data in teletext format with certain control sequences added. The control sequences will identify page and sub-page addresses, the network they are intended for, and if appropriate, regional destination. This data stream is not intended for general reception by the public.

**B.1.6.** At each of the 24 injection points equipment will be sited to receive the data stream which will be passed to two teletext generation systems. The receive system will comprise a 1.8m dish antenna and Skydata Zeus receiver.

**B.1.7** The secondary distribution system will be by means of PSTN or ISDN where available. The former will be the most commonly available at the time the licence commences, however it is considered that the latter is preferable as a long term solution. If a part of the primary distribution system fails it will be possible to directly access the equipment at the injection points from the preparation centre by dial-up line. Although not as fast as the primary distribution method (PSTN will allow only 9600 bit/sec), the data transfer rate will be sufficient to maintain the full service under normal conditions.

**B.1.8** The generation systems will extract the teletext data which is addressed to be transmitted in the appropriate area and store it locally. From this store they will convert the teletext data into the correct form for transmission and insert the data into the VBI of a vision signal (Mixed Syncs) fed from the NTL data bridge. The vision signal containing the



inserted teletext is fed to the NTL databridge for insertion in the vision signal for broadcast. (See accompanying diagram).

**B.1.9.** The two systems will normally be configured to supply the teletext signal for one service each, however in the event of breakdown each unit could supply all the teletext for both C3 and C4 by re-configuring the feeds to the databridge units. A Watchdog unit will monitor the operation of the generation systems and allow automated or manual changeover to a backup configuration.

**B.1.10.** The system to be used for the storage and generation of the teletext signal is the Atom, manufactured by Intelfax Developments Ltd. The unit will be an adaptation of their standard product range and IDL have indicated that they can carry out the work in the short timescales involved.

**B.1.11** IDL have supplied equipment for a number of broadcast teletext systems in current use including the Channel Four service 4-Tel. They will be able to supply the equipment to meet the required standards of performance and reliability within the time available.

**B.1.12.** The equipment to be used by NTL for the insertion of the teletext signal into the main transmission chain will be supplied installed and maintained by them. TV-am have full confidence in their ability to provide this service and will incorporate its provision into the contract to supply the transmission service for the public teletext service.

**B.1.13.** The equipment owned by TV-am which will be sited at NTL transmitter sites will also be maintained by NTL under a contract agreement. Thus first-line maintenance of this equipment will be available on the same level as for the C3 and C4 broadcast transmission chains.

**B.1.14.** The configuration adopted by TV-am in this proposal feeds continuous data from the preparation centre to the injection points, the 24 transmitter sites. But the transmitted service will not be interrupted by the short term loss of the feed as each injection point has its own storage for



the service. The only degradation to the service will be in the time taken for page updates.

**B.1.15** A further feature of the proposed system is that all pages on the system will be originated at one point. This means that national and regional pages can be contained within the same teletext magazine, allowing a more integrated service.

**B.1.16.** A list of the teletext injection points identified by NTL and TV-am is appended (Appendix B1).

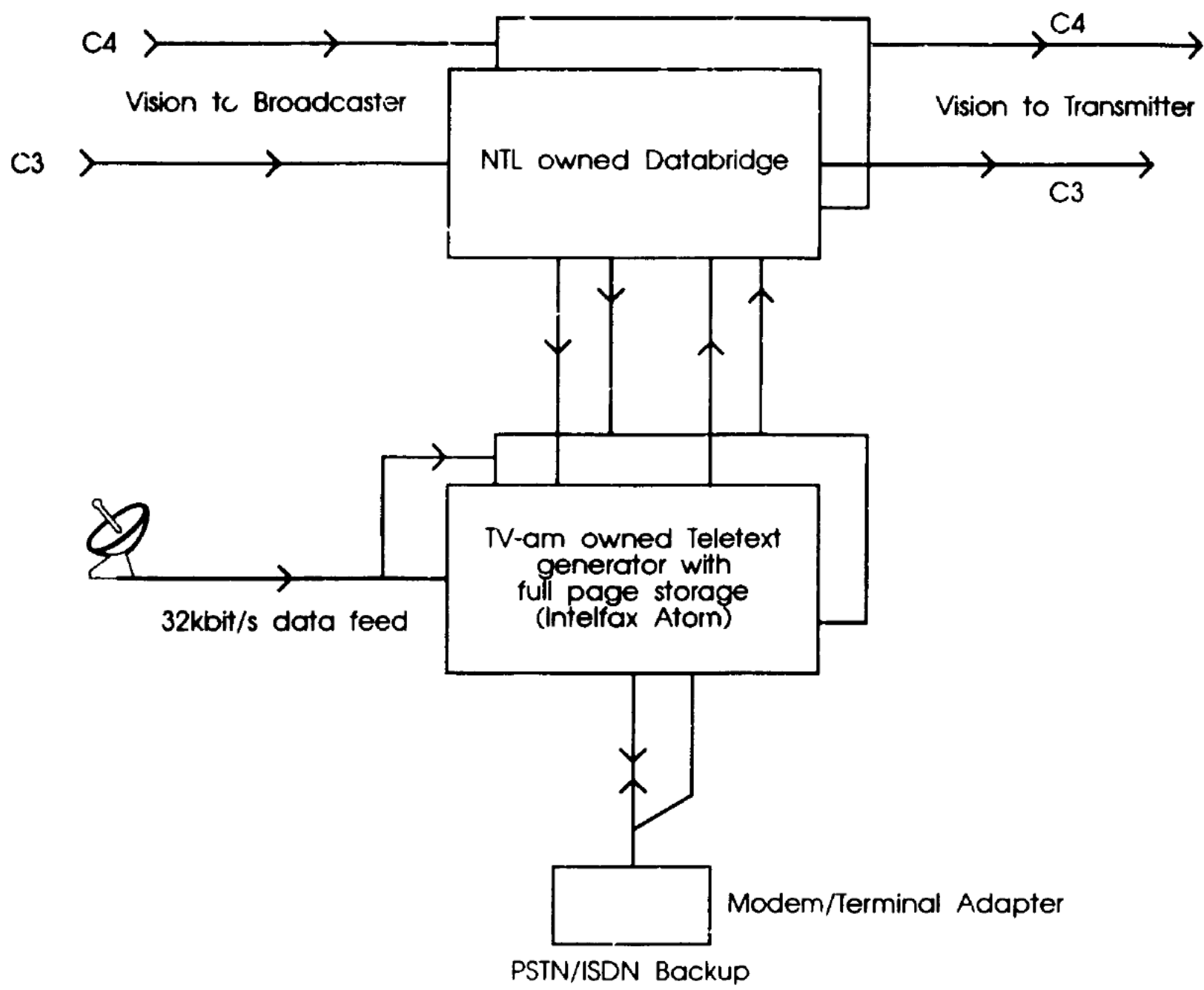


### Appendix B.1

NTL (National Transcommunications Ltd) sites at which Teletext generation and injection equipment will be located:

