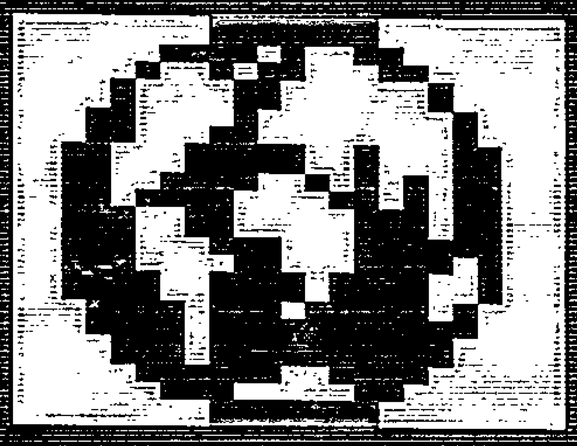
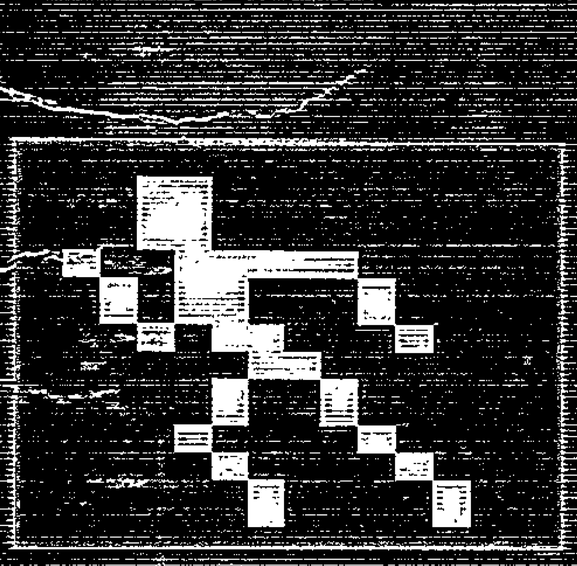
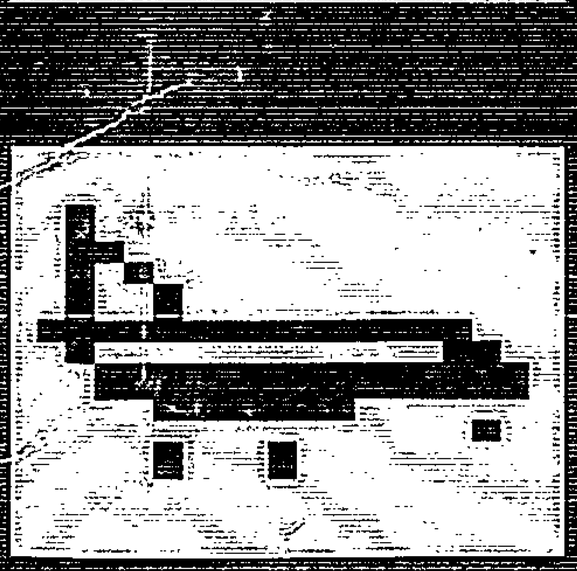
DO NOT REMOVE FROM ITC
PREMISES. PLEASE RETURN TO
THE ENQUIRY DESK

Teletext









Application for the UK Public Teletext Service Licence

STATEMENT OF INFORMATION

Submitted by Teletext UK Ltd. January 1992

Application for UK Public Teletext Service Licence

Submitted by TELETEXT UK LTD

STATEMENT OF INFORMATION

PRESS ENQUIRIES TO:

[redacted]

Northcliffe House, 2 Derry Street, London W8 5TT
Tel: 071 938 6000 Fax: 071 937 5791

GENERAL ENQUIRIES TO:

[redacted]

Media Ventures Investments Ltd., 92 Horseferry Road, London SW1P 2EE
Tel: 071 233 1060 Fax: 071 233 2174

LEGAL ENQUIRIES TO:

[redacted]

Denton Hall Burgin & Warrens, Donnington House, 5 Chancery Lane, Clifford's Inn, London EC4A 1BU
Tel: 071 242 1212 Fax: 071 404 0087

I.T.C. LIBRARY
33 FOLEY STREET
LONDON W 1F 7LB

SECTION A, SECTION B and SECTION C

TELETEXT UK LTD

STATEMENT BY THE CHAIRMAN DESIGNATE

I am pleased to submit this application and bid for the United Kingdom public teletext licence on behalf of Teletext UK Limited.

I have been a journalist for all of my career and an editor for twenty three years. The technique and the technology of disseminating news is the foundation of my professional life.

I am convinced that teletext can, over the next few years, become part of the 'mainstream' media in Britain. This is an immensely exciting prospect. But also a very challenging one.

To lift teletext to this level will require dedication, expertise and imagination. It will also need the commitment of strong companies. Companies with the belief, knowledge and financial strength to ensure that teletext 'comes of age' in this final decade of the century.

I have no doubt that our application will clearly demonstrate to the Commission that we have assembled both the right financial backing and the right professional team to achieve this exciting and historic objective.

Our arrangement with the Press Association, built up by almost a century of co-operation, is the best that present technology can achieve. But together we will develop and enhance it on a continuous basis. It is our intention to use PA for its speedy, independent and wide-ranging coverage of news and sports, both nationally and regionally, and at individual city level. This will be enhanced by the enormous facilities of our newspapers to provide an unrivalled information and feature section to add a much-needed extra dimension to the present service.

Because of our expertise and belief in local news coverage, we are determined to introduce the most comprehensive city news pages possible in the current state of teletext technology. We intend to concentrate on this aspect of our coverage and develop it in parallel with the advance of technology.

As you will see, one of the partners in our consortium is the world leader in pioneering and developing teletext technology. In short, we intend to set standards for a teletext news and feature service which will be the benchmark for the rest of the world.

It is clear from the ITC's invitation to apply that the Commission itself has high expectations for the development and consolidation of the teletext medium in the 1990s and beyond.

This document, I am sure, will demonstrate to the Commission that we share these expectations and the determination to make them come to fruition.

[redacted],

10 January 1992

[redacted]

TELETEXT UK LTD

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SECTION A: CHARACTER OF THE LICENSED SERVICE

This section sets out Teletext UK Limited's overall proposals for the Televiewservice, ie the applicant's submission for the UK public teletext service licence from January 1993.

This application is based on the current public policy towards Ceefax which is not permitted to broadcast advertisements.

As specified in the ITC's Invitation to Apply, this section of the application is sub-divided into two parts. In the first we cover core information, this information will identify and describe Teletext UK Limited's proposals for supplying the service, and for compliance with the Broadcasting Act and with ITC guidelines and regulations.

The second part of the application covers supporting and supplementary information to enable the ITC to verify that Teletext UK Limited's proposed service under the franchise is fully consistent with the terms of the licence.

A1.1. AIMS AND PHILOSOPHY

INTRODUCTION

Teletext UK Limited is a limited company, incorporated in Great Britain on 12 September 1991, with a share capital of £100. The authorised capital was increased in January 1992 by the issue of Ordinary shares of £1 each.

The shareholders in Teletext UK Limited are Associated Newspapers Holdings Limited (ANH) owned by Daily Mail General Trust plc. Philips Electronics and Associated Industries Limited (Philips). (Philips Electronic and Associated Industries will be changing its name to Philips UK Limited from 1 February 1992). European Media Partners Limited (Media) (the holding company for Media Ventures International).

SHAREHOLDERS

These shareholders bring new and highly valuable skills to the public teletext franchise linking the editorial flair of ANH with the technical expertise of Philips. It was Philips which pioneered the design, development and production of the UK teletext system.

Both ANH and Philips have a tradition of innovation and proven marketing expertise.

Teletext UK Limited has conducted a detailed analysis of the UK commercial-sector public teletext market, its history, its current status and future trends.

Our analysis revealed a medium which, in its 17 years of licensed operation, has failed to maximise its potential as a public information service.

We believe that during the period of the initial licence, public teletext will become a significant source of immediate data, information and news.

A1.1. AIMS AND PHILOSOPHY

This belief is supported by two significant factors:

• The projected growth of the teletext receiver population from under one-third to over three-quarters of British households by the end of the decade.

• The increasingly sophisticated technology will make the medium more powerful and flexible and also friendlier and faster.

The two principal shareholders in Teletext UK Limited have been at the forefront in the development of popular journalism and consumer electronics for more than 100 years.

Alfred Harmsworth, later to become Lord Northcliffe, the founder of the Daily Mail first published on 4 May 1896, was the pioneer of modern popular journalism.

In 1891 Philips & Co., was formed to manufacture incandescent lamps and in the early 1900s the brothers Gerard and Anton Philips were quick to recognise the potential of the new consumer electronic product industry.

WIDE RANGE

Associated Newspaper Holdings Limited is the owner and publisher of the Daily Mail, Mail on Sunday and the Evening Standard. Northcliffe Newspapers, a wholly owned subsidiary of ANH, owns and publishes 13 regional evening newspapers, 1 morning, 16 paid-for weeklies and 30 free weekly newspapers throughout the country.

ANH also has a wide range of interest in magazines and exhibitions, including Shooting Times, The Field, Girl About Town, Puzzle World, Weight Watchers, Euromoney, The Daily Mail Ski Magazine, the Daily Mail Ideal Home Exhibition, and the Daily Mail International Ski Show. It also publishes over 50 directories, books and magazines in the field of higher and further education, and the Johansen Guide to Hotels.

A1.1. AIMS AND PHILOSOPHY

Philips is a European-based global company and is Europe's leading manufacturer of television, communication systems and electronic components.

Philips pioneered the development of teletext technology and the majority of the world's television sets use Philips teletext chips.

Philips is constantly creating new ideas, spending in excess of £25 million every week on research and development. In broadcasting it has been very active in producing specialised components for satellite broadcasting. Philips is playing a leading role in the development of new products for the future. These will include interactive video compact discs and high definition television which when combined with teletext will help accelerate the popularity and appeal of the medium.

In this application we propose to show how the association of these two companies will create a unique consortium committed to developing the full potential of the teletext medium.

A1.1. AIMS AND PHILOSOPHY

We propose to bring to the teletext service:

(a) a more comprehensive news service with more focused writing, sharper headlines and faster updates of a more relevant news agenda.

(b) a wide range of feature material designed to appeal to every age and demographic group with new authoritative sections on important issues.

(c) page layouts which are attractive, user friendly and colour co-ordinated.

(d) proven communication skills: the established ability to identify and attract a wide audience and to sustain and expand that audience through the quality of the product.

(e) a flexible and understanding editorial policy that reflects the changing needs of viewers.

(f) the established ability to attract new viewer groups whose interests and tastes have not been adequately met.

(g) an ability to promote teletext through both national and local newspapers and at the point of sale in nearly half of the country's electronic retail outlets.

BETTER INFORMATION

Teletext UK Limited is dedicated, on award of licence, to upgrading and promoting UK public teletext in order to reach an increasingly broad, sophisticated and demanding audience and, further, to develop the medium over time, as the profile and needs of viewers change and adapt.

A1.1. AIMS AND PHILOSOPHY

In summary, public teletext from Teletext UK Limited will provide better information and better services to more people, more often.

This commitment is underwritten by Teletext UK Limited's major shareholders. It combines the highest standards in both the development of teletext technology with editorial professionalism and proven marketing expertise.

This will be supported by prudent management and responsible commercial operation of the licence. The applicant is confident that it can maintain a high level of public service through the licence period, and add significant value to the medium during its period of tenure.

A1.2. "TELEVIEW"

Teletext UK Limited has adopted "TELEVIEW" as the working title for its proposed service, for the purposes of initial project planning and those of this licence application.

While registration of the name has been applied for, it may be that in the event of the ITC awarding the licence, a different name would be adopted, subject to ITC approval.

Nonetheless, throughout the present document, the name "TELEVIEW" is used to denote the full public teletext service provided and operated by Teletext UK Limited

For the purposes of this document and its companion documentation:

"the company" and "the applicant" denote Teletext UK Limited;

"the service" denotes the full teletext service to be provided by Teletext UK Limited;

"the licence" denotes the operating licence for UK public teletext on commercial TV channels C3 and C4;

"the Commission" denotes the ITC as licensing authority.

A1.3. COMMITMENTS

Teletext although primarily a broadcast television medium has a closer affinity with print journalism. It is a service designed to be read, not spoken and heard. Consequently, very different skills are needed for its preparation than those which prevail in any other form of television. Teletext UK Limited states its commitment to:

1. QUALITY

Significant improvements in quality of service, offering a new high standard in teletext specific journalism. This will be achieved through:

(a) our skills and tradition in specifically writing for the printed page

(b) our skills and tradition in graphically presenting the printed word

(c) our substantial news, feature and information gathering resources throughout the UK and internationally.

(See sub-section A2)

2. IMMEDIACY

The culture of a news organisation dedicated to being first with the news in a highly competitive market will be injected into Teletext UK Limited, 24 hours a day, 7 days a week.

(See sub-section A2)

3. REGIONALISM

The introduction of a totally integrated and seamless approach which will offer international, national and local news as part of one rolling service.

Once the viewer has made the Teleview choice, the service will automatically be programmed to provide pages of regionally specific information alongside the national and international news.

Providing a regional service tightly defined to the needs and interests not simply of the 14 Channel 3 regions but also to the specific requirements of the country's most important cities.

(See sub-section A3)

4. TECHNICAL EXCELLENCE

Deploying state-of-the-art hardware, software and new design techniques to achieve significant improvements in viewers' ease of use and access when using Teleview.

As an integral part of this commitment Philips are currently developing and pioneering semi- conductor technology that will greatly enhance the speed and ease of use of teletext. Philips policy is continuously to give a better service through improved semi-conductor technology and through co-operation with the service providers.

(See sub-sections B1, B2)

5. COMPLIANCE

A responsible policy of full compliance with legal requirements, codes of practice, ITC guidelines, and established industry standards, in order to safeguard the viewers' interests.

Whilst harnessing the skills and experience of its shareholders Teletext UK Limited will be run as an independent company controlled by a separate board which will include an impartial non-executive Director responsible for compliance and the editorial independence of Teleview service.

(See sub-section A6)

6. APPROPRIATE SCHEDULING

Teleview will alter and modify page allocations at weekends in order to provide a more appropriate service to viewers, whose interests and needs change from weekdays to weekends.

A1.4. TELEVIEW'S PROPOSALS FOR THE SERVICE

Teletext penetration of UK households is at present increasing at the rate of 100,000 households per month. However, for large sections of the potential audience the current teletext service is not attractive or easy to use.

In our view, the current service fails on the following four counts:

1. The service is not user-friendly.

2. Lacklustre writing in both news and feature material.

3. Virtual absence of comprehensive regional news and information.

4. Badly designed page layouts which confuse and deter the viewer.

These weaknesses will be immediately addressed by Teletext UK Limited drawing on the unique combination of know-how and resources brought together by its shareholders. They combine technical and editorial credentials of the highest standards.

THIS WILL BE ACHIEVED BY:

(a) harnessing the resources of the Press Association's thorough, comprehensive and reliable news and sports service with the flair and feature skills of the editorial teams that produce the daily, nightly and weekly newspapers of the ANH Group.

(b) harnessing the research capabilities of Philips in order to bring to the market innovative technical developments which will make the service friendlier and attractive to a wider audience.

A1.4. TELEVIEW'S PROPOSALS FOR THE SERVICE

Philips and ANH's involvement with Teletext UK Limited will ensure the UK's lead in teletext broadcasting will be maintained and its public teletext service will continue to be the world leader in both journalistic and technical excellence.

It is our declared intent to make British teletext a service that provides the widest possible audience with a source of news, data and entertainment, a service that will become an indispensable and an integral part of not only their television viewing, but also the way they receive their information.

A1.5. IMPARTIALITY

Teletext UK Limited will provide an impartial news service. It will adopt procedures and practices to ensure full compliance with the ITC Code of Practice.

It is proposed that a Compliance Committee be formed whose remit will be to ensure that impartiality is observed.

(See A6: Compliance for fuller description)

Teletext UK Limited recognises that one of its major shareholders and one of its sources of information publishes national newspapers. In order to ensure full impartiality, the company intends, on grant of licence, to enter into a contract with the Press Association for the supply of national and international news.

It will be the responsibility of Teletext UK Limited's senior editor to ensure every page that appears on the Teleview service will be fair and impartial.

The senior editor has spent the majority of his professional career in current affairs and news broadcasting and is fully conversant with the requirements of the Code. Indeed, in the course of his daily work he is constantly called on to exercise an even-handed and unbiased approach to all stories.

He will operate under the following guidelines:

1. The main political parties will receive full and fair coverage of their views and opinions. Our in-house rule will be to aim to carry stories over the course of the year featuring quotes from party members in equal ratio between Labour and Conservative. The Liberal Democrats will be accorded half the space devoted to one of the major parties.

This will result in a Labour: Conservative: Liberal Democrat ratio of 2: 2: 1.

A1.5. IMPARTIALITY

2. On all Political, Social and Industrial matters space will always be devoted over time to all sides of an argument where there are obvious and prominent interested parties. Where a party feels that their views have been insufficiently represented, and where the Editor feels that the coverage has been fair, the matter will automatically be passed to Televiewʼs compliance committee to adjudicate on.

Such an adjudication will not, of course, prejudice the right of an aggrieved party to refer the matter to statutory bodies like the Broadcasting Complaints Commission.

3. Televiewʼ, as a broadcaster, will have no overall political view or line.

To ensure and maintain the impartiality and editorial independence of Televiewʼs service there will be a policy of continual, internal assessment through a series of checks and balances. (These are described in more detail in A6: Compliance). However, the most significant of these checks is the editor.

The editor will decide on a daily basis what information is to appear on the screen and his decision will be final. The editor will have access to the PA news service, data base and output wire for domestic news.

Twice daily at fixed times in the morning and evening there will be a news conference held by the editor and PA. At these conferences, the news agenda of the day wil be decided.

The board of Teletext intends to appoint a non-executive Director of Compliance who will be responsible for ensuring the procedures laid down by the board and the ITC are being adhered to.

A1.6. QUALITY

Both the major shareholders are committed to the maintenance of quality and the pursuit of excellence in their respective markets. Associated Newspapers has always pursued the philosophy that quality must be the cornerstone of its commercial operation. Its newspapers, both national and regional, are circulation and commercial successes because they adhere to this fundamental belief.

Philips, as one of the world's leading manufacturers of consumer electronics, is equally committed to the maintenance of quality, high standards and customer service.

The synergy of these two communications corporations will have the unique benefit of ensuring the highest editorial and the highest technical standards. However, Teleview cannot count on success unless the highest quality standards are established and maintained at all levels.

Beyond full and willing compliance with ITC strictures, the quality of the Teleview service will be internally assessed at all stages, on criteria which include the following:

1. Editorial output which is consistently of the highest standard, a standard which every week 20 million readers of ANH's national, regional and local newspapers have come to rely on.

2. The journalistic talent of a uniquely qualified team, with skills adapted to the very special needs of the teletext medium.

3. Speed in news-story update cycles which takes full advantage of the instant updating facility unique to the teletext medium.

4. Minimum access time to any page desired, to minimise viewer frustration.

5. A radical new standard for regional service, with regionalisation possible on every page offered, and each region receiving its own complete and dedicated service.

A1.7. USER FRIENDLINESS

One of the keys to an improved teletext service is making the pages more attractive to look at and easier to use.

Associated Newspapers has over the last two decades won the highest honours and awards for the clarity of the design of its newspapers. We will ensure that these skills and standards are imposed upon the graphics and design of teletext pages.

CLEAR PRESENTATION

Teleview will operate by the following principles of user-friendliness:

1. Clear, pictorial, (ie."icon-driven") presentation, easy to understand and less effort for viewers.

2. Signposting and page-number mnemonics for key "gate" pages, for the viewer to find their way around more easily.

3. More stimulus for viewer request, ie. "more on page ", signposting to related pages, sections, flagging of breaking stories and items of special interest, not simple involuntary rotation of pre-set page batches. (Voluntary "asking for more" stimulates greater viewer involvement, and therefore more commitment to the medium).

4. Highly specific journalistic skills and devices: short, communicative headlines; clean, approachable text lay-out; concise text and a cool, uncluttered look.

The applicant assumes that the graphic limitations of level one teletext are a given constraint for some time to come. This is due to the considerable time-lag before the penetration of higher-level teletext TV receivers can hope to reach significant levels.

A1.7. USER FRIENDLINESS

This said, the Teleview draft graphic environment has been advanced considerably over existing British teletext services. It will provide viewers with crisp, lively, attractive page designs with fast, easy page access and uncomplicated "gating" to other strands of the service, particularly heavy-traffic areas such as news, sport, weather and TV listings.

The principle of encouraging viewers to actively exercise choice, rather than passively waiting for the system to force information on them, is a fundamental policy, and starts with Teleview's main index, or "Page 100".

Teleview will provide an immediate choice of attractive icon signposts to the various main sections available.

ACTIVE CHOICES

Viewers will be making active choices from the moment they enter the Teleview service, increasing their bonding with what will become very much their service. Help will be readily to hand in the form of prompts, alternative section page number offerings, plus general A-Z subject directories and a "How to Use Teleview" section close behind the main menu.

This will also give a clear and easy signpost to those programme related services provided by each Regional Channel 3 contractor and also to the additional commercial services.

The applicant believes in encouraging viewers to keep Teleview tuned for long periods "in the background", so as to keep in touch with evolving information on areas of particular interest to them, while still receiving instant updates on breaking international, national and local news, with the immediacy only teletext can provide.

A1.7. USER FRIENDLINESS

Teletext UK Limited is committed not only to optimise design quality and ease of use for viewers within the existing technology, but also to pushing the limits of those possibilities further.

Significantly, as the world's largest supplier of teletext chip technology, Philips intends to work closely with the company to ensure that future technical developments will reflect the needs of the viewers.

A1.8. THE ON-SCREEN LOOK

Televiewis a new generation of teletext service. The pages will be designed to appeal to the widest possible audience.

The style will be clean, easy to read and appealing to the eye. Colours will be used carefully.

Advertising should always be visibly separate from editorial.

Viewers will always know where they are in Televiewby the use of the following devices.

A1.8. THE ON-SCREEN LOOK

• A "continuous environment" to be established using a pre-fixed framing (ie. "box") system applied to designated areas of the screen.

• Under this system, each main message would invariably be contained in its own box.

• Total main message area should itself be a box, leaving the title line above and any further option lines below. The effect of this will be to simplify the areas of text on each screen.

• Televiewwill make use of icons.

• Controlled fonts and type-sizes for main and sub-section menus, headlines, sub-heads, text and signposts.

MENU PAGE SCREEN AREA:	TYPESTYLE:
Date / Clock Line	Default Font
Menu Header Area	Special Drawn Font plus icon
Red Separator Line	
Text Area	Icons Double Height Default Font
Red Separator Line	
Sub-text, Options, Signposts, Advertising Flags	Icons Default Font
Blank Line (black), to separate from Fastext	
Fastext Information	Default Font

This template for layout is illustrated

• Use of open spacing to enhance clarity and elegance.

• Deliberately limited colour-palette for body text.

A1.9. SIGNPOSTING

We believe that this design style will give Televiewa clear, visual identity.

This identity will be capable of systematic and consistent application throughout the system, covering all different forms of layout, listings, menus etc.

This technique is of key importance in Televiewʼs policy of "user-friendliness". The following rules and conventions will be applied.

1. Section signposts, ie. an icon carrying key words and page numbers, to encourage transfer to other sections.

2. Very short (ie. two-word) signposts for related stories, with up to six on every page.

3. "More on next page..." devices. (In general, easier "next" and "revert" options).

4. Automatic toggling or switching between lists on any menus too big for one screen.

5. Subtle colour-coding and use of icons to aid access and encourage viewers to explore the potential of the system.

A1.2. TYPE AND CONTENT OF PAGES

TELEVIEW'S OFFERING OF SERVICE STRANDS

Televiewproposes to group all strands under overall magazine headings. It will assign individual magazines either to Channel 3 or Channel 4.

Channel 3's magazines will be "mainstream" strands. Channel 4's magazines will be more specialised. They will be targeted at individual, regional or special interest groups.

Whilst the Channel 4 television service is national the teletext service will be delivered to National Transcom's Regional operational centres and this can then be provided as a regional or sub-regional service on Channel 3 or Channel 4.

The ITC Invitation to Apply specifies that the applicant should include the following strands in his licensed service:

1. Weather
2. Sport
3. Travel
4. Finance and business matters
5. Arts and leisure
6. Children's strands
7. Education
8. Religion

Teletext UK Limited confirms that all the above strands are included prominently in the Televiewediting plan.

A1.2.1. TYPE AND CONTENT OF PAGES

The Commission will notice that this editorial plan includes TV and Radio listings, for whilst each Regional Channel 3 contractor will provide local programme information we feel that viewers will wish to have comprehensive information on all TV channels and radio as well.

A1.2.2. DETAILED DESCRIPTION OF STRANDS

The following pages contain a more detailed list of the page-sets and strands offered, breaking the magazines into their constituent parts, with a brief summary of content and treatment in each case, and with some graphic illustrations.

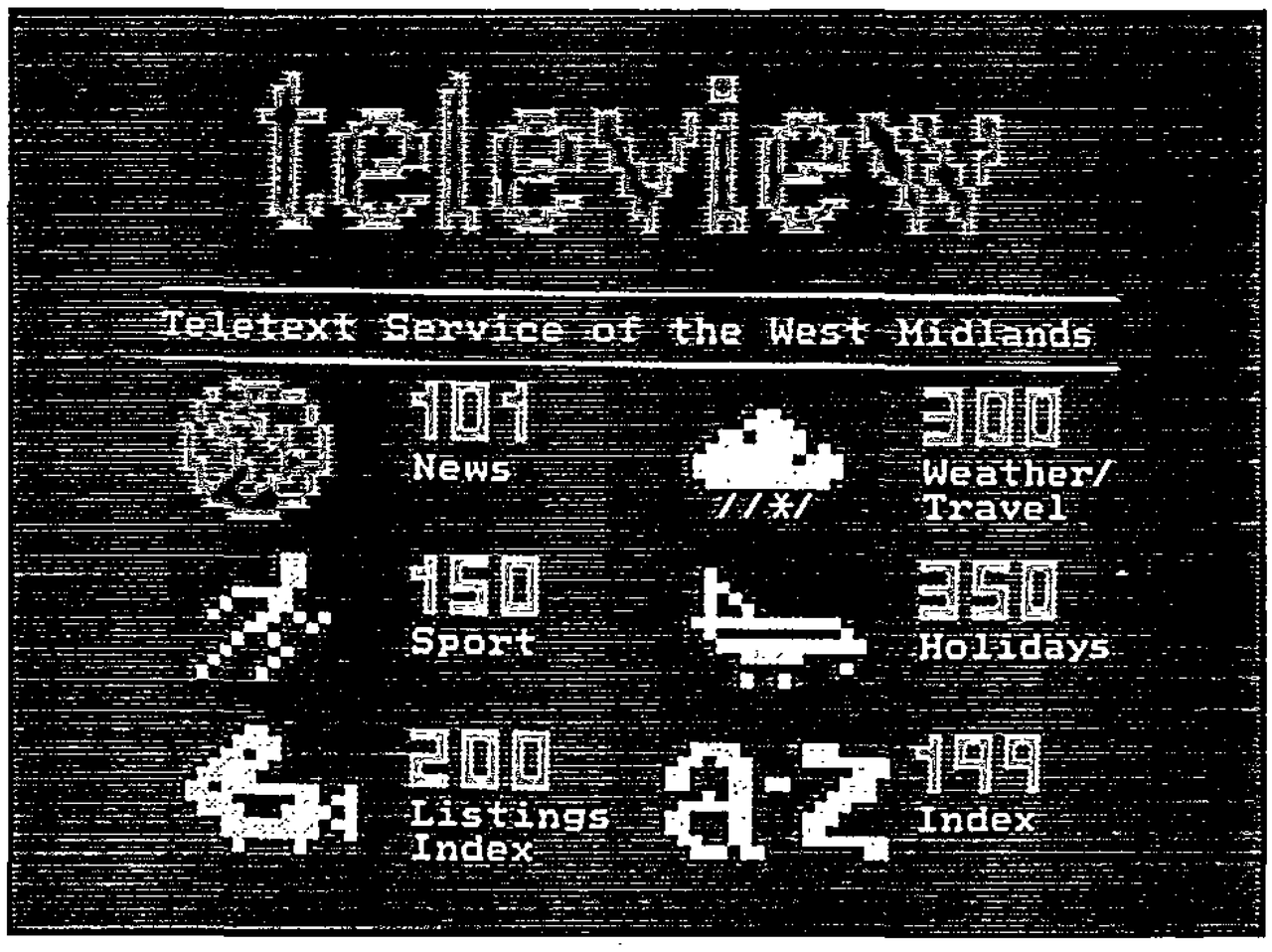
The various sections and strands of the Teleview service are described below under the two channels carrying them, Channel 3 and Channel 4, and are listed in the page-number order in which they will be organised.