Site	ITV Region
Emley Moor	Yorkshire
Pontop Pike	North East
Sutton Coldfield	Midlands
Winter Hill	North West
Belmont	Yorkshire
Black Hill	Central Scotland
Durris	North Scotland
Divis	Ulster
Caldbeck	Border
Selkirk	Border
Rosemarkie	North Scotland
Crystal Palace	London
Rowridge	South & South East
Dover	South & South East
Tacolneston	East of England
Heathfield	South & South East
Bluebell Hill	South & South East
Fremont Point	Channel Islands
Wenvoe	Wales & West
Mendip	Wales & West
Caradon Hill	South West
Stockland Hill	South West
Blaen Plwyf	Wales & West
Carmel	Wales & West

Teletext Generation and Insertion System Diagram



B.2



## TECHNICAL STANDARDS

**B.2. The applicant must specify the technical standards intended to be employed for transmitting the service by wireless telecommunications and on the transmission links intended to be used for distribution.**

**Note:**

**In circumstances where a standard other than the CCIR Teletext System B is proposed the applicant should provide detailed and technical information designed to confirm that the service would not cause interference with other licensed services including other additional services, ancillary services and Channel 3 and 4 services.**

**B.2.1. TV-am intends to use teletext conforming to CCIR Teletext system B for the transmitted service. This system is already employed on ITV, Channel 4 and BBC services and the level of interference with other licensed services has already been evaluated and understood. The teletext system will be transmitted in parallel magazine format to allow other teletext services to be simultaneously transmitted within the same VBI without interference, provided they employ different magazine numbers to those allocated to the public teletext licensee. A brief specification of the data format to be inserted into the VBI is appended.**

**B.2.2. The system will initially utilise full level one teletext with fairly rapid upgrading to level 2 and within three years of the commencement of the licence some pages will be transmitted in level 3 format. This progression will be brought about in line with the availability of decoders in the home. Research indicates that at least two major set manufacturers could have level 3 decoders in their products within two to three years.**

**B.2.3. The data transmission by satellite to the teletext injection points will use a single uplink site at or close to the head office employing a solid state transmitter and 2.4m antenna to give an EIRP of 43dBW. The equipment will be configured to allow automatic changeover to a spare signal chain in the event of failure of part of the system. The receive**



systems will normally comprise a 1.8m antenna mounted at ground level and data receiver.

**B.2.4.** The modulation system used on the distribution system will be MSK (minimum shift keying) and the calculated link budgets give a worst case data error rate of less than 1 in  $10^6$  for 99.9% of the time. During the remaining 0.1% of the time, weather conditions may make the use of the secondary distribution system necessary. There are no plans to further encode this data i.e. it will be transmitted as text and control characters: however, forward error correction will be employed and cyclic redundancy check sums will be included for error detection.

**B.2.5.** The secondary data distribution path using PSTN will use standard modems operating in accordance with CCITT specification V32. Where ISDN is employed as the backup system appropriate data termination equipment will be chosen.



**Appendix B.2.**

Specification of Teletext Data to be inserted in the VBI

Lines used for data: 10 to 17 and 323 to 329 inclusive

Signal type: Binary Non return to zero

Signal Level: 0 = Black level +/- 2%  
1 = 66% (+/- 6%) of the difference between  
black level and peak white.

Bit Rate: 6.9375 Mbit/s +/- 25 X 10<sup>6</sup>

Spectrum: Skew symmetrical about 0.5 X bit rate with almost  
zero energy at 5 MHz

Content: 1 Data packet per TV line containing 360 bits  
grouped as 45 8-bit bytes.  
Bytes 1,2 are Clock Run-in (10101010)  
Byte 3 is framing code (1110010)  
Byte 4,5 Magazine and packet address  
Bytes 6-45 Data dependent on packet type.





## CONDITIONAL ACCESS

**B.3. The applicant should state, in as much detail as possible, any plans he has to provide conditional access services as part of the service to be provided under the licence, together with technical specifications which are involved.**

**B.3.1. TV-am has no firm plans to provide a conditional access service. We do intend however to develop a system to allow users to call up particular pages from a multi-page sequence on demand rather than wait for the entire sequence. This will operate by sending the page out of sequence but with a different sub-page code in the address group of row zero (normally the subpage code in packet zero will correspond with the sequence number of the sub-page). When transmitted, this will be immediately followed by the sub-page that is next in the true sequence. A normal viewer will receive pages in their normal sequence, while those taking advantage of this new service will be able to view the page that is of particular interest to them.**

**B.3.2. This is of special value to members of the public who access pages within long sequences such as racing information or sports results and who might otherwise have to wait several minutes for a particular sub-page at certain times of the day due to the volume of information that is to be supplied.**

**B.3.3. The inclusion of small quantities of data to multiple destinations within the UK as part of a general advertising contract will be considered. This would take the form of substituting normal advertising pages with pages containing the data. These data pages would have addresses set in row zero (packet x/0) which would prevent them being decoded on a domestic receiver, by using non-decimal digits as part of the page address ('hex-coded pages'). Data pages would be interleaved with normal advertising pages so that the access time of the advertisement is effectively doubled while the data is transmitted. The rest of the teletext service would be unaffected.**

BA



#### **SUB-LICENSING**

**B.4. Taking account of the response to A.8, the applicant should include, as far as is known to the applicant, technical details relating to the proposed sub-licensing of any part of the service to third parties including, where possible confirmation that the proposed sub-licensee is aware of the obligations which will be imposed upon the winning applicant by the Public Teletext Service Licence.**

**B.4.1. At the present time TV-am has no plans to sub-licence the service or any part of it to third parties, however it would not wish to rule out the possibility of carrying this out in the future. TV-am can confirm that no sub-licensing agreement would be considered unless the technical standards were in accord with those of the licensee and conformed with his obligations under the licence.**