TELEVIEW PAGE GROUPINGS

Mag-azine	Category	Page Range	No. pages	No. sub-pp
Channel 3:				
1	News	101-149	30	-
1	Sport	150-199	30	30
1	Advertising		20	20
2	TV	200-299	30	90
2	Advertising		20	-
3	Weather and Travel	300-349	30	80
3	Classified (Holidays)	350-399	40	270
Channel 4:				
4	Regional News, Reviews etc	400-499	90	270
5	Finance and Business	500-549	45	90
5	Advertising		35	50
5	Racing	560-599	15	30
TOTAL			385	930

The above chart gives the total proposed offering on both Channel 3 and Channel 4. (The full detailed list of pages per channel appears in Appendix A).

A1.2.3. CHANNEL 3 STRANDS





Televiews switching main index: Page (100)

Channel 3 Main Index. (100)

Page 100 is the most important signpost in the Teletext directory. It is the first thing viewers will see on entering Televiews, and is the gateway to every other page and service in the system.

As shown in the above paired page illustrations, the two versions are designed to alternate or "toggle" back and forth on-screen.

A1.2.3. CHANNEL 3 STRANDS

Televiews Page 100 Index incorporates striking new design principles. Devices used include:

• Clear and distinctive Televiews identity, with consistent logo, type-style, livery colours, and identifying "thin red line".

• Immediate offering of the six most-demanded Televiews sections.

• Clear, bold, coloured icons to identify main sections (e.g., running man for Sport, rain cloud for Weather, aeroplane for Travel, etc) The presentation is simple, attractive to look at and easy to read.

A1.2.3. CHANNEL 3 STRANDS

NATIONAL AND INTERNATIONAL NEWS (CHANNEL 3)

101 News Headlines
102-109 Main Domestic News Stories
110-119 Human Interest Features
120-129 International News
130 News Flash

For a full description of Televiews's news service, plus supplementary detail, see Section A2, National and International News.

At this stage of the application we seek only to give an introduction to the Televiews news service.

The applicant places the highest priority on ensuring that the national and international news is accurate, timely, popular and of the highest editorial quality.

Televiews's offering of national and international news will at all times exceed the ITC's stipulated minimum by at least one third. We undertake to provide 30 news pages per day.

Televiews's coverage of domestic affairs will be impartial, unbiased and comprehensive. The service will be available 24 hours a day, 7 days a week with updates on all important news stories throughout the day and night.

The journalistic style of presentation will be popular but intelligent. All reports will be specifically written for the screen by our dedicated editorial team supplied by the Press Association and working under the direction of Teletext UK Limited's editor. We will avoid the temptation to simply present largely unedited 'wire' material for broadcast.

A1.2.3. CHANNEL 3 STRANDS

The News Index will be clearly and simply laid out so that every viewer will find it easy to use.

Like all the main indices in Teleview the news index will have its own logo — title, livery, colours and a large-type page number in the header box, (to act as a mnemonic).

The box will also contain the distinctive Teleview "thin red line" and the Teleview name in small lettering; this is because we believe that there should be constant reminders to the viewers that it is Teleview they are viewing, since research has shown that users are often uncertain as to which television channel, and therefore which system, they are tuned to at any given moment.

SPECIAL EMPHASIS

The main body of the index page is dedicated to listing the two top current headlines, flagged in yellow, and the four main news sections themselves. Events of significant national or international importance would be highlighted in red on infrequent occasions which justified special emphasis.

While the main body of the News Index page remains constant, the signpost area "below the red line" will toggle between prompts and page numbers (a) for items within the news section itself, and (b) local news and other items of interest in the current Channel 4 offering.

Note the special green "broad arrow and point" icon, which signals items of specifically local or regional interest throughout the system.

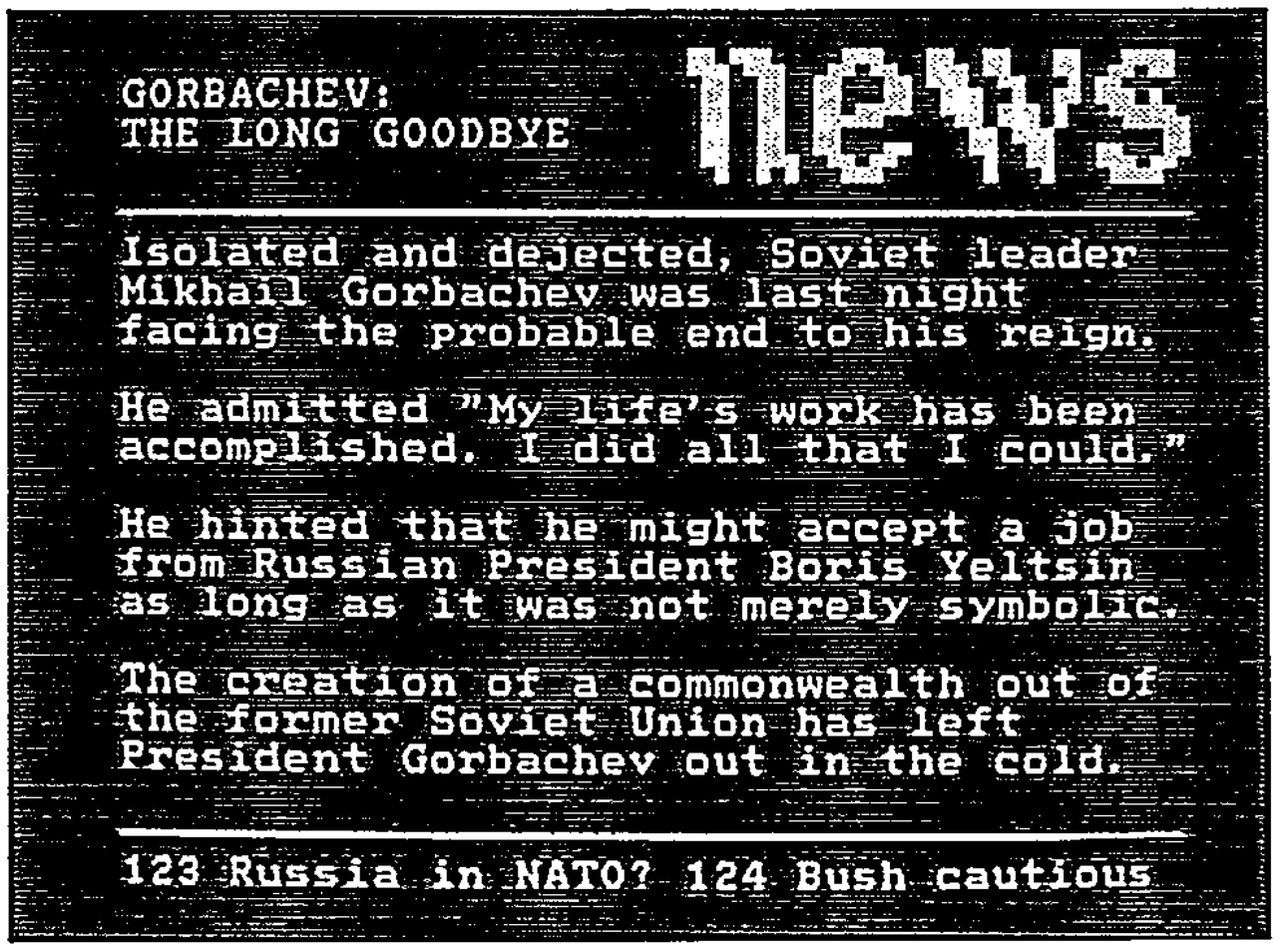
Signposts to other sections of Teleview, and to advertising offerings, may be included in the page rotation, again "below the line".

A1.2.3. CHANNEL 3 STRANDS

News pages themselves will have a distinctive and consistent look, with the main story headline in the news "header" at the top of the page, the lead paragraph highlighted in white, and body text in cyan blue.

The following four example pages show this principle in action across four variants on a lead news page, the main changing element being the signpost material "below the line". This can either be a page-number prompt for other important news stories of the day, (particularly those with relevance to the one selected), as in example A.

A1.2.3. CHANNEL 3 STRANDS



Top example shows a page number prompt for other important news stories of the day.

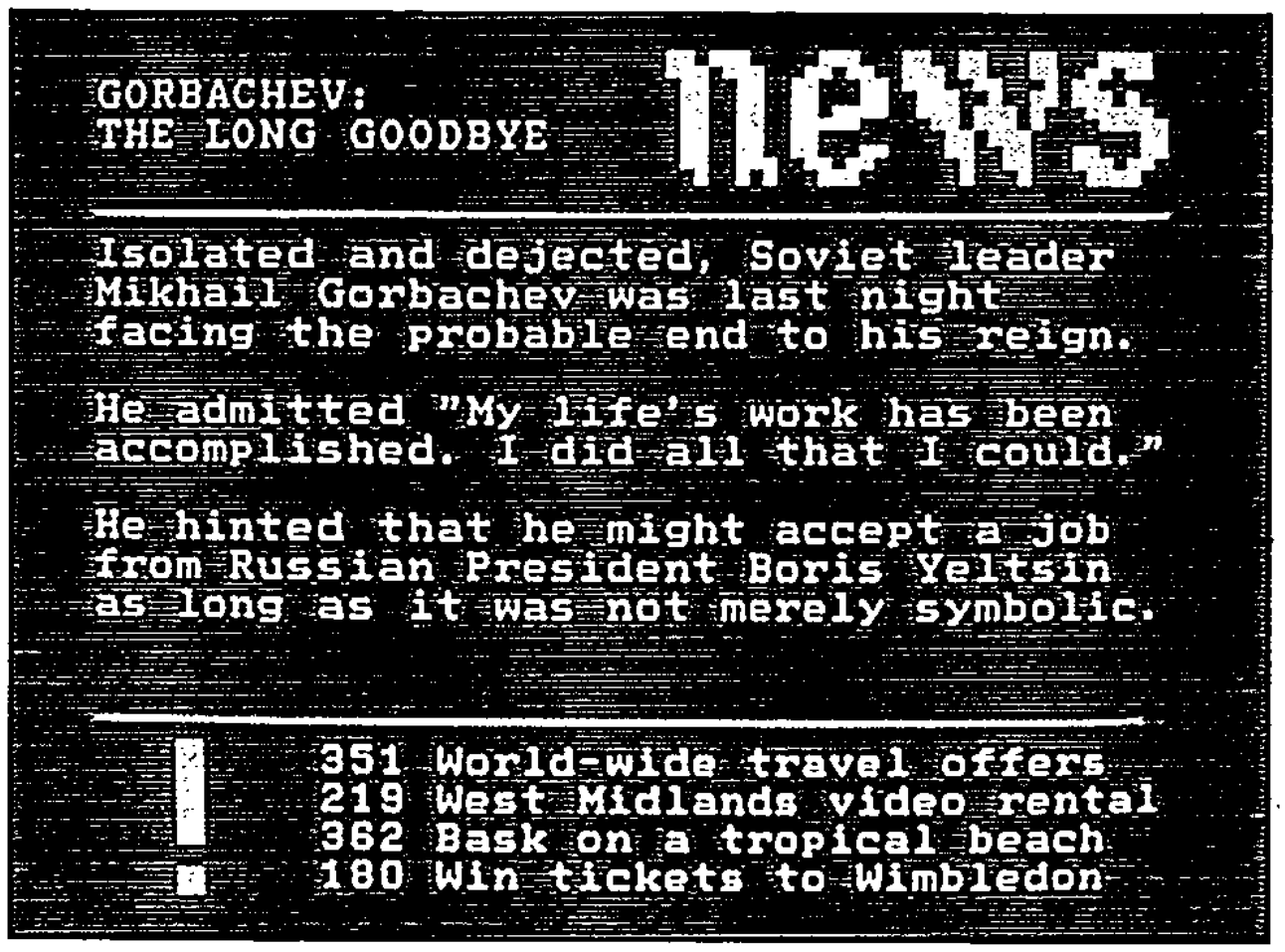
Above example shows how it can carry a signpost for an advertising message.

A1.2.3. CHANNEL 3 STRANDS



Alternatively, with a slightly shorter main news story leaving extra space "below the line", a section signposting, say, the day's main sport stories alongside the distinctive sport icon becomes possible.

A1.2.3. CHANNEL 3 STRANDS



A further variant groups four different commercial headlines and page numbers alongside the advertising icon – ("!") .

As before, the main news story "above the line" would stay constantly in vision in such cases, while paired or grouped sub-pages give the impression of "toggling" or rotating through different menu and page options "below the line".

NEWS FLASHES 130

A permanent news-flash page, with its own unchanging page-number, will be maintained in the news section, and will be dedicated to the latest update on the most important or immediate story of the day.

In appropriate circumstances, news-flashes will be rotated or replaced so as to give the appropriate prominence to new breaking stories of equal or superior importance relative to an earlier news-flash story.

Traffic systems through the editorial department will be geared to ensuring maximum immediacy for news-flash stories at all times. There will be a constant process of editorial co-ordination between stories designated as news-flash stories and the regular main stories of the day.

News-flash stories will be fully integrated with the other elements of the Televiewsystem through the overall system of headlining and signposting. Viewers' attention will be called not only to the availability and subject matter of news-flash stories, but also their inter-relation with other current news stories in the day's Televiewprogramming

A1.2.3. CHANNEL 3 STRANDS

SPORT

150-190 (excludes horse racing)
151 Sport Index
152-160 Results
161-170 Current Sport Features
171 Sports Almanac
172 Sports Commentary
175-178 Local Sport
179 Sport Celebrity Profiles/Interviews
186-190 Sport Preview: Fixtures/Analysis

Channel 3 will carry all Televiews sports pages with the exception of horse-racing, which will be located on Channel 4. Having chosen the Sports option on Page 150 the Sports Menu provides an index to the major items of interest in this magazine. The Menu page also provides prompts to other significant areas of interest.

A1.2.3. CHANNEL 3 STRANDS





Teleview Sports will provide the viewer with a comprehensive service including instant results, headline reports and information. It will also provide feature pages and analysis of important personalities and events.

At all times the viewer will have available major news story prompts, as illustrated above.



A1.2.3. CHANNEL 3 STRANDS

THE SERVICE

A comprehensive fixtures, results and background service. All major sports will be covered and previewed in full, with results transmitted to screen as they happen.

Because sport is seasonal, emphasis will be given to football, rugby and skiing in the winter and to cricket, tennis and athletics in the summer. Sports such as equestrian events, horse racing, golf and fishing which are pursued all the year round will also be covered in full as the calendar fixtures dictate. In addition, specialised sports such as ice hockey and basketball will have their own pages. And the growing popularity of American football in the UK will be reflected in our feature and results service.

The general results service will be provided by the Press Association which will also provide match reports, match previews and a full service of sports news. In addition to this, special features and profiles will be provided by Associated Newspapers' specialist sports writers who are among the country's leading experts.

A comprehensive racing service will be provided with race cards, results and the Tote.

SPORTS ALMANAC/SPORTS COMMENTARY

171-172 Nine rotating pages

Teleview will offer sports enthusiasts extensive background feature material to all major sporting events. And in recognition of the sports enthusiast's passion for sporting minutiae, the service will provide a series of specialised almanac-style pages containing lists of remarkable scores and great sporting achievements.

Added entertainment value to viewers of this magazine will be specially commissioned quizzes.

LOCAL RESULTS FOR A LOCAL SERVICE

175 -178

The growth of teletext depends on the successful expansion of the service into new markets. An important area for this expansion will be the development of local sports news and local results for all of the 14 ITC regions, plus a full local sports service for the following cities:

Aberdeen	Glasgow
Edinburgh	Belfast
Newcastle	Leeds
Liverpool	Nottingham
Birmingham	Cardiff
Manchester	Bristol
Plymouth	Southampton

Brighton

Integral to the sports magazine will be a substantial number of local pages covering events and fixtures in each individual region.

Because of Televiews seamless method of incorporating regional variation in seemingly national page sets, the viewer will not have to go into a "ghetto" of regional pages to access this information. (See A3)

SPORT CELEBRITY PROFILES/INTERVIEWS

179

Before every major sporting event Televiews Sports will provide revealing and analytical profiles of champions and teams.

These will not be standard agency biographies by anonymous journalists but well-crafted, well-researched articles written, in many cases, by some of the country's top sports writers.

A-Z DIRECTORY.

199

The A-Z directory, as its name implies, gives a complete alphabetical list of the pages available in both channels of Teleview. Certain subjects are given multiple entries to provide a comprehensive, cross-reference service.

For example: "news", "newsflash", "headlines", and "latest" would each be listed separately in the alphabetical listings, though all signposted to the same group of page numbers. Related subjects will be cross-referenced as appropriate, ie. with a "see also...." message.

Teleview has been designed so that most page numbers across both channels are unique with the specific exception of the Main Index, A-Z Index and Now and Next on TV pages. This will help to remove the confusion and frustration that exists with the present system.

TV AND RADIO LISTINGS

200 Index
201-210 Television
211-218 Radio
220 The Schedule Slicer
221 Now and Next
225-228 Special Interests (Films, Sport, News, Comedy)
230-234 Previews and Reviews

As one of the most heavily-used services on teletext, Teleview's policy on broadcast programme listings is to maximise both their comprehensiveness and their ease of use.

While we are aware that each regional contractor will provide programme information in its own area, viewers want information that doesn't simply replicate the TV and Radio Times but more to guide them to their specific areas of interest.

A1.2.3. CHANNEL 3 STRANDS

Televiews new approach to the design of the listings pages will make them appreciably more user-friendly, clear, readable and instructive, helping the viewer to make quicker and better programme choices among an ever-widening range of daily possibilities.

When the viewer selects Page 200 he will immediately access the television index which, as illustrated below, will not only give information on the four principal channels but index the specialist index pages, such as films and sport. As with all major index pages on the Teleview system, there are user-friendly prompts guiding the viewer to other magazines of interest.

As an additional service to viewers Teletext UK Limited will provide a numerical prompt for instant video recording that will link up with Video Plus and other recording devices.



A1.2.3. CHANNEL 3 STRANDS

UPDATES

Daily programme listings will be provided for all mainstream terrestrial and satellite-delivered television stations, and for each regional television and radio station. This will comprise a total of 18 separate lists, each covering five terrestrial broadcast channels (including the newly-launched Channel 5), eight satellite-delivered channels, and eight national and local radio stations. Listings for the following day will also be provided.

The aim is that viewers should have immediate access at will to a completely and consistently up-to-date register of the entire range of broadcast programmes available at any given moment. This stands to consolidate an already heavy use of teletext for this purpose, and may perhaps in time establish Teleview as the viewer's first-choice source of independent programme data. It will be more up-to-date than any magazine-format programme guide such as Radio Times or TV Times can hope to be, since it will incorporate latest data on schedule changes, unannounced specials, and the content of current affairs programmes whose subject matter is frequently not set until day of transmission.

To save viewers their current irritation at being forced to look at listings of programmes which have already occurred earlier in the day, Teleview will operate a system of dropping the out-dated parts of all listings as the day progresses.

THE SCHEDULE SLICER

220

A significant Teleview innovation will be a service provisionally dubbed "The Schedule Slicer", whose aim will be to give viewers an instantaneous cross-section of all TV programming available at the moment of enquiry. As a replacement for the widespread viewer habit of "zapping" across channels with a hand-held remote control, The Schedule Slicer will give all current programming on every television channel (satellite included), at half-hourly intervals throughout the day. The Schedule Slicer will be constantly updated, so the viewer will always be given the choice of viewing for the precise moment of accessing the page.

NOW AND NEXT

221

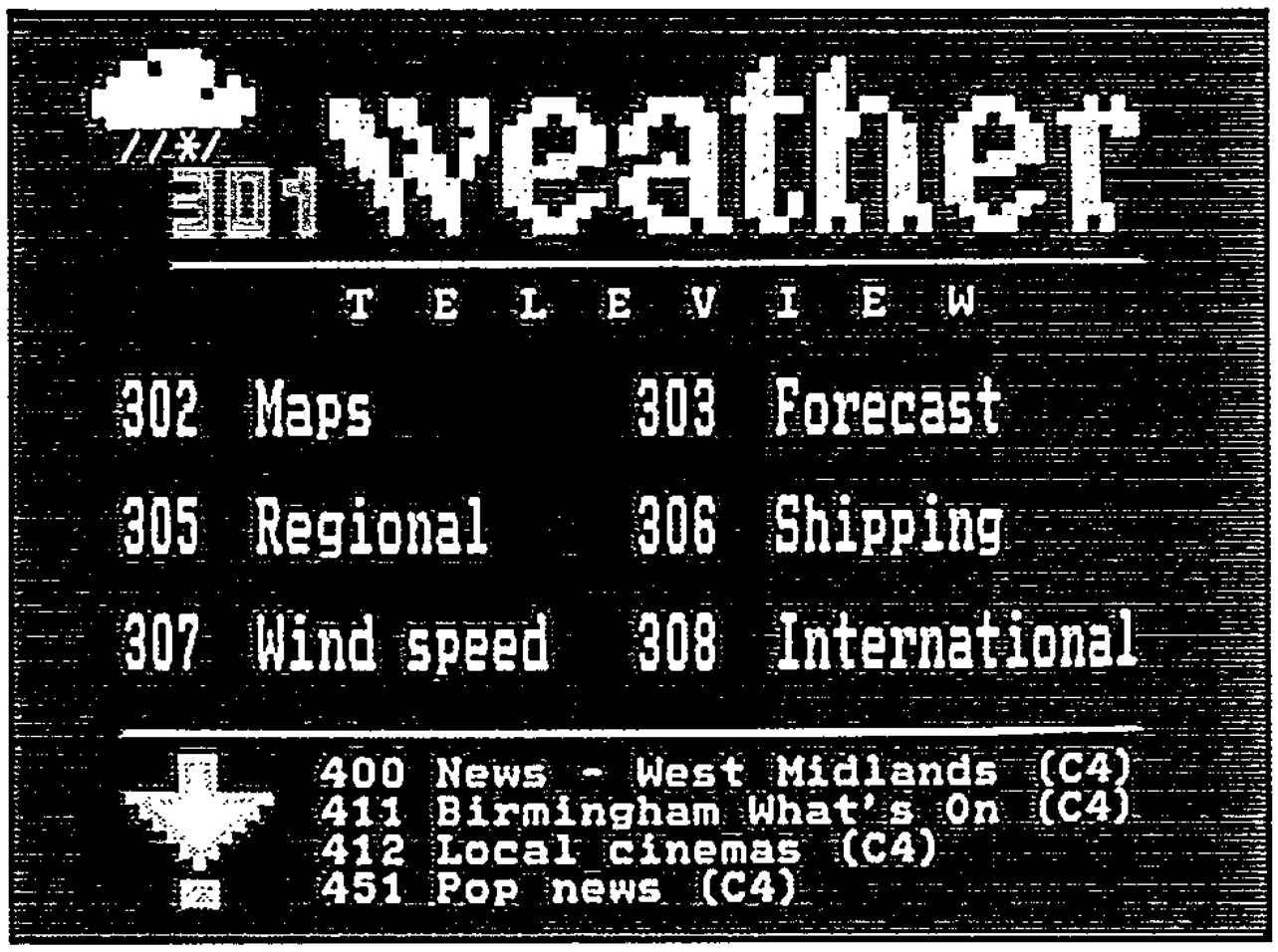
A mini-page designed to be superimposed over the television picture (as in the News Flash) which shows the title and duration of current Channel 3 or Channel 4 programme, and toggles to show the details of the programme which follows.

PREVIEWS AND REVIEWS

230-234

In addition to the listings, the service that is most useful to viewers is one of authoritative previews written by specialist television journalists. Teleview will have access to more than twelve of these experts, from ANH's mass-circulation titles, who represent a wide and diverse range of opinion, viewpoint and age.

A1.2.3. CHANNEL 3 STRANDS



WEATHER

301-309

Teleview will offer a weather information service, both national and local, which combines ease of use with a number of useful and attractive new features, starting with a clean and simplified weather menu: All weather information will be supplied by the Metereological Office. As illustrated above, the main text areas of the menu will remain constant, the "below the line" area will alternate back and forth to:

(a) other magazines or sections;

(b) available regional information, including weather.

When viewers select the local weather option they will automatically be provided with the weather details for their own region.

WEATHER INDEX

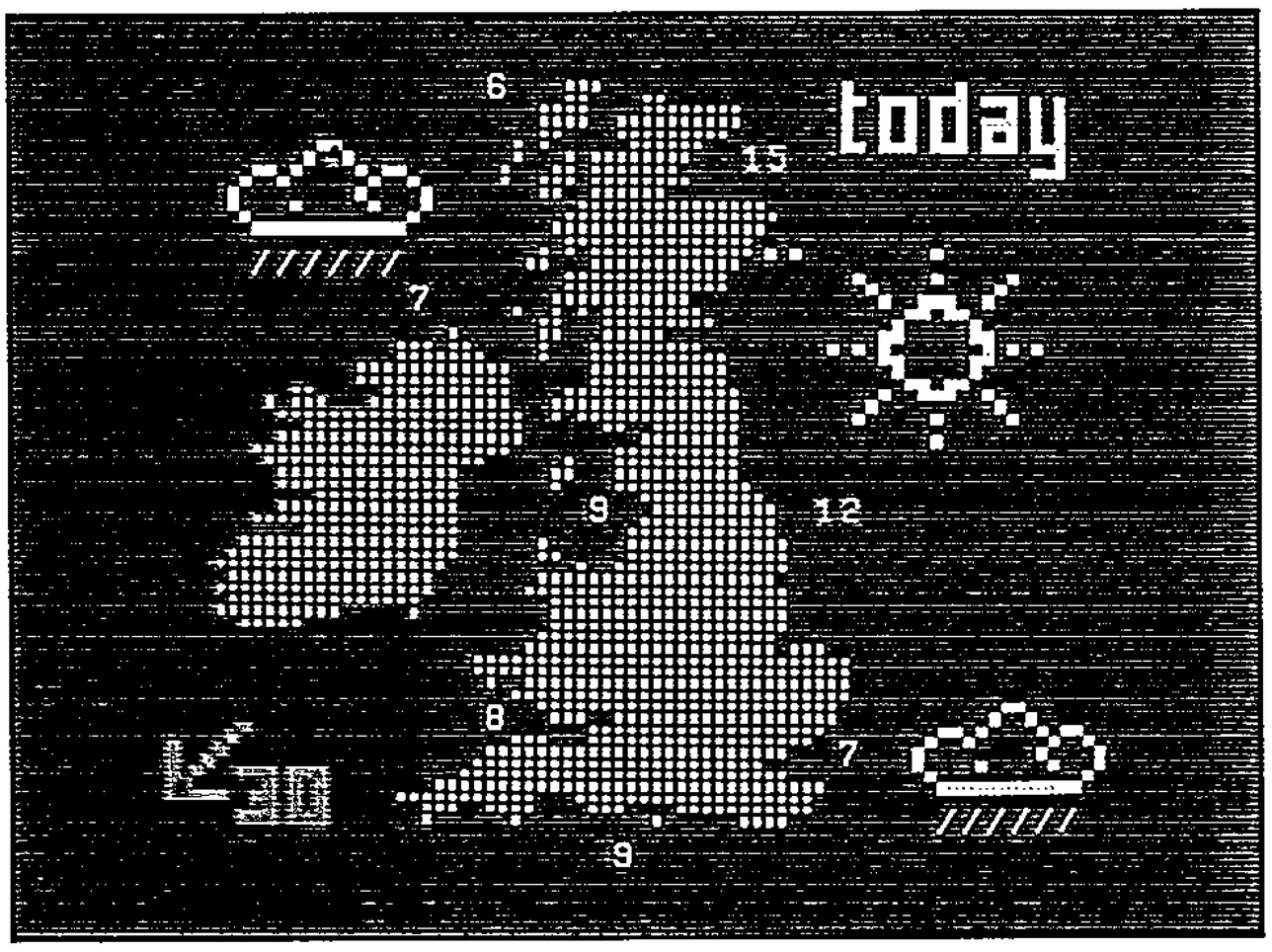
301

The menu will both signpost the viewer to the main weather sections and identify any important weather "stories" of the day, (ie. storm, gale, snow, fog or flood warnings etc).

The total weather report offering will be expanded from current conventions to include:

Enhanced national weather map
European weather map
National 24-hour forecast
National 48-hour forecast
Regional 24-hour forecast
Shipping forecast
National wind speeds
Hours of sunshine by region
International weather and temperatures
Seasonal weather highlight reports
Forecasts will be updated regularly.