C.1



**SECTION C: COMPOSITION AND IDENTITY OF THE APPLICANT**

**DIRECTORS**

- C.1. (1) Where the applicant is a body corporate, he should give for each of the following, the full names, addresses, nationality, country of residence, and other directorships, offices or employments of the individuals concerned:**
- (a) the directors of the applicant body;**
  - (b) if the applicant body is yet to be incorporated or formed, the proposed directors;**
  - (c) the directors of any body by which the applicant body is controlled (as defined in Schedule 2 of the Act);**
  - (d) the directors of any body that is a participant (as defined in Schedule 2 of the Act) with an interest of more than 20 per cent in the applicant.**
- C.1. (2) Where the applicant is not, or is not proposed to be, a body corporate, similar information should be provided about those responsible for management and policy-making.**



## DIRECTORS

(1)(a) The Directors of TV-am Cable Television Limited are as follows:-

- i. Name: [REDACTED]
- Address: TV-am plc  
Breakfast Television Centre  
Hawley Crescent  
London NW1 8EF
- Nationality: Australian
- Country of Residence: United Kingdom
- Offices or Employments: Chairman
- Other Directorships: TV-am plc  
TV-am Enterprises Limited  
TV-am Music Limited  
Consolidated Press US Inc (US)  
Valassis Inserts Inc (US)  
Consolidated Press Properties  
Management Limited  
Vulcan Road North Ltd  
Consolidated Press International Limited  
Life Education Centres (UK)  
Cities in Schools (UK)  
Nine Network Australia Limited  
Queensland Television Limited  
Television Corporation of  
Australia Limited  
Sunningdale Holdings Ltd (UK)  
Birmingham Bullets Ltd



- ii. Name: [REDACTED]
- Address: TV-am plc  
Breakfast Television Centre  
Hawley Crescent  
London NW1 8EF
- Nationality: British
- Country of Residence: United Kingdom
- Offices or Employments: Journalist
- Other Directorships: TV-am Enterprises
- iii. Name: William George Ludford
- Address: TV-am plc  
Breakfast Television Centre  
Hawley Crescent  
London NW1 8EF
- Nationality: British
- Country of Residence: United Kingdom
- Offices or Employments: Director of Programmes
- Other Other Directorships: TV-am plc  
TV-am (News) Limited
- iv. Name: Paul Andrew Vickers
- Address: TV-am plc  
Breakfast Television Centre  
Hawley Crescent  
London NW1 8EF



Nationality: British

Country of Residence: United Kingdom

Offices or Employments: Director\Company Secretary

Other Directorships: TV-am plc  
TV-am Enterprises Ltd

Note: Following the award of the Licence TV-am Cable Television Limited intends to appoint four additional directors three of whom shall be non-executive.

(1)(c) TV-am plc controls the applicant body.

The Directors of TV-am plc are as follows:-

i. Name: [REDACTED]

Address: TV-am plc  
Breakfast Television Centre  
Hawley Crescent  
London NW1 8EF

Nationality: Australian

Country of Residence: United Kingdom

Offices or Employments: Chairman & Managing Director

Other Directorships: TV-am Cable Television Limited  
TV-am Enterprises Limited  
TV-am Music Limited  
Consolidated Press US Inc (US)  
Valassis Inserts Inc (US)



Consolidated Press Properties  
Management Limited  
Vulcan Road North Ltd  
Consolidated Press International  
Limited  
Life Education Centres (UK)  
Cities in Schools (UK)  
Nine Network Australia Limited  
Queensland Television Limited  
Television Corporation of  
Australia Limited  
Sunningdale Holdings Ltd (UK)  
Birmingham Bullets Limited

ii. Name: [REDACTED]

Address: TV-am plc  
Breakfast Television Centre  
Hawley Crescent  
London NW1 8EF

Nationality: British

Country of Residence: United Kingdom

Offices or Employments: Director

Other Directorships: Arcady Investments Limited  
The Kaydee Development Co Limited  
TV-am Enterprises Limited  
TV-am Music Limited  
Metro Radio Limited



iii. Name: [REDACTED]  
Address: TV-am plc  
Breakfast Television Centre  
Hawley Crescent  
London NW1 8EF

Nationality: British

Country of Residence: United Kingdom

Offices or Employments: Director of Regions & Training

Other Directorships: None

iv. Name: [REDACTED]

Address: TV-am plc  
Breakfast Television Centre  
Hawley Crescent  
London NW1 8EF

Nationality: British

Country of Residence: United Kingdom

Offices or Employments: Director of Programmes

Other Directorships: TV-am (News) Limited  
TV-am Cable Television Limited

v. Name: [REDACTED]

Address: TV-am plc  
Breakfast Television Centre  
Hawley Crescent  
London NW1 8EF



Nationality: British  
Country of Residence: United Kingdom  
Offices or Employments: Director/Company Secretary  
Other Directorships: TV-am Enterprises Ltd  
TV-am Cable Television Ltd

vi. Name: [REDACTED]

Address: TV-am plc  
Breakfast Television Centre  
Hawley Crescent  
London NW1 8EF

Nationality: British  
Country of Residence: United Kingdom  
Offices or Employment: Finance & Administration  
Employments: Director  
Other Directorships: TV-am Enterprises Limited  
TV-am Music Limited

vii. Name: [REDACTED]

Address: TV-am plc  
Breakfast Television Centre  
Hawley Crescent  
London NW1 8EF

Nationality: British  
Country of Residence: United Kingdom



Offices or Employments: **Freelance Writer and Broadcaster**

Other Directorships: **None**

viii. Name:

[REDACTED]

Address: **TV-am plc  
Breakfast Television Centre  
Hawley Crescent  
London NW1 8EF**

Nationality: **British**

Country of Residence: **United Kingdom**

Offices or Employments: **Television Broadcaster**

Other Directorships: **David Frost Enterprises Limited  
David Paradine Limited  
David Paradine Films Limited  
David Paradine Plays Limited  
Paradine Co-Productions Limited  
Paradine Castle Communications  
Limited  
David Paradine Productions Limited  
Paradine Documentaries Limited  
Paradine Wine Limited  
Demob Limited  
Birthright Limited  
Discovery Productions Limited  
Glebe Music Company Limited  
Telecircuit Limited  
CPV-TV (Holdings) Limited  
Charterhouse Paradine Limited  
Results Training Limited  
The Happy Learning Company Limited  
CPV-TV Limited**



ix. Name: [REDACTED]

Address: TV-am plc  
Breakfast Television Centre  
Hawley Crescent  
London NW1 8EF

Nationality: British

Country of Residence: United Kingdom

Offices or Employments: Merchant Banker with Kleinwort Benson Limited

Other Directorships: Kleinwort Benson Limited

x. Name: [REDACTED] [REDACTED]

Address: TV-am plc  
Breakfast Television Centre  
Hawley Crescent  
London NW1 8EF