A1.2.3. CHANNEL 3 STRANDS



WEATHER MAPS

302

The Teleview map communicates on a more visual, icon-driven basis than the existing shading-and-text techniques, and as can be seen above is much closer to the weather-casting presentation techniques of broadcast television. Key data and information is communicated through easily-recognised icon devices, plus simple indications of temperature (appropriately colour-coded) and wind velocity (with an arrow indicating direction).

The UK National Weather Map will be updated a minimum of twice a day and a maximum of four times a day.

NATIONAL 24-HOUR/48 HOUR FORECAST

303-304

The 24-Hour/48-Hour Forecast will contain both national and regional forecasts which will be updated a minimum of twice a day and a maximum of four times a day.

The 24-Hour/48-Hour Forecast will also include sunrise and sunset times, lighting up times and high water marks.

WEATHER IN YOUR REGION

305

The 24-Hour/48-Hour Forecast for the regions will be updated a minimum of twice a day and a maximum of four times a day. Selecting the local weather option will automatically give weather details for the viewer's own locality. The contents of Televiewʼs weather magazine will be enhanced in a number of ways. First, weather maps will be drawn and presented in an informative new graphic style, with the emphasis on easy assimilation of key data by the viewer.

SHIPPING FORECAST

306

Televiewwill enhance the weather service with shipping forecasts and wind-speeds.

NATIONAL WIND SPEEDS

307

Wind speeds, chill factors, humidity levels, pollen counts and air quality levels on a regional and national basis.

INTERNATIONAL WEATHER AND TEMPERATURES

308

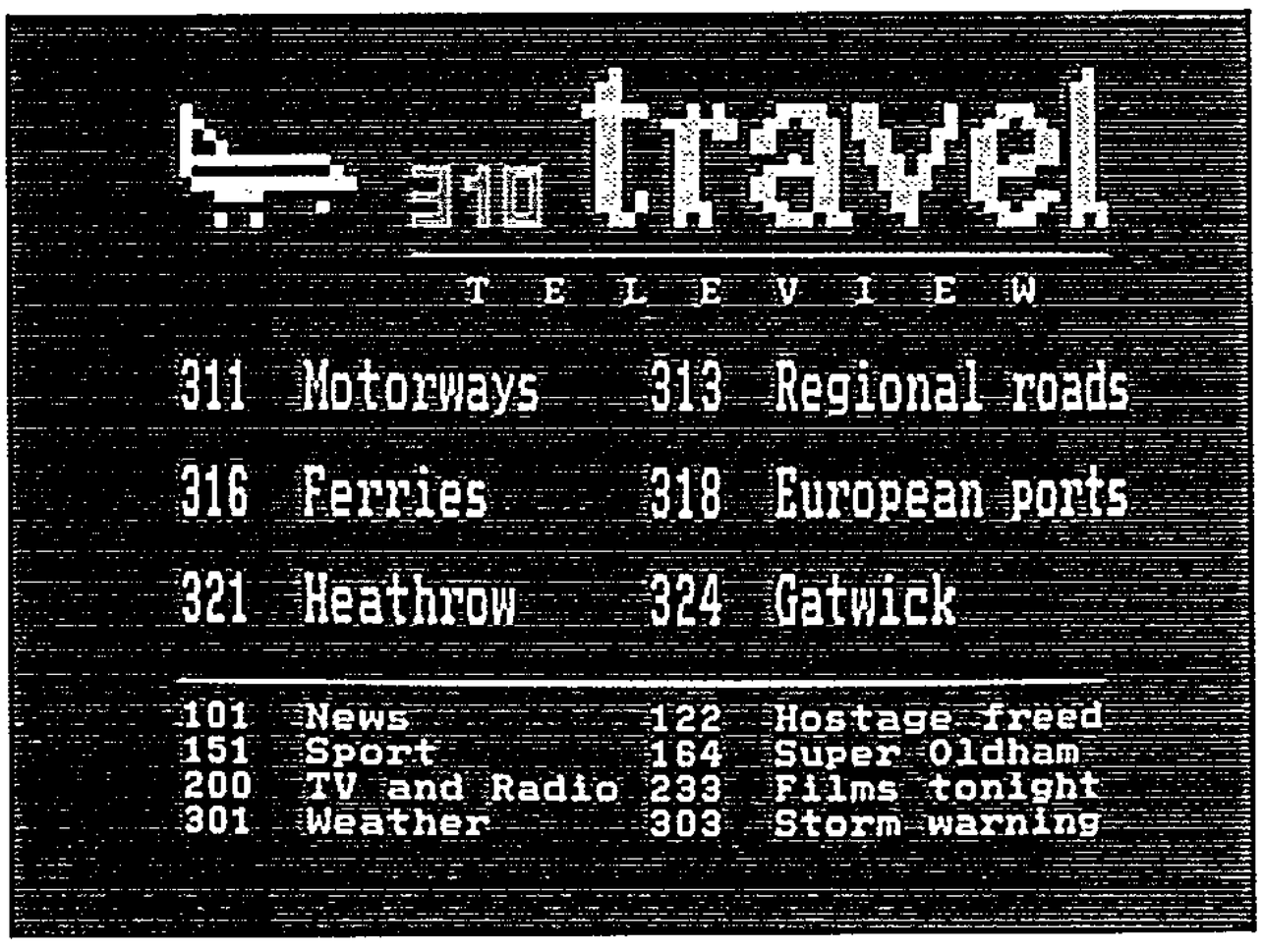
A guide to temperatures and weather conditions around the world, updated daily at 12.00 GMT. The international weather report will focus on continental Europe, and popular holiday destinations in particular.

SKI RESORTS (WINTER), SUNNIEST BEACHES (SUMMER)

309

We will provide a ski-ing service for the UK, Europe and North America consisting of reports and forecasts. Finally, for those with an interest in statistics, Televiewwill provide meteorological league tables (for Britain's sunniest beach resorts, best/worst snow conditions in winter-sport regions).

A1.2.3. CHANNEL 3 STRANDS



TRAVEL

310-329
310 Travel Index
311-315 Motoring
316-319 Ferry & Port Information
320-326 Airports and Flights
327-328 Holiday Information

Teleview intends to mount an enhanced and expanded travel service.

As with all menu screens the viewer will be offered signposts to other related and unrelated magazines and sections.

A1.2.3. CHANNEL 3 STRANDS

MOTORING

311-315

Televiews domestic motoring travel features are planned to include:

- Motorway conditions in simplified "tube-map" form.
- Bulletins on specific motorway traffic problems.
- Local road conditions as appropriate.
- Traffic-jam forecasting (Police predictor system).

FERRY AND PORT INFORMATION

316-319

Road, rail and sea travellers will also benefit from comprehensive and accurate coverage of:

- Car ferry status in map form.
- Road/port/airport status, (local, national, Europe).

AIRPORTS AND FLIGHT INFORMATION

320-326

- British Airways flight arrivals.
- Travel data for London and regional main airports.
- Inter-City rail times will also be carried.

HOLIDAYS

327-328

Teleview travel coverage will help viewers with independent and unbiased holiday-related information, tips and reviews. This will include special summer and winter holiday information packages, covering temperatures, sunshine reliability, resort conditions, prices, currencies, languages, visa and vaccination requirements, safety and medical precautions, and other practical guidance.

Resort league tables will report on Europe's hottest/snowiest/quietest/liveliest holiday locations.

Road traffic reporting will be expanded beyond domestic bulletins in summer, and will seasonally cover motoring conditions on Europe's road links to main holiday destinations.

HOLIDAY ADVERTISING, CLASSIFIED AND DISPLAY

350-399

This page grouping, the last in Teleview's Channel 3 offering, will be a separate and self-contained advertising section, whose content can be signposted by advertisers in the foregoing Travel section, or elsewhere, in the conventional way.

The conventions, rules and conditions described (in A142 Advertising) will also apply here, as they will to all commercial and advertising content throughout the Teleview system.

A1.3.1. CHANNEL 4 MAGAZINES

TELEVIEW PAGE GROUPINGS				
Mag-azine	Category	Page Range	No. pages	No. sub-pp
Channel 4:				
4	Regional News, Reviews etc	400-499	90	270
5	Finance and Business	500-549	45	90
5	Advertising		35	50
5	Racing	560-599	15	30

This chart gives the proposed programme strands on Channel 4 (full detailed list of pages appears in Appendix).

REGIONAL/LOCAL NEWS AND REVIEWS.

400-419

Teleview is committed to the creation of a truly regional teletext service. Local news and information will be an important reason why new viewers will be attracted to use the teletext information service.

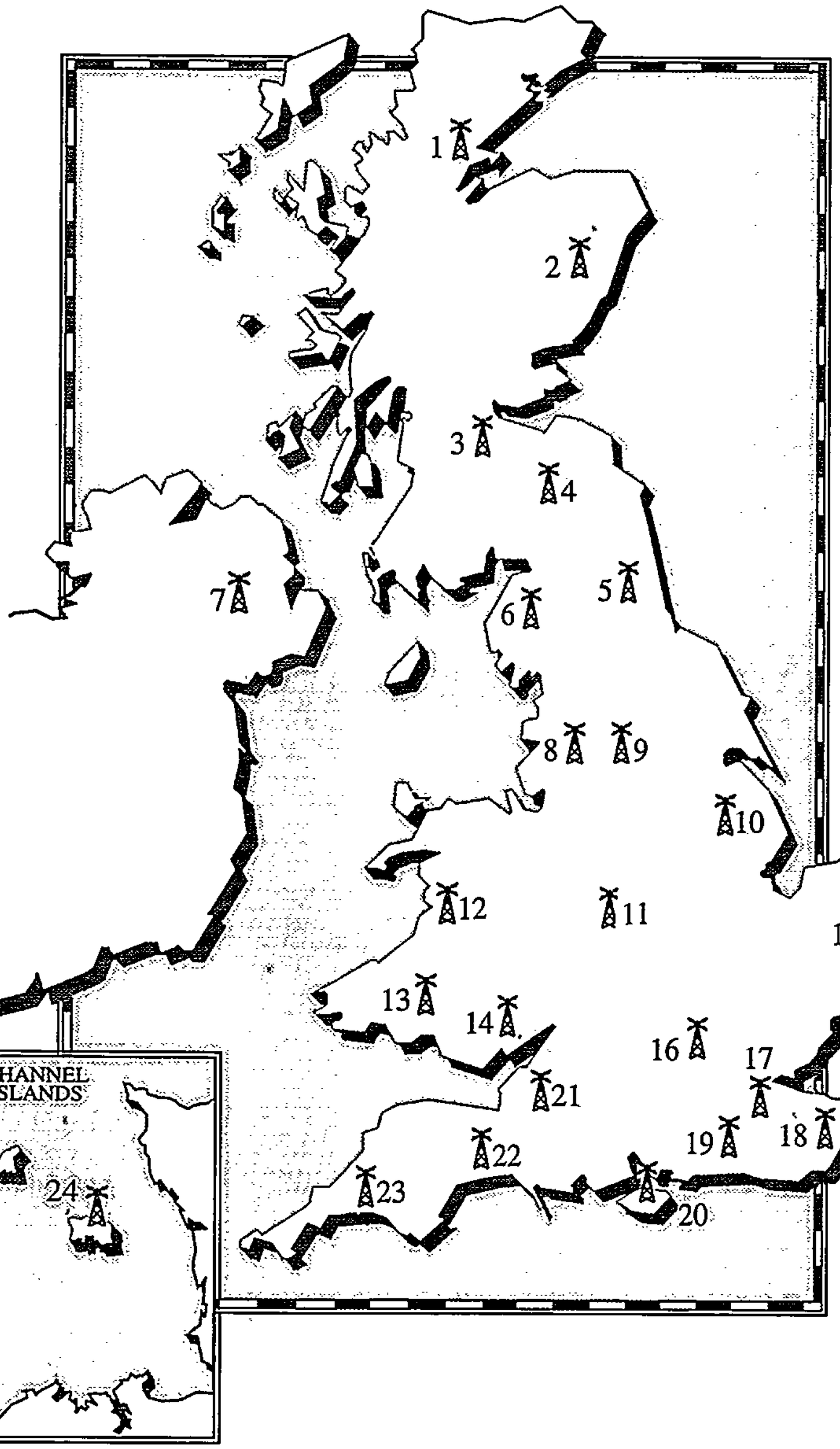
It has been the experience of ANH over more than half a century that truly local information about the community builds and develops brand loyalty. Information and data which, outside of a defined region, would seem purely parochial is, inside that region, of paramount importance.

This truth has in the past been ignored. ANH with its unique experience at the grass roots of the communities it serves, fully understands the nature of the regional information that will be attractive to new viewers of teletext.

Teleview will develop an innovative distribution method with every page of text sent separately to each of 24 signal insertion points nationally, making the regions an integral part of the service.

TELETEXT UK LTD

INJECTION POINTS



1. ROSEMARYIE
2. DARRIS
3. BLACKHILL
4. SELKIRK
5. PONTOP PIKE
6. CALDBECK
7. BELFAST
8. WINTER HILL
9. EMLEY MOOR
10. BELMONT
11. SUTTON COLDFIELD
12. BLACN PLWYF
13. CARMEL
14. WENVOE
15. TACOLNESTON
16. CRYSTAL PALACE
17. BLUEDELL HILL
18. DOVER
19. HEATHFIELD
20. ROWRIDGE
21. MENDIP
22. STOCKLAND HILL
23. CARADON HILL
24. FREMONT POINT

A1.3.1. CHANNEL 4 MAGAZINES

The service will offer news and information specifically dedicated to each of the ITC's 14 regions. In addition, Teleview will provide a localised news, events and results service to the following cities:

Aberdeen	Edinburgh
Glasgow	Belfast
Newcastle	Leeds
Liverpool	Nottingham
Birmingham	Cardiff
Manchester	Bristol
Plymouth	Southampton

Brighton

The regional news service will be integrated with the national and international news rather than sectionalised. Teleview viewers will receive local news stories and information automatically as soon as they tune in to the service. It will be a seamless part of the Teleview service wherever it is received.

A fuller description of the innovative Teleview approach to regional teletext, and commitment to serving local audiences, is given at Section A3.

Further detail on Teleview's network of sources for regional and local news and information is expanded in A7, Information Supply.

Content will range from local news (often relevant not only to ITV regions, but to sub-divisions thereof), to an index of local information, "what's on" details of numerous different kinds, sporting fixtures and results in the locality and telephone numbers for local emergency services.