Nationality: British

Country of Residence: United Kingdom

Offices or Employments: Stockbroker with County NatWest Wood Mackenzie & Co Limited

Other Directorships: County NatWest Limited  
County NatWest Wood Mackenzie & Co Limited  
41 Oakley Street Residents Association Limited  
County NatWest Property Limited  
County NatWest Securities Limited



xi. Name: [REDACTED]

Address: TV-am plc  
Breakfast Television Centre  
Hawley Crescent  
London NW1 8EF

Nationality: British

Country of Residence: United Kingdom

Offices or Employments: Journalist

Other Directorships: TV-am (News) Limited

C2



## **SHAREHOLDERS ETC**

**C.2. Where the applicant is a body corporate, he should give the names and addresses of the following (together with the number and class of shares held, or to be held):**

- (a) participants with an interest of more than 5 per cent in the applicant;**
- (b) persons who it is intended will, following the award of a licence, be participants with an interest of more than 5 per cent in the applicant;**
- (c) participants with an interest of more than 5 per cent in any body which controls the applicant;**
- (d) participants with an interest of more than 5 per cent in any body which has an interest of more than 20 per cent in the applicant.**

### **Notes:**

- (1) Where interests are held in the name of trustees or nominees, this should be stated and the above details should be given in relation to the beneficial owner.**
- (2) A copy of the body's Memorandum and Articles of Association should be provided, together with a copy of any resolution amending or updating them.**



**SHAREHOLDERS**

C.2(a) TV-am Cable Television Limited has an authorised nominal share capital of £100 divided into 100 ordinary shares of £1 each and issued share capital of 2 ordinary shares of £1 each.

The shareholders are as follows:

Shareholding: 1.

Registered holder: TV-am plc  
Breakfast Television Centre  
Hawley Crescent  
London NW1 8EF

Shareholding 1.

Registered holder: [REDACTED]  
[REDACTED]  
[REDACTED]

Beneficial Owner TV-am plc

C.2(b) Following the award of the Licence TV-am Cable Television Limited intends to issue 4,000,000 fully paid ordinary shares of £1 each at par value to TV-am plc, who shall then be the sole participant with an interest of more than 5% in the applicant.

C.2(c) TV-am plc has an authorised nominal share capital of £4,700,000 divided into 94,000,000 ordinary shares of 5p. each and issued share capital of 66,436,272 ordinary shares of 5p. each.





Bedfordshire County Council Superannuation Fund County Hall Cauldwell Street Bedford MK42 9AP	100,000
BDH Pension Trustees Ltd A/C 1973 Pension Scheme Broom Road Poole Dorset BH12 4NN	100,000
Bibby (1974) Pension Scheme Cranford Blackdown Royal Leamington Spa Warwickshire CV32 6RQ	60,000
BTR Group Pension Trustees Ltd August House 148-158 Westgate Road Newcastle-upon-Tyne NE99 1TG	555,000
London Borough of Bexley Superannuation Fund Smaller Companies Town Hall Erith Kent DA8 1TL	201,000
Beazer Group Pension Scheme Beazer House Lower Bristol Road Bath Avon, BA2 3EY	50,000



<b>Calor Group Retirement Benefit Plan</b> <b>Appleton Park</b> <b>Riding Court Road</b> <b>Datchet</b> <b>Slough SL3 9LG</b>	<b>158,000</b>
<b>Chartered Accountants Trustees Ltd</b> <b>A/C CAESS</b> <b>Chartered Accountants Hall</b> <b>Moorgate Place</b> <b>London EC2P 2BJ</b>	<b>21,000</b>
<b>Chartered Accountants Trustees Ltd</b> <b>A/C SPF</b> <b>Chartered Accountants Hall</b> <b>Moorgate Place</b> <b>London EC2P 2BJ</b>	<b>20,000</b>
<b>Central Regional Council</b> <b>Superannuation Fund</b> <b>Viewford</b> <b>Stirling FK8 2ET</b>	<b>200,000</b>
<b>Church of England Investment</b> <b>Fund for Pensions</b> <b>7 Little College Street</b> <b>London SW1P 3SF</b>	<b>85,000</b>
<b>Clergy (Widows &amp; Dependants)</b> <b>Pension Fund</b> <b>7 Little College Street</b> <b>Westminster</b> <b>London SW1P 3SF</b>	<b>27,500</b>



College of Estate Management            5,000  
Main Fund  
Whiteknights  
Reading RG6 2AW

Croda Group Pension Scheme            110,000  
Cowick Hall  
Snaith  
Goole  
North Humberside DN14 9AA

Croda Supplemental Pension Scheme    90,000  
Cowick Hall  
Snaith  
Goole  
North Humberside DN14 9AA

Davis Langdon & Everest                25,000  
1990 Pension Scheme  
Princes House  
37/39 Kingsway  
London WC2B 6TP

Dentsply Limited Pension Fund         10,000  
Ham Moore Lane  
Addlestone  
Weybridge  
Surrey KT15 2SE

Dowty Group Pension Scheme            100,000  
Arle Court  
Cheltenham GL51 0TP

Dowty Senior Management Pension     75,000  
Scheme  
Arle Court  
Cheltenham GL51 0TP



ESAB Group Pension & Life Assurance  
Hertford Road  
Waltham Cross  
Herts EN8 7RP

50,000

Esso UK Equity Core Portfolio  
Esso House  
76/118 Victoria Street  
London SW1E 5JW

47,963

Gallaher Pension Scheme Ltd  
PO Box 14  
Rowdell Road  
Northolt  
Middlesex UB5 5JW

300,000

JP Getty Junior General  
Charitable Trust  
149 Harley Street  
London W1N 2DH

25,000

Hanson Industrial Pension Scheme  
Southgate House  
Stevenage  
Hertfordshire SG1 1HG

40,000

HAPS Trustee Ltd  
London Brick  
Stewartby  
Bedford MK43 9LZ

77,000

London Borough of Harrow  
Superannuation Fund  
PO Box 21  
Civic Centre  
Harrow  
Middlesex HA1 2UJ

115,000



Hilden Charitable Fund Honeywick 17 Berewecke Avenue Winchester Hants S022 6BH	25,000
London Borough of Hillingdon Superannuation Fund Finance Dept 1S/01 Civic Centre Uxbridge Middlesex UB8 1UW	147,500
Harrisons & Crosfield Group Pension Scheme 14 Lower Brook Street Ipswich IP4 1AP	215,000
Hydro Fertilizers Pension Fund Unit 270 The Science Park Milton Road Cambridge CB4 4WJ	75,000
Irish Airlines Pensions Ltd PO Box 180 Dublin Airport Co Dublin Ireland	100,000
Institution of Professionals Manager & Specialists Superannuation Scheme 1960 75-79 York Road London SE1 7AQ	15,000