For the many features of local news/reviews content in detail here, we refer the Commission to Section A3 and the proposed page inventory at Appendix, particularly page 400-420.

REVIEWS

420-425

With access to ANH's national network of reviewers, Televiews's review section enhances its commitment to regionalism by providing theatre, cinema, pop, dance, ballet, art and opera reviews on a regional basis.

Televiews will be able to call on a roster of established, high profile reviewers from Theatre Critic of the Year, Jack Tinker to Art Critic, Brian Sewell.

On each Review page viewers will be prompted to the appropriate regional listings page.

LETTERS AND AGONY COLUMN

430-434

Televiews recognises the importance of response from the regions to the new service and will instigate a system in which viewers can express their views on how they would like to see the service grow.

An integral part of this new relationship will be specific areas in teletext pages in which they can express their views on news, current affairs and television programmes.

There will also be specific pages dealing with emotional and practical problems.

HOW TO USE TELEVIEW

436-439

Televiews offers a clearer and easier system for viewers to use the service and users will quickly find themselves effortlessly and intuitively gating through to the pages they desire, and switching between sections.

A1.3.1. CHANNEL 4 MAGAZINES

For viewers new to Televiewers, or unfamiliar with its workings, the "How To Use Televiewers" section can be immediately accessed in Channel 4 as well as on Channel 3, via a signpost on the "A-Z" Index Page.

"How To Use Televiewers" tells the viewer about Televiewers and how it works. It also gives uncomplicated, step-by-step instructions for finding a required item, and gives examples of how to access the most popular pages.

CHILDREN

440-449

For children there will be games and activities geared to involve and educate while still providing "fun". Proposed games include:

- Chess
- Quizzes, Puzzles and Jokes
- Reading the financial pages and outsmarting your parents
- An investigative journalist competition
- Follow The Trail competition involving searching out information about your locality
- Children's letters page
- Reviews, reports and consumer tests on the latest games and toys

Children's features will be changed on a daily basis, and on weekends will be expanded to cater for increased leisure time.

TEENS

450-455

The passions and interests of teenagers in the 90s is deeper and more wide-ranging than ever before. Televiewreflect this broad reach in a service which includes not only the traditional leisure pursuits of adolescence but also reflects the more responsible side of their character.

- During the spring/summer exam period more pages will be allocated to provide specific guidance and advice on exam-related topics.

- Pop and rock music will be featured with up-to-date charts and concert guides.

- Heroes and Heroines, a special feature for teenagers of both sexes in which idols from the worlds of sport, showbusiness and fashion reveal details of their lives, careers and disclose their ambitions.

- Practical help in dealing with parents and the older generation.

SENIOR CITIZENS

456-459

It is now an established fact that the Over-60s are an increasingly significant element, both in terms of population and their expectations.

Televiewintends to provide a comprehensive guide to how they can make the most of their retirement, both financially and in terms of leisure pursuits.

A1.3.1. CHANNEL 4 MAGAZINES

There will be clear, helpful, factual pages on:

- Pensions and benefits:
- Specialised holiday advice and information:
- Regionally specific guides to discount services offered to Senior Citizens relating to entertainment, sport and shopping:
- Viewers will be prompted by page indices to pages of specific interest within other sections:
- Holidays:
- Personal Finance and Money:
- Theatre and Film Listings:
- Health:
- Local Emergency Services.

EDUCATION

460-463

Teleview will offer an education service mounted in co-operation with the Department of Education, including a straightforward guide to the National Curriculum/GCSE system, in the form of a guide for parents on what is expected of their children.

Teleview will provide a league table of individual schools' results in National Curriculum tests, by council area.

Adult education features will include reviews of available courses offered by education authorities on a regional basis and a special guide to MBAs and business studies.

EMPLOYMENT

476-484

Every region will feature employment opportunities, updated daily and compiled in conjunction with the local Job Centres.

In addition, there will also be a section on "How To ....". This section will focus on advice and guidance on how to pursue careers, the qualifications necessary, prospects and where to write for advice and application forms.

Viewers will be prompted on the Employment pages to Education, Money and Finance and Local News.

MONEY

485-526

Televiews aim, rather than rival sophisticated financial wire services and electronic data access systems, is to provide a service targeted at the small investor.

For those without the benefit of a dedicated on-line financial service, teletext is a uniquely immediate and useful source of finance-linked information.

Televiews believes that many users of this service will leave television sets tuned to the Televiews City pages throughout their business day, to be sure of the latest financial news as it happens.

Televiews will structure its service so as to comply at all times with the Stock Exchange and FSA rules and guidelines, and will uphold the interests of its viewers to the utmost extent of its ability.

BUSINESS AND MARKETS INDEX

485-509
Services offered in this strand include:

- FTSE index
- Individual Equity Prices
- Indices From Major European Stock Markets
- Dow Jones Index
- Company Results and News
- Shares to Watch
- Commodities
- Gilts
- Currency Updates.

PERSONAL FINANCE

514-522
Teleview will provide a high-quality and dependable personal finance information service to the general public.

It will include: League tables of:

- Top ten most popular shares
- Personal pension and endowment plans
- Mortgage rates
- Unit trusts
- Building society interest rates
- Credit card charges.

Feature pages on investment and financial advice.

In this area, ANH's expertise in personal finance and financial journalism through Money Mail, and the Evening Standard and the Mail on Sunday will be employed to provide background information, analysis and advice.

ENTERPRISE

523-526

Because the ethos of enterprise and the desire of millions of Britons to run their own business is so strong and because so much of the nation's wealth depends on the success of small businesses, Teleview will provide yet another new service.

It will be a service dedicated to the needs of the small business community.

It will provide information about:

- Grants
- Interest Rates
- How To Deal With The Bank
- Problems With VAT
- Changes of Legislation Affecting The Business World.

HEALTH

529-536

In this section we will combine a health magazine dealing with all aspects of individual and family well-being, with an index of valuable information and data on practical matters.

The health magazine will feature background articles, diets, an A-Z of family health, a Q & A, readers' letters and celebrities talking about their attitudes to health.

The information section will contain the telephone numbers and addresses of local casualty departments, duty chemists and emergency telephone numbers.

MEDICAL INFORMATION

530

Addresses and phone numbers of casualty departments region by region.

VACCINATIONS AND IMMUNISATION

531

Vaccination and immunisation programmes for children. Vaccination requirements for overseas travel.

FAMILY HEALTH

533-536

Everybody today understands the benefits of looking after their bodies and keeping in the best of all possible health. These pages will provide the viewer with both useful information, advice and feature articles.

The viewer will be able to draw on the the Daily Mail's "Good Health" team of specialist medical journalists, feature writers and diet experts.

COMMON AILMENTS

533-535

Advice and information on how to counter seasonal ailments, such as Beijing Flu in the winter and Hay Fever in the summer.

- Background information on current epidemics, especially as they affect families, in relation to chicken pox, measles, etc.
- Dietary information and easy to follow diets.
- Parents guide to childrens diseases and ailments.
- Readers questions answered.

FOOD AND DRINK

536-537

This service will offer basic information on price and availability of some foods and wine, nationally and region by region.

It will be a service both for the gourmet, the enthusiastic amateur and the practical. It will offer:

- Selective restaurant reviews and telephone numbers
- Weekly recipes by celebrity chefs
- Price, quality and availability of selected foods and wines, special offers, etc
- A beginner's guide to wine.

ECOLOGY

538-539

Information about where to locate environmentally useful services such as:

- Bottle banks
- Recycling centres
- Telephone numbers of Regional Environment Officers
- Addresses and telephone numbers of Green action groups

RELIGION

540-542

Each day Televiewwill provide a range of inter-denominational thoughts and prayers covering all the principal religious faiths.

During times of the year of particular religious significance such as Easter, Ramadan and Passover the texts will be supplemented with information relating specifically to the religious festival.

ASTROLOGY

545

The public's appetite for predictions about their star-sign is expanding. In newspapers and on television it is one of the great media growth areas.

Televiewproposes to offer a service to match this rapidly growing demand by supplying two different horoscopes, one based on your day of birth and the other based on the year of your birth. These will be presented by high profile, highly credible and popular astrologers.

VIEWER'S GUIDE TO BROADCASTING

546

A fact file on independent broadcasting in Britain, explaining its workings, and including contact details with key organisations, for viewers or listeners with suggestions, enquiries or complaints.

Teletext will be explained in straightforward terms, alongside details on radio and television.

A special page will explain the nature, functions and operation of the ITC.

HORSE RACING

560-599

There will be a fully comprehensive service for followers of horse racing both for those who go to race courses and for those who watch at home and bet locally. Televiewwill transmit an extensive service of:

- Form Guides
- Course Conditions
- Betting Odds
- Tote Returns
- Jockey Profiles
- Tips
- Full Results Service
- Diary
- Postbag.

An added bonus to this service will be full access to some of Britain's most successful racing experts. Teleview will also draw on the predictions and knowledge of the racing experts from ANH's national and regional titles.

It is proposed to provide a similar service for greyhound racing.

This completes the summary of detailed strand content. The next pages summarise page allocations to each strand, the programming and advertising profile which results, and the steps taken to ensure that the Teleview service is in full compliance with ITC guidelines as to content and quotas by subject.

PAGE ALLOCATION AND SUBJECT PROFILE

The proportion of available pages allocated to each strand of information is in line with ITC guideline:

Advertising content relative to editorial pages is at a ratio of 65.4% to 34.6% in favour of editorial.

PROPOSALS FOR THE SERVICE

SUMMARY TABLE

Information Strand	(1) No. of main pages to be allocated to non-regional information	(2) No. of main pages to be allocated to regional information
1. News	30	12
2. Weather	8	1
3. Sport - including horse racing	43	5
4. Travel	17	5
5. Financial and business matters	42	3
6. Arts and leisure	7	3
7. Provision for children	14	1
8. Education	19	0
9. Religion	3	0
10. Other:		
Viewers guide to ITC	1	0
Employment	1	8
Environment	7	0
Letters and surveys	6	0
TV and radio listings	27	4
Main Index and A-Z	8	0
Total pages allocated	233	42
TOTAL	275	

ADVERTISING

131-140, 173-174,
180-185, 219,
229, 235-248,
350-399

Advertising on Teleview should not be described as a 'strand', since it is not part of the service provided by Teleview itself, but by advertisers and their agencies.

Nevertheless, in a commercial service a substantial volume of total pages will be made up by advertising. The 'adverts' will appear to the viewer very much a part of the overall service.

Teleview will operate within the ITC's guidelines on content and treatment of advertising.

In addition, advertisers will be asked to comply with a number of basic rules and conventions in their use of Televiewadvertising facilities.

These will include:

1. Ensuring the legality, decency, honesty and truthfulness of all advertising materials carried on Televiewadvertising materials carried on Televiewadvertising materials carried on Televiewadv

Teleview is aware that its planning depends from the outset on certain key commercial considerations.

As part of Televiews goal of getting more people to watch Teletext more often (see Aims and Philosophy), the service will need a promotional campaign to increase public awareness.

Teleview will be promoted to the Viewer not only on-screen, ie. with its own messages, but off-screen as well.

This is particularly necessary in view of the fact that, until now, teletext in Britain has not achieved its full potential, and has tended, as a medium, to be seen as marginal and without popular appeal or 'must-view' status.

Restriction to late-1970's technology has certainly been a factor in this.

FULL POTENTIAL

Individually, these are problems which Teleview UK Limited believes it can help resolve in time, particularly with its new editorial, regional and technical approaches. Philips, as market leaders in teletext technology, will be able to develop the system in response to the viewers' needs. But changing teletext's perception problem, and creating a platform on which Teleview can achieve its full potential, will depend on more than merely executing the product improvements. It will mean establishing a high and authoritative profile for the Teleview service.

Awareness and profile will be built with a public relations, promotion and advertising campaign — enhanced by a national point-of-sale campaign.

I.T.C. LIBRARY
33 FOLEY STREET
LONDON W1P 7LB

A1.5.1. MARKETING AND SALES SUPPORT

Following launch, awareness and profile will be maintained through continuous promotion.

Advertising sales is a key area, in two ways. First, it provides a service to viewers, (the 'adverts' form part of the information which the teletext audience is seeking, particularly in areas such as employment, travel and other classified sections).

Secondly, advertising forms Televiews's main income stream, the life-blood on which the service depends to meet the costs of providing the service.

Commercial self-reliance is a clear sign of a successful media operation.

Proper weight will therefore be placed on Televiews's advertising sales capability and effort. Provision has been made for expert personnel, and the sales function will be handled in-house, to ensure the full involvement of experts in the special qualities and demands of teletext relative to other media; and progressively to educate clients and prospects in how to get the most from Televiews as a solus or combination advertising medium.

Televiews's advertising sales force will be effective and proactive, and will dedicate their efforts to ensuring that Televiews, once established as Britain's leading teletext service, will help to bring the telextext medium into the mainstream of the advertising market.

TELEVIEW: EDITORIAL CREDIBILITY & STRENGTH

In the previous section of this document, Teleview UK Limited's overall approach to news reporting has already been outlined. Specific references were made to the fundamental importance this applicant places on the provision of a high quality news service.

For nearly 100 years Associated Newspapers has built its commercial success and its reputation on the gathering and expert dissemination of news. As a major shareholder in Teletext UK Limited, ANH intends to ensure that the journalistic standards which have made its titles an integral part of British daily life are translated to the teletext medium.

ANH's titles at both national and regional level have flourished and grown in credibility and strength because of adherence to these standards. Central to the journalistic ethos of ANH is the ability to respond swiftly to breaking news. In the highly competitive atmosphere of the production of daily and evening journalism it is necessary to work to demanding deadlines in order to provide at least four different editions daily for each title.

QUALITY JOURNALISM

Popular, quality journalism as we know it today was created by Lord Northcliffe, the founder of the Daily Mail. This heritage has been developed and refined to the extent that today, the combined circulation of Associated's titles is in excess of 20 million a week.

The style developed by Associated is the one which is accessible to the widest possible audience. It is stylish and intelligent; popular in the true sense of the word.

In this section of the Application, Teletext UK Limited offers summary information, clarification and response to the Commission's stated concerns in relation to the provision of news, both national and local, on public teletext.

QUALITY OF TELEVIEW NEWS

Teleview believes that news quality is made up of:

- Accuracy of information
- Clarity of style
- Authority of writing
- The rapid and accurate dissemination of information
- Continual revision and updating
- Well-focused analysis
- Expert and authoritative specialists who clearly and concisely transmit their knowledge of their subject

The ability and will to respond instantly to major national and international events Teleview undertakes to adhere to this definition of quality.

QUANTITY OF NEWS PAGES

A stipulation in the Commission's Invitation to Apply is that the proposed service must include a minimum of 20 main pages of high-quality national and international news, to be available at all times when the service is being transmitted.

It is Teleview UK Limited's intention to exceed this requirement by a comfortable margin. News-section page-count will typically be 33 pages of news (10 national, 10 international, 10 local), plus at least 3 pages of news menus, indices and headlines, ie. a total of 33 pages. While this quantity may vary slightly from time to time, it is not envisaged that it would drop at any time by more than 10%.

SOURCES AND RESOURCES

Teletext UK Limited has entered into a ten year contract with the Press Association to supply both national and international news on a 24 hours a day, 7 days a week basis.

It is proposed that the Press Association will transmit screen ready pages of news to Teletext UK's operational centre in Fulham, which will then be injected into the national Transcom network.

The bulletins will be completely updated on weekdays at two-hourly intervals between the hours of 0600-2200, and between the hours of 2200-0600 with updates at 0200 and 0400. On Saturday and Sunday updates will be be every four hours between 0800 and 2000 and between 2000 and 0800 the updates will be at 2400 and 0600.

These Press Association originated pages will provide the viewer with the most up-to-date breaking news.

Televiewers will have the added benefit of a series of supporting sub-pages of profiles, interviews and background articles on issues of national interest and on personalities in the news. This will be sourced from Associated Newspapers' specialist writers and reporters.

In addition, Televiewers UK Limited's journalists will have access to the Associated Newspapers cuttings and reference library and specialist briefings.

Teletext UK Limited will also have access to Associated Newspapers network of international correspondents in New York, Los Angeles, Moscow, Beijing, Tokyo, Sydney, Delhi, Islamabad, Cairo, Jerusalem, Buenos Aires, Paris, Rome, Berlin and Brussels.

HOW IT WILL WORK

At this point we explain how we envisage major stories will be processed.

THE DEATH OF ROBERT MAXWELL

This story first appeared on the wire services at 14.28. Within minutes the story would have appeared on Teleview as a news flash. At the earliest possible moment the story would be incorporated into the news pages.

As the afternoon progressed the Teleview news staff would have been in discussion with the Daily Mail news and feature desks.

With an important story of this nature, the news gathering machinery of the Daily Mail would be operating at full capacity. They would be utilising their contacts within the Mirror organisation and their international contacts with the Spanish police authorities and the yachting community to establish all available information. All this data, with the exception of exclusive material, would be made available to Teleview.

Parallel to the news operation would be a features operation with background articles being prepared on the extraordinary life of Maxwell, plus serious analysis of his City and financial problems.

Within two hours Teleview would be providing, in addition to the basic details of the news story, full background features from Associated's resources.

IMPARTIALITY

Televiewrecognises that national and international news provided on the public teletext service must be not only accurate and authoritative but also impartial. This impartiality is guaranteed by Televiewr UK Limited's contract with the Press Association.

Televiewr UK Limited's news reporting will maintain a policy of strict impartiality at all times in accordance with the codes of practice established and employed by both the BBC and ITV.

As indicated in A.6 (Compliance), Televiewr proposes to establish a defined structure to oversee and ensure rigorous compliance with the ITC's guidelines.

STANDARDS OF COVERAGE

Teleview UK Limited's editorial standards will conform to the exacting demands of its major shareholders whose market positions are founded on the integrity and quality of their products.

Specifically, ANH's titles at national and regional level have consistently been rewarded with the highest honours the profession of journalism has to give.

As stated elsewhere in this document, it is this applicant's view that the teletext medium has a closer affinity to print journalism than to television broadcasting. In the past this fact has largely gone unrecognised. But it is these specific skills executed to the highest professional level that this applicant will bring to the medium.

Particular emphasis will be given to subjects and issues which affect the daily lives of viewers. These will include:

- Politics and Political Debate
- Human Interest Affairs
- Industrial and Economic Issues
- Social Affairs
- Criminal Justice
- Education
- Health and Safety
- Foreign Affairs
- European Affairs
- Ecology and the Environment
- Entertainment
- Leisure and Sport.

UPDATING OF NEWS

Televiewwill be a round-the-clock teletext service, seven days a week, and will operate a policy of constant and consistent reviewing and updating of news items offered.

The bulletins will be completely updated on weekdays at two-hourly intervals between the hours of 0600-2200, and between the hours of 2200-0600 with updates at 0200 and 0400. On Saturday and Sunday updates will be very four hours between 0800 and 2000 and between 2000 and 0800 the updates will be at 2400 and 0600.

Major stories will be constantly updated with new developments being headlined, news-flashed and signposted as appropriate in news menus and elsewhere in the Televiewsystem, to maximise viewer awareness of a story's changing status.

NEWS FLASHES

A permanent news-flash page, with its own unchanging page-number, will be maintained in the news section, and will be dedicated to the latest update on the most important or immediate story of the day, or section of a day. (In appropriate circumstances, news-flashes will be rotated or replaced so as to give the appropriate prominence to new breaking stories of equal or superior importance relative to an earlier news-flash story).

Information systems through the editorial department will be geared to ensuring maximum immediacy for news-flash stories at all times. There will be a constant process of editorial co-ordination between stories designated as news-flash stories and the regular main stories of the day.

News-flash stories will be fully integrated with the other elements of the Televiev system through the overall system of headlining and signposting, with viewer attention being called not only to the availability and subject matter of news-flash stories, but also their interrelation with other current news stories in the day's Televiev service

A3: REGIONAL INFORMATION

Central to Teletext UK Limited's editorial and marketing philosophy is the belief that no viewer regards their own area as regional or local. Their own area is the definitive and important area.

Televiewhas addressed this fact by designing a service in which the regional teletext service is fully and seamlessly integrated with the national service, thereby promoting the highest level of Televiewinvolvement in regional and community affairs.

In the previous section of this document, (at Regional/Local News and Reviews), Teletext UK Limited's overall approach to regional services has already been referred to.

Reference has already been made to:

- The innovative distribution methods which will inject dedicated local Televiewservices at 24 individual signal insertion points nationally;

- The systems which make it possible for every page in the Televiewsystem to be made specific and relevant to the region receiving it;

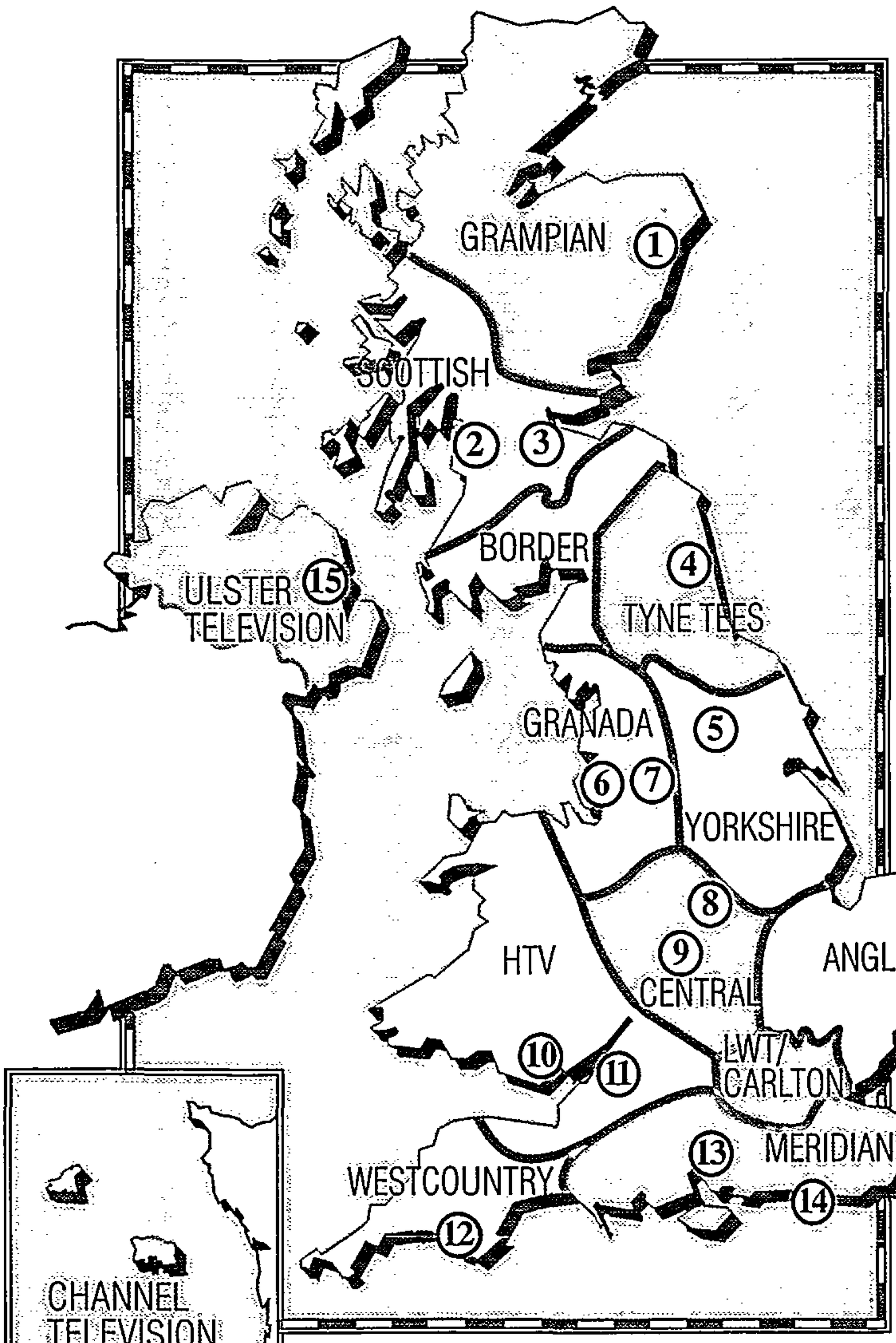
- The broad diversity of news, information and other service programming which Televiewwill offer at the local level.

- In this section, Teletext UK Limited seeks to describe more fully its innovative approach to providing viewers with a greatly expanded and enhanced regional service.

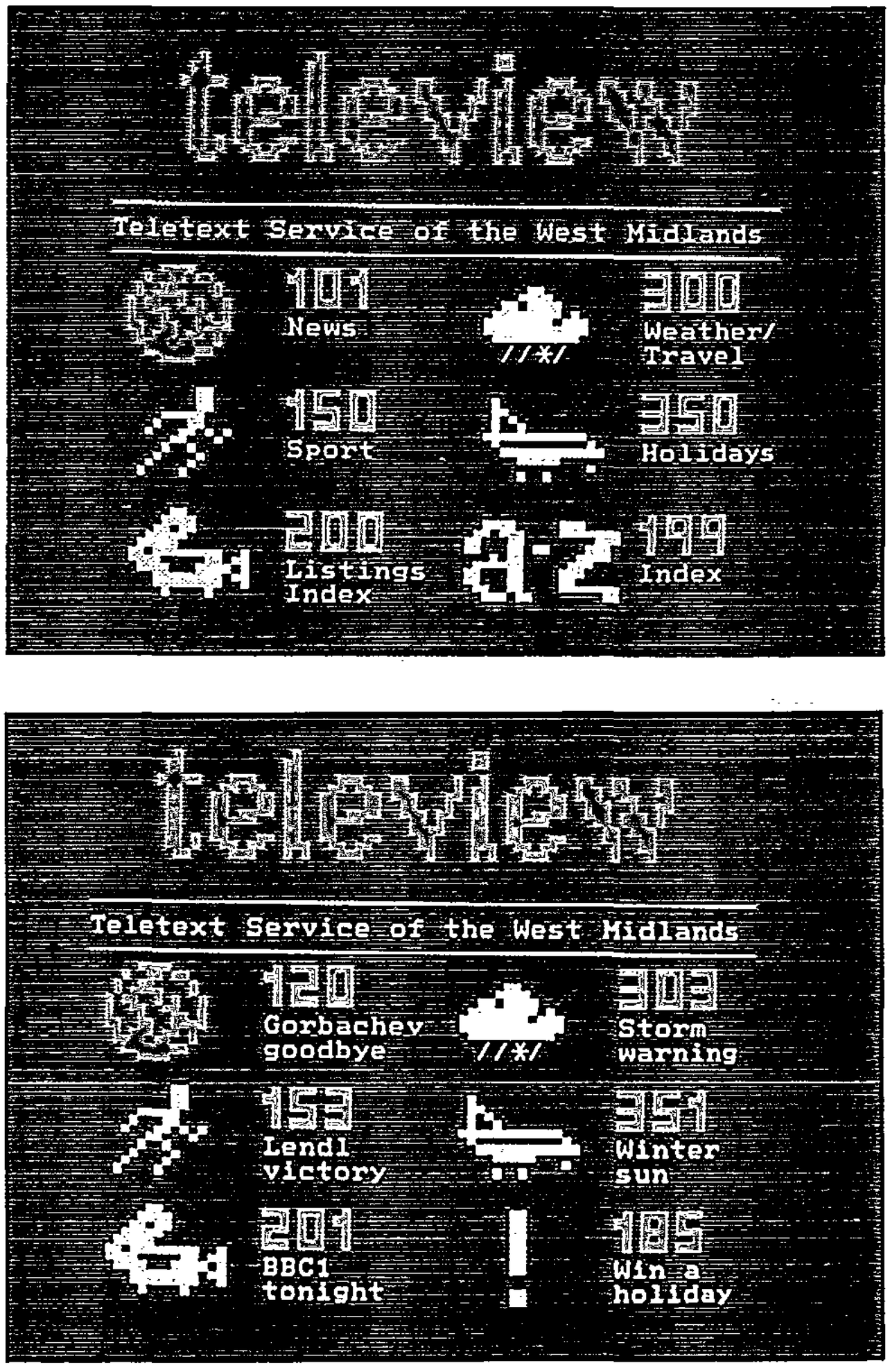
This section of the Application offers summary information, clarification and response to the Commission's stated concerns in reference to the provision of regional information on public teletext.

GEOGRAPHICAL BREAKDOWN OF PROPOSED REGIONAL SERVICE

Teleview will provide separate news and information for each of the 14 ITC regions as set out in the map below. In addition, a local service will be provided for each of the following major cities, but London is treated as a region in its own right.