Johnson Matthey Employees Pension Scheme New Garden House 43 Hatton Garden London EC1N 8JP	225,000
Kingsgate Funds Ltd Windsor House 50 Victoria Street London SW1H 0NR	15,000
Lancashire County Council Superannuation Fund County Treasurers Dept PO Box 100 County Hall Preston PR1 0LD	50,000
London Business School Trust Co Ltd A/C LBS Sussex Place Regents Park London NW1 4SA	5,000
Lorrho Common Investment Fund Cheapside House 138 Cheapside London EC2V 6BL	100,000
Lothian Regional Council Investment Dept 12 St Giles Street Edinburgh EH1 1Pt	125,000



McCormick (UK) Staff Pension & Life Assurance Scheme  
20,000  
Castle House  
Desbrough Road  
High Wycombe  
Bucks HP11 2Hs

The Medical Defence Union  
30,000  
Pension & Life Assurance Scheme  
192 Altrincham Road  
Sharston  
Manchester M22 4NZ

Mitchell Charitable Trust  
2,500  
24 Rochester Road  
London NW1 9JJ

Merseyside Performance  
225,000  
Superannuation Fund  
Smaller Companies  
Metropolitan Borough of Wirral  
PO Box 120  
Castle Chambers  
4-6 Cook Street  
Liverpool L69 2NW

National Freight Corporation  
450,000  
Common Investment Fund  
The Merton Centre  
45 St Peters Street  
Bedford MK40 2UB

National Inspection Council for  
20,000  
Electrical Installation  
Contracting Pension Scheme  
Vintage House  
37 Albert Embankment  
London SE1 7UJ



NRDC Group Pension Fund	75,000
British Technology Group 101 Newington Causeway London SE1 6BU	
The Nestle Pension Fund	219,000
St Georges House 36 Park Street Croydon Surrey CR9 1TT	
Northamptonshire County Council	160,000
Superannuation Fund County Hall Northampton NN1 1DN	
PA Pension Fund Trust Ltd	60,000
85 Fleet Street London EC4P 4BE	
PD Pension Trust	47,000
Powell Duffryn House London Road Bracknell Berks RG12 2AQ	
Pauls Supplementary Pension Scheme	5,000
Harrisons & Crosfield Group Pension Scheme 14 Lower Brook Street Ipswich IP4 1AP	
Richard Ellis 1975 Retirement Fund	20,000
55 Old Broad Street London EC2M 1LP	



Rugby Group Monthly Staff Retirement Benefit Scheme  
Crown House  
Rugby CV21 2DT

35,000

Rugby Group Senior Executive Retirement Benefit Scheme  
Crown House  
Rugby CV21 2DT

20,000

Rugby Group Monthly & Weekly Staff Retirement Benefit Scheme  
Crown House  
Rugby CV21 2DT

12,500

Retreat Pension Fund  
The Secretary  
The Retreat  
Heslington Road  
York YO1 5BN

20,000

RHM Pension Investment Fund  
96 George Street  
Croydon  
Surrey CR9 1TB

250,000

Rolls Royce Ancillary Benefits Plan  
PO Box 31  
Derby DE2 8BJ

5,442

Rolls Royce Pension Fund  
PO Box 31  
Derby DE2 8BJ

58,928



Roche Products Ltd Pension Fund PO Box 8 Welwyn Garden City Herts AL7 3AY	100,000
Rover (Hourly Paid) Employees Pension Scheme 6th Floor Belgrave House 1 Greyfriars Northampton NN1 2BL	200,000
Scruttons Group Pension Fund 64 Leman Street London E1 8HJ	35,000
Storehouse Combined Pension Funds Ltd Central Pensions Office The Heals Building 196 Tottenham Court Road London W1P 9LD	100,000
Simon Engineering Staff Pension Simon House PO Box 31 Bird Hall Lane Stockport Cheshire SK3 0RT	64,000
SI Pension Trustees Ltd Superannuation Fund 765 Finchley Road Childs Hill London NW11 8DS	75,000



Smith & Nephew 2 Temple Place Victoria Embankment London WC2R 2AJ	164,000
Socpen Trustees Ltd 15 Rathbone Street London W1P 2AJ	144,000
Surrey County Council Superannuation Fund PO Box 5 County Hall Kingston-upon-Thames Surrey KT1 2EA	300,000
Sutton Housing Trust Staff Sutton Court Tring Herts HP23 5BB	30,000
Synthetic Chemicals Staff Pension & Life Assurance Scheme PO Box 8 Common Lane Knottingley West Yorkshire WF11 8BW	30,000
Tesco Pension Trustees Ltd Tesco House PO Box 18 Delamare Road Cheshunt Waltham Cross Herts EN8 9SL	270,000



Transport & General Workers Union Officials & Staff Superannuation Fund Transport House Smith Square London SW1P 3JB	350,000
The Press Association Ltd 85 Fleet Street London EC4P 4BE	20,000
The Swire Educational Trust Swire House 59 Buckingham Gate London SW1E 6AJ	18,000
Thames Water Mirror Image Pension Scheme Thames Water Pensions Trustees Ltd Nugent House Vastern Road Reading Berkshire RG1 8DB	400,000
Thames Water Pension Fund Thames Water Pensions Trustees Ltd Nugent House Vastern Road Reading Berkshire RG1 8DB	150,000
Unipart Group of Companies Pension Scheme UGC Pension Trustees Ltd Unipart House Cowley Oxford OX4 2PE	125,000



Wolverhampton Borough Council      130,377  
Superannuation Fund Index  
Portfolio Investment Division  
Finance Dept  
Civic Centre  
St Peters Square  
Wolverhampton WV1 1RL

The Wiggins Teape Pension Scheme      200,000  
PO Box 88  
Gateway House  
Basingstoke  
Hampshire RG21 2EE

Woodville Pension & Life                      20,000  
Assurance Scheme  
Dowty Woodville Polymer Ltd  
Alton Road  
Ross-on-Wye  
Herefordshire HR9 5NF

Phillips & Drew Fund Management Ltd (PDFM ), Triton Court,  
14 Finsbury Square, London EC2A 1PD exercise the voting rights  
over 7,686,775 shares (11.57%). PDFM is a subsidiary of UBS  
(UK) Limited which is also treated as having an interest in the above  
shares. Its ultimate parent, Union Bank of Switzerland, is  
incorporated in Switzerland.

The Beneficial Owners of the Shares are as follows: (Those shares  
marked with an asterisk are registered in the name of Phildrew  
Nominees Limited and also appear in the above list.)

Acuma UK Equity Growth Fund              15,000  
Tamesis  
The Glanty  
Egham  
Surrey TW20 9AJ



<b>Albright &amp; Wilson Pension Investment 1 Knightsbridge Green London SW1X 7QS</b>	<b>194,00 *</b>
<b>AMP &amp; GB Pensions &amp; Ass B/P AMP of Great Britain Limited Terminal House Stanmore HA2 4RS</b>	<b>50,000 *</b>
<b>W S Atkins Staff Ret Ben Woodcote Grove Ashley Road Epsom Surrey KT18 5BW</b>	<b>100,000 *</b>
<b>BBA Income &amp; Protection Plan PO Box 20 Cleckheaton W Yorkshire BD19 3LX</b>	<b>100,000 *</b>
<b>BDH 1973 Pension Scheme Broom Road Poole Dorset</b>	<b>100,000 *</b>
<b>Bibby (1974) Pension Scheme Cranford Blackdown Royal Leamington Spa Warwickshire CV32 6RQ</b>	<b>65,000 *</b>
<b>BTR Group Pension Trust Ltd Angus House 148-158 Westage Road Newcastle-upon-Tyne</b>	<b>555,000 *</b>



Calor Group Ret Benefit Plan Appleton Par Riding Court Road Datchet Slough SL9 9JG	158,000 *
Chartered Acc Trustees CAESS A/C Chartered Accountants Hall Moorgate Place London EC2 2BJ	21,000 *
Chartered Accs Trustees S A/C Chartered Accountants Hall Moorgate Place London EC2 2BJ	20,000 *
Church of England Inv Fund Pension 53 Tufton Street London SW1P 2QP	85,000 *
Clergy (Widows & Dep) Pension Fund 53 Tufton Street London SW1P 2QP	27,500 *
Croda Group Pension Scheme Cowick Hall Snaith, Goole North Humberside	110,000 *
Croda Supplemental Pension Scheme Cowick Hall Snaith, Goole North Humberside	90,000 *
Dowty Group Pension Scheme Arle Court Cheltenham GL51	100,000 *



Dowty Senior Management Pension Scheme Arle Court Cheltenham GL51 0TP	75,000 *
ESAB (UK) Limited Pen & Life Hertford Road Waltham Cross Herts EN8 7RP	50,000 *
Esso UK Equity Core Portfolio Esso House 76/118 Victoria Street London SW1E 5JW	47,963 *
Gallaher Pension Scheme PO Box 14 Rowdell Road Northolt Middlesex	300,000 *
Greater Manchester County Superannuation Fund P Tameside MBC Council Offices Wellington Road Ashton-under-Lyne Tameside OL6 6DL	1,330,000
Hanson Industrial Pension Scheme C/O E B Consultants Limited Rauplus House 147 London Road Kingston-upon-Thames Surrey KT2 6NG	40,000 *



Haps Trustee Ltd London Brick Stewartby Bedford MK43 9DS	77,000 *
Harrisons & Crossfield Group Pension Scheme 14 Lower Brook Street Ipswich Suffolk	215,000 *
Hilden Charitable Fund Honeywick 17 Bereweek Avenue Winchester Hants SO22 6BH	25,000 *
London Borough of Hillingdon S/F Finance Department Civic Centre Uxbridge Middlesex	147,500 *
Inst Prof Man & Sp 1960 75-79 York Road London SE1	15,000 *
Irish Air Overseas Irish Airlines Pensions Ltd PO Box 180 Dublin Airport Ireland	100,000 *
London Bus Sch Tst Co Ltd LBS Sussex Place Regents Park London NW1 4SA	5,000 *



Lorho Common Investment Fund C/O William Mercer Fraser Ltd Northgate Chicester W Sussex	100,000 *
Lothian Regional Council Active Sml Co Fund 12 St Giles Street Edinburgh EH1 1PT	125,000 *
Nat Inspection Coun Elect Instal Vintage House 37 Albert Embankment London SE1 7UJ	20,000 *
Northamptonshire C/C Sup Fund County Treasurers Dept Northamptonshire County Council County Hall Northamptonshire	160,000 *
NRDC Group Pension Fund British Technology Group 101 Newington Causeway London SE1 6BV	75,000 *
P A Pensions Fund Trust Ltd 85 Fleet Street London EC4P	60,000 *



PDFM Small Co Fund	445,370
Talbot Nominees Ltd 51-53 New London Road Chelmsford Essex CM2 0SY	
Powell & Duffryn Pension Trust	47,000
Powell Duffryn House London Road Bracknell Berkshire RG11 2AQ	
Retreat Pension Fund DLNG	20,000 *
The Retreat Heslington Road York YO1 5BN	
RHM Pension Investment Fund	250,000 *
96 George Street Croydon	
Richard Ellis Retirement Fund	20,000 *
55 Old Street London EC2M 1LP	
Roche Products Ltd Pension Fund	100,000 *
PO Box 8 Welwyn Garden City Hertfordshire AL7 3AY	
Rolls Royce Ancillary Benefits Plan	5,442 *
PO Box 31 Derby DE2	



Rover Group (Hourly Paid) 6th Floor Belgrave House 1 Greyfriars Northampton NW1 2BL	200,000 *
Simon Engineering Staff Pension Fund Simon House PO Box 31 Bird Hall Lane Stockport Cheshire SK3 3RT	64,000 *
Smith & Nephew Pension Fund 2 Temple Place Victoria Embankment London WC2R 3BP	164,000 *
Sutton Housing Trust Staff Pen Scheme Sutton Court Tring Hertfordshire	30,000 *
Swire Educational Trust 59 Buckingham Gate London SW1E 6AJ	18,000 *
Synthetic Chems Pen & Life PO Box 8 Common Lane Knottingley W Yorkshire WF11 8BW	30,000 *



Tesco Pen Trustees Ltd Deal A/C	270,000 *
Tesco House	
PO Box 18	
Delamare Road	
Cheshunt	
T & GWU	350,000 *
Transport House	
Smith Square	
Westminster	
London SW1P	
Thames Water Pension Fund	150,000 *
Thames Water Pension Trustees Ltd	
Nugent House	
Vestern Road	
Reading	
Berkshire RG1 8DB	
Thames Water Mirror Image	400,000 *
Pension Scheme	
Nugent House	
Vestern Road	
Reading	
Berkshire RG1 8DB	
The Press Association Ltd (R)	20,000 *
85 Fleet Street	
London EC4P 4BE	
Unipart Group Co Pension Scheme	125,000 *
C/O Bacon & Woodrow	
Crossways House	
39 East Street	
Epsom	
Surrey KT17 1BP	



Wiggins Teape Pension Scheme            200,000 \*  
Gateway House  
Basing View  
Basingstoke  
Hants RG21 2EE

Woodville Pension & Life                    20,000 \*  
Abs Scheme  
Dowty Woodville Polymer Limited  
Alton Road  
Ross-on-Wye  
Herefordshire HR9 5NF

2. Barclays Bank plc and its subsidiaries have a non-beneficial interest in the following shares.

Number of Shares:    6,168,400            (9.28%)

These Shares are registered in the name of:

Shareholding            1,850,000

Registered Holder    Royal Exchange Trustee  
Nominees  
Limited A/C MI  
1 Aldgate  
London EC3N 1RE

Beneficial Owner    Royal Exchange Trust Co Ltd  
as Trustee for:  
Barclays Unicorn Income Trust  
54 Lombard Street  
London EC3P 3AH



**Shareholding** 1,375,000

**Registered Holder** Barclays Nominees (KWS) Limited  
A/C 88  
Goodenough House  
33 Old Broad Street  
London EC2P 2JE

**Beneficial Owner** Barclays Life Equity  
Pension Fund  
c/o Barclays de Zoete Wedd  
Investment Mangement Ltd  
4th Floor Seal House  
1 Swan Lane  
London EC4R 3UD

**Shareholding** 750,000

**Registered Holder** Royal Exchange Trustee Nominees  
Limited A/C E1  
1 Aldgate  
London EC3N 1RE

**Beneficial Owner** Royal Exchange Trust Co Ltd  
as Trustee for:  
Barclays Unicorn Extra Income Trust  
54 Lombard Street  
London EC3P 3AH

**Shareholding** 500,000

**Registered Holder** Royal Exchange Trustee Nominees  
Limited A/C MD  
1 Aldgate  
London EC3N 1RE



<b>Beneficial Owner</b>	Royal Exchange Trust Co Ltd as Trustee for: Barclays Unicorn 500 Trust 54 Lombard Street London EC3P 3AH
<b>Shareholding</b>	300,000
<b>Registered Holder</b>	Royal Exchange Trustee Nominees Limited A/C 10321 1 Aldgate London EC3N 1RE
<b>Beneficial Owner</b>	Royal Exchange Trust Co Ltd as Trustee for: Barclays Unicorn Leisure Trust 54 Lombard Street London EC3P 3AH
<b>Shareholding</b>	225,000
<b>Registered Holder</b>	Barclays Nominees (KWS) Limited A/C 5112 Goodenough House 33 Old Broad Street London EC2P 2JE
<b>Beneficial Owner</b>	Iron Trades Insurance Co Ltd c/o Barclays de Zoete Wedd Investment Management Ltd 4th Floor Seal House 1 Swan Lane London EC4R 3UD



<b>Shareholding</b>	100,000
<b>Registered Holder</b>	Barclays Nominees (KWS) Limited A/C 5114 Goodenough House 33 Old Broad Street London EC2P 2JE
<b>Beneficial Owner</b>	Iron Trades Investment Ltd c/o Barclays de Zoete Wedd Investment Management Ltd 4th Floor Seal House 1 Swan Lane London EC4R 3UD
<b>Shareholding</b>	45,000
<b>Registered Holder</b>	Unit Trust Nominees Limited A/C 1046 Goodenough House 33 Old Broad Street London EC2P 2JE
<b>Beneficial Owner</b>	Aquila UK Equity Index Fund Barclays Bank plc Barclays Corporate Trustees, PO Box 542 11th Floor 33 Old Broad Street London EC2P 2JE
<b>Shareholding</b>	23,400
<b>Registered Holder</b>	Barclays Nominees (KWS) Limited A/C 5565 Goodenough House 33 Old Broad Street London EC2P 2JE



**Beneficial Owner** Allied-Lyons Pension Funds  
Common Investment Fund J  
Portfolio  
c/o Barclays de Zoete Wedd  
Investment Management Ltd  
4th Floor Seal House  
1 Swan Lane  
London EC4R 3UD

**Shareholding** 1,000,000

**Registered Holder** Barclays Nominees (Lombard St) Ltd  
SC A/C  
72 Cheapside  
London EC2V 6EL

**Beneficial Owner** BBC Pension Trust Ltd

3. Scottish Amicable Investment Managers Ltd exercise the voting rights over 4,864,000 shares (7.32%)

**Shareholding** 2,015,000

**Registered Holder** Scottish Amicable Nominees Ltd  
150 St Vincent Street  
Glasgow G2 5NQ

**Beneficial Owner** Scottish Amicable Life Assurance Society

**Shareholding** 973,030

**Registered Holder** Scottish Amicable Nominees Ltd  
150 St Vincent Street  
Glasgow G2 5NQ



<b>Beneficial Owner</b>	<b>Scottish Amicable Pensions Investment Ltd</b>
<b>Shareholding</b>	<b>15,000</b>
<b>Registered Holder</b>	<b>Scottish Amicable Nominees Ltd 150 Vincent Street Glasgow G2 5NQ</b>
<b>Beneficial Owner</b>	<b>The RBC (UK) Pension Plan</b>
<b>Shareholding</b>	<b>19,600</b>
<b>Registered Holder</b>	<b>Scottish Amicable Nominees Ltd 150 Vincent Street Glasgow G2 5NQ</b>
<b>Beneficial Owner</b>	<b>The Allied Steel &amp; Wire Works Pension Plan</b>
<b>Shareholding</b>	<b>10,370</b>
<b>Registered Holder</b>	<b>Scottish Amicable Nominees Ltd 150 Vincent Street Glasgow G2 5NQ</b>
<b>Beneficial Owner</b>	<b>The Allied Steel &amp; Wire Staff Pension Plan</b>
<b>Shareholding</b>	<b>30,000</b>
<b>Registered Holder</b>	<b>Scottish Amicable Nominees Ltd 150 Vincent Street Glasgow G2 5NQ</b>
<b>Beneficial Owner</b>	<b>The Spastics Society Investment Portfolio</b>



Shareholding	26,000
Registered Holder	Scottish Amicable Nominees Ltd 150 Vincent Street Glasgow G2 5NQ
Beneficial Owner	Services Sound & Vision Corporation Pension Scheme
Shareholding	810,000
Registered Holder	Magwest Nominees Ltd T A/C held as trustee of Scottish Amicable Equity Unit Trust
Shareholding	940,000
Registered Holder	Magwest Nominees CT A/C held as trustee of Scottish Amicable UK Smaller Companies Trust
Shareholding	25,000
Registered Holder	Magwest Nominees AT A/C held as trustee of Scottish Amicable Equity Income Trust
4. Beneficial Owner	Quantum Fund NV De Ruyterkade 62 Willemstad Curacao Netherland Antilles
Number of Shares:	3,745,000 (5.64%)



These Shares are registered in the name of:

Scandbank Nominees Ltd      2,145,000  
Q A/C  
2/6 Cannon Street  
London EC4M 6XX

Scandbank Nominees Ltd      1,600,000  
2/6 Cannon Street  
London EC4M 6XX

Scandbank Nominees Ltd is also the registered shareholder of a further 1,060,000 shares which are unconnected with the Quantum shares above.

Scandbank Nominees Ltd is the registered holder of a total of 4,805,000 (7.23%).

Shareholding      875,000

Registered Holder      Scandbank Nominees Ltd  
Forperm A/C

Beneficial Owner      Permal Euromir Trustees of  
Curaco International Trust  
Company N.V.  
De Ryterkade 62  
PO Box 812  
Curaco  
Netherlands Antilles



Shareholding 185,000

Registered Holder Scandbank Nominees Ltd  
Perm A/C

Beneficial Owner Lake Trustees of  
Banca del Ceresio  
Via Pretorio 13  
Casella Postale 2860  
CH 6901 Lugano  
Switzerland

5. Mercury Asset Management plc and its subsidiaries are interested in the following shares:

Number of Shares: 4,448,702 (6.70%)

The shareholders are:

Shareholding 3,000,000

Registered Holder WGTC Nominees Limited 6150 A/C  
Regent House  
PO Box 348  
42 Islington High Street  
London N1 8XL

Beneficial Owner Royal Bank of Scotland plc  
as Trustee for:  
Mercury General Fund  
Mercury Fund Managers Ltd  
33 King William Street  
London EC4R 9AS



exercise the voting rights in relation to these shares. This company is a subsidiary of Mercury Asset Management plc.

Shareholding 883,202

Registered Holder WGTC Nominees Limited 6251 A/C  
Regents House  
PO Box 348  
42 Islington High Street  
London N1 8XL

Beneficial Owner Royal Bank of Scotland plc  
as Trustee for:  
Mercury UK Equity Fund  
Mercury Fund Managers Ltd  
33 King William Street  
London EC4R 9AS

exercise the voting rights in relation to these shares. This company is a subsidiary of Mercury Asset Management plc.

Shareholding 465,500

Registered Holder Nutraco Nominees Ltd  
33 King William Street  
London EC4R 9AS

This company is a subsidiary of Mercury Asset Management plc.

The beneficial owners of these shares are as follows:

 500  
  




MMB Group Pension Fund 465,000  
MMB Group (Retirement & Death)  
Milk Marketing Board Buildings  
Giggs Hill Green  
Thames Ditton  
Surrey KT7 0EL

Shareholding 100,000

Registered Holder WIM (Jersey) Nominees Ltd

Beneficial Owner States of Jersey Social Security  
Reserve Fund

which is a client of Warburg Asset  
Management Jersey Ltd, which is part of the  
Mercury Asset Management Group.

In total, Mercury Fund Managers Ltd exercise the voting rights in  
relation to 3,883,202 shares (5.85%).

C.(2)(d) Please refer to C.(2)(c) above.

NOTE:

The Directors of TV-am Cable Television Limited propose to put  
before the shareholders in a general meeting various resolutions to  
amend the Articles of Association of the Company so that with  
effect from 1st January 1993 they mirror the provisions of the  
Broadcasting Act 1990.

Any new Articles will be drafted on the basis that shareholdings not  
prohibited by or under Schedule 2 to the Broadcasting Act 1990 will  
be permitted and that the Directors be entitled to require disposal (to  
the necessary extent) of shareholdings which are prohibited by or  
under Schedule 2. It is also proposed that provisions entitling the



Directors to require disposal of shareholdings to the necessary extent will be included:

- (i) for the purpose of reversing a change of control which could lead to revocation of the licence under Section 21 Broadcasting Act 1990 (ie. within the period beginning with award of the licence and ending on the first anniversary of the licence coming into force); and
- (ii) if for any other reason it appears to the Directors, having consulted with the ITC, that there are reasonable grounds for believing that the presence of a particular shareholding could lead to revocation or non-renewal of the licence.

It is not proposed that the new Articles will contain restrictions more extensive than those referred to above.

Following the award of the licence the Directors of TV-am Cable Television Limited further propose to put before the shareholders in a general meeting an ordinary resolution to amend the Memorandum of Association of the Company to increase the nominal share capital of the Company to £4,000,100 divided into 4,000,100 shares of £1 each. Resolutions will also be put before the shareholders to authorize the Directors to allot the shares and to exclude the pre-emption rights (special resolution).

C.3



**DISQUALIFIED PERSONS ETC.**

**C.3. (1) In relation to the details given in answer to C.2 (a)-(b), applicants should identify anybody or individual who is:**

- (a) an individual who is neither**
  - (i) a national of a Member State who is ordinarily resident within the EEC, nor**
  - (ii) ordinarily resident in the UK, Isle of Man or Channel Islands;**
- (b) a body corporate which is neither**
  - (i) a body formed under the law of a Member State which has its registered or head office or principal place of business within the EEC, nor**
  - (ii) a body incorporated under the law of the Isle of Man or Channel Islands;**
- (c) a local authority;**
- (d) a body whose objects are wholly or mainly of a political nature, or is affiliated to such a body;**
- (e) an individual who is an officer of a body falling within (d);**
- (f) a body corporate which is an associate (as defined in paragraph 1(1) of Part I of Schedule 2 to the Act) of a body falling within (d);**
- (g) a body whose objects are wholly or mainly of a religious nature;**



- (h) an individual who is an officer of a body falling within (g);
  - (i) an advertising agency or an associate of an advertising agency;
- (2) The applicant should give details of any other participant in the applicant body whose interest is or could be deemed to be incompatible with the requirements imposed by or under Schedule 2 to the Act.

#### **DISQUALIFIED PERSONS ETC**

The Union Bank of Switzerland, which is registered in Switzerland, is the ultimate parent of UBS (UK) Ltd of which Phillips & Drew Fund Management Ltd is a subsidiary.

Quantum Fund NV is registered in the Netherland Antilles.