1. Aberdeen
2. Glasgow
3. Edinburgh
4. Newcastle
5. Leeds
6. Liverpool
7. Manchester
8. Nottingham
9. Birmingham
10. Cardiff
11. Bristol
12. Plymouth
13. Southampton
14. Brighton
15. Belfast



Teletext service page styles

INSTANT LOCAL INFORMATION

On tuning to Televiewy, the viewer will have the benefit of instant specific local information that is relevant to their area on the appropriate pages, without having actively to choose a 'local option'.

This is made possible by the fact that every page in the Televiewoffering of the day will be sent to each region separately.

So when a viewer in Wolverhampton turns to Televiewand dials Page 101, the first page they will see is called 'Teletext Service Of The West Midlands' (as illustrated on the previous page).

Available to the viewer will be not only the national and international news but also news, information and weather specifically related to that area of the country.

QUANTITY OF LOCAL INFORMATION

Televiewwill provide daily at least 34 pages of specific regional interest, plus menu pages and indices.

These pages cover local news, local sports fixtures and results, reviews and attractions, regional programme guides and local business main pages. In practice, regional variations in 'national' pages will make the regional page-count considerably higher.

CONTINUOUS AVAILABILITY OF LOCAL SERVICES

Teletext UK Limited's offering of local services will be available to viewers at all times. At no time will the complement of main pages devoted to different areas be less than the stipulated minimum of 25 main pages.

THE CITY SERVICE

In addition to supplying news on a regional basis, Teletext has contracted with the Press Association to supply news, local sports results and local business information for the following individual cities:

Belfast	Aberdeen
Edinburgh	Glasgow
Newcastle	Leeds
Liverpool	Nottingham
Birmingham	Cardiff
Manchester	Bristol
Plymouth	Southampton

Brighton

CONTENT OF LOCAL TELETEXT SERVICE

The following pages will be offered.

Local news:

Up-to-the-minute news of the top regional stories, updated at noon every day and when the news dictates.

Local travel information:

Constantly updated information on local traffic conditions, British Rail services and flights from regional airports.

Local weather:

Local weather conditions will be monitored and compared with Met Office data for complete and authoritative local forecasting.

A3: REGIONAL INFORMATION

WHAT'S ON LOCALLY

- Cinemas
- Theatres
- Concerts
- Exhibitions, etc.,
- Plus Local TV and Radio Programmes
- Local games/entertainment for children:
- Regional 'Follow the Trail' game etc.
- Local crime page, in which local police forces can appeal for viewers' help to solve crimes.
- Local employment opportunities and job vacancies.
- Local social action campaigns, (ie. drugs, Aids etc.).

As part of our service for people with disabilities, Televiewwill provide a comprehensive index of local organisations and associations to call on for information about accessibility to public places, transport and self-help groups.

Local service announcements such as duty chemists open after normal business hours, vet rosters for emergencies, weekends and holidays, doctors on call, casualty departments and emergency services.

Televiewwill reach every viewer in every teletext-equipped household in every community in the UK, with pages headlining their specific concerns.

Televiewis committed further, to progressively extending regional input, so as to reach ever smaller and more tightly-defined regional communities with their own pages.

SOURCES OF REGIONAL NEWS

The Press Association will be supplying a regional news service to Teletext UK Limited covering the entire country divided into individualised services for all the Channel 3 designated regions. In addition, as described above there will be a city service providing information and news for 15 of the country's major cities. Northcliffe Newspapers Ltd and the Daily Mail's network of regional offices will be an additional source of news and information.

It is the intention of the Applicant to develop the regional system to its full potential by operating a system of split services within 3 Channel 3 regions, Central, Meridian and HTV.

DIFFERENCES IN CONTENT AND PRESENTATION

As outlined above, content of regional pages will differ to the extent that the data will have been specifically sourced from and relayed to the region or city concerned.

However, the type and style of news and information being offered at local level will be largely standardised, to facilitate co-ordination and control of output at national level, and to ensure that the same pagination model and actual page numbers are being applied throughout the UK at all times.

A VARIETY OF TASTES

Teletext UK Limited has already demonstrated in this document its commitment to diversity.

In this section, Teletext UK Limited demonstrates that its proposed service will be comprehensive and reflect the variety of interests of the potential audience.

The Applicant asks that this section be read in conjunction with such other Sections as are identified.

A MULTIPLICITY OF STRANDS

Despite a self-imposed restriction on the number of pages of information offered, (in order to meet the service's commitment to minimal access time, see A10) Teleview offers a broad diversity of subject matter under its main strands.

News, views, information and help to viewers are offered under 10 main subject areas, ranging from travel, entertainment and racing to religion and the arts. Many of these subject areas will be sub-divided into further "secondary strands". This will enable viewers to benefit from depth, breadth and diversity.

Teletext UK Limited's innovative "icon-driven" graphic presentation, and enhanced system of signposting, will clearly signal to users of the general interest services the availability of the more specialised ones.

The most popular, high-traffic pages such as the TV listings and sport reports will thus act as a conduit to the full variety of services that cater to special and minority interests.

ACCESS FOR ALL — SERVICE TO ALL

Televiewer UK Limited's policy is one of accessibility.

While it will not cater to individual minorities at the expense of providing an adequate service to the general audience, it will cover the interests of as many diverse groups as possible, within the terms of the licence and technical limitations.

Televiewer will cater to a wide range of audience sub-groups defined by:

Demographic:

Children
Teenagers
Senior Citizens

Commercial Interests:

Proprietors of small businesses
Small Businesses
Employers

Special Needs:

People with Disabilities
Deaf and Hard of Hearing
Adult Education

Leisure Pursuits:

Sports Fans
Motorists
Television Viewers with interests in particular strands of programme
Radio Listeners
Art Lovers

Given the limitations on overall page-availability, both intrinsic and self-imposed, Televiewer may opt to rotate some of the minority services over time.

THE FEMALE AUDIENCE

Reasearch shows that women do not use teletext frequently. However, they clearly represent a sizeable audience and Teletext UK Limited's aim is to encourage more women to use this service. Not by sectionalising or creating special magazines devoted to "women's interests" but by ensuring that the service as a whole has a much wider appeal to both sexes.

SERVICES FOR ETHNIC MINORITIES

Teletext UK Limited does not believe that teletext as a medium is well-adapted to catering for the detailed needs of individual racial or ethnic minorities in Britain. To the contrary, we believe that the medium should be equally relevant and accessible to all British viewers, regardless of ethnic origin, colour or creed, and that it should cater for all ethnic groups even-handedly and impartially.

However, Philips is currently developing new chip technology which will, during the period of the licence, make possible a multi-lingual service.

A5. ORGANISATION AND STAFFING

BASIS OF DISCLOSURE

Teletext UK Limited sets out below its organisational structure, identification of key posts, and numbers of staff to be employed to provide the Televiewservice, as stipulated in the Commission's Invitation to Apply.

The details, and those relating to executives and senior staff below, are in accordance with the provisions made in Section D of this submission, (Financial Information).

As specified in the Invitation, the names of the Directors of Teletext UK Limited are disclosed in Section C.

Teletext UK Limited has been fortunate to secure the services of the highest quality of key executives to oversee specific Televiewoperations. While happy to identify them and describe their credentials in a separate sealed submission, Teletext UK Limited has opted not to do so openly in this submission, since such publication could compromise their current position.

As directed, any future changes to the proposed board of directors, executive staff, organisation or reporting lines will be communicated to the Commission.

MANAGEMENT AND STAFFING POLICY

The executive management is concerned with the day-to-day running of the Company.

Teletext UK Limited's board of directors will meet at least six times a year. The board will be composed of the following members:

Chairman:	Sir David English.
Shareholder Directors:	Sir David English for Associated Newspapers Holdings Limited.
	Roger Gilbert for Associated Newspapers Holdings Limited.
	Robert Hamersma and Kevin Kennedy for Philips Electronics and Associated Industries Limited.
	Christopher Turner for European Media Partners Limited.
To be appointed:	Independent Director of Compliance.

Each member of the board will have an equal vote. Where there are matters relating to specific issues, such as remuneration, a sub-committee of the board will be set up.

It is a considerable benefit to be able to draw on the editorial expertise of ANH., which has an impressive track record in popular national and regional newspaper businesses. The company will also benefit from the technical and innovative abilities of its other major shareholder, Philips. It is however intended that Teletext UK Limited will remain impartial and completely independent in operation, while drawing on the professionalism and experience of its board members.

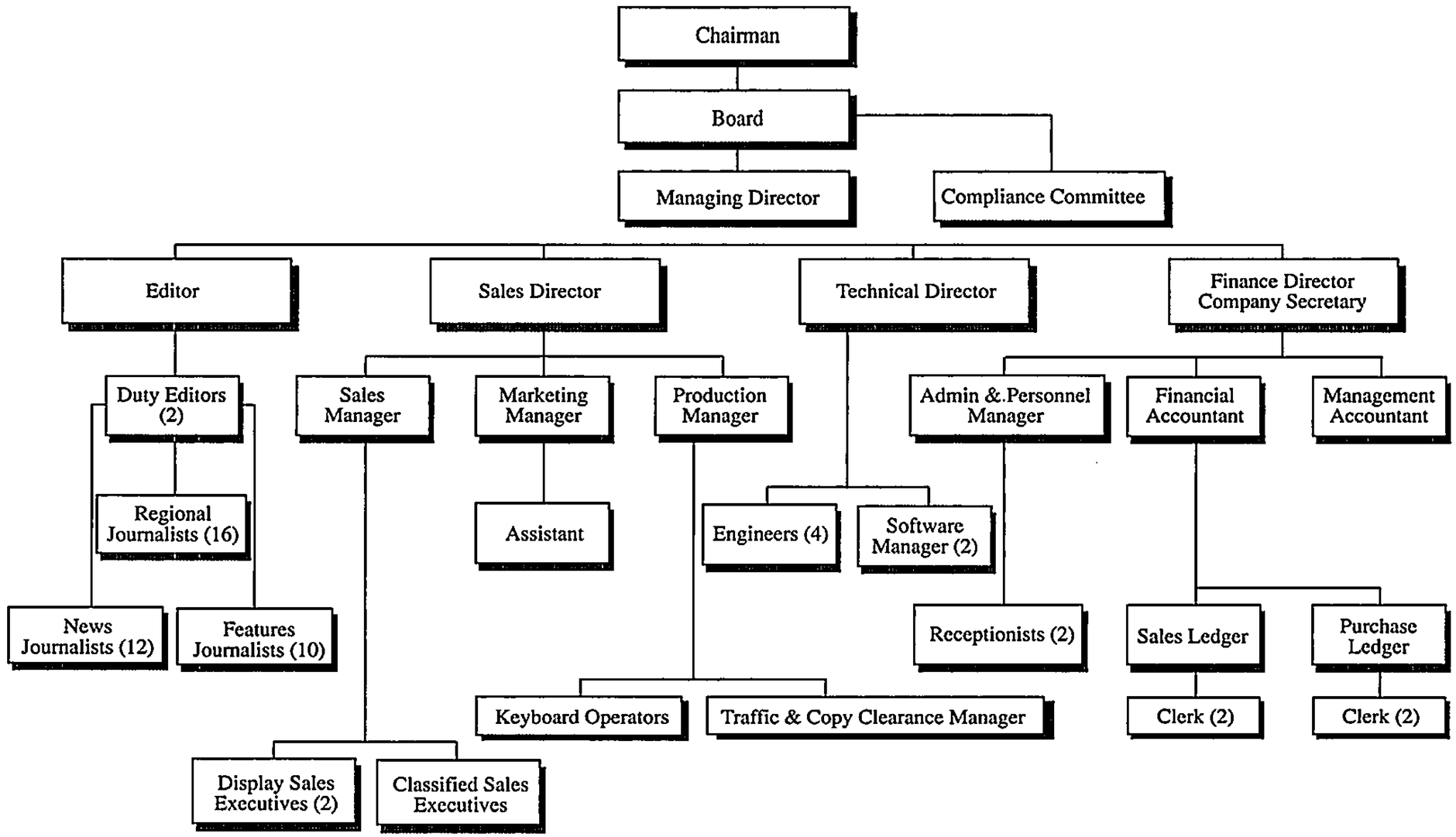
A.5 ORGANISATION AND STAFFING

It is proposed that, on the award of the licence, Teletext UK Limited will set up a wholly owned subsidiary to run the service. These executives are identified as the management group:

Managing Director
Sales/Marketing Director
Technical Director
Financial Director
Editor

The management group will meet at least monthly, and in most cases weekly. It will comprise the five key executives, plus any co-opted members of management who can bring additional expertise to specific issues. The management style of the company is hands-on, lean, pro-active and inductive. Salaries, benefits, premises and staffing levels will be determined by market rates, and by the need to get the job done.

A diagram of the management structure and general organisation, which shows the distribution of function within the Televiewe organisation, is set out on the next page.


Chairman
Board
Managing Director
Compliance Committee
Editor
Sales Director
Technical Director
Finance Director
Company Secretary
Duty Editors (2)
Sales Manager
Marketing Manager
Production Manager
Admin &.Personnel Manager
Financial Accountant
Management Accountant
Regional Journalists (16)
Assistant
Engineers (4)
Software Manager (2)
News Journalists (12)
Features Journalists (10)
Receptionists (2)
Sales Ledger
Purchase Ledger
Keyboard Operators
Traffic & Copy Clearance Manager
Clerk (2)
Clerk (2)
Display Sales Executives (2)
Classified Sales Executives

It is clearly understood among the shareholder and management group that Teletext UK Limited is an independent company, with its own responsibilities, plans and objectives.

Below are identified the roles of the management group. All executives with the exception of the Finance Director are identified under confidential cover to the Commission on the award of the licence these executives will form the Board of the operating subsidiary.

The key responsibilities of each of the management group executives will be as follows:

MANAGING DIRECTOR:

Determining key commercial strategies of the company; taking bottom-line profit responsibility; controlling operations and managing the business.

SALES AND MARKETING DIRECTOR:

Taking responsibility for advertising and other sales responsibilities; promoting growth in all areas of advertising, and expanding sales operations in other areas; marketing and promoting the service to viewers and advertisers.

EDITOR:

Determining editorial policy in conjunction with the Board; monitoring output from external news providers; liaising with regulatory authorities; taking responsibility for increasing viewership, audience share and total viewership to Teleview.

FINANCIAL DIRECTOR:

Overall responsibility for planning, reporting and control; funding the operations of the company; ensuring that financing is in place to reflect the company's business plan objectives.

TECHNICAL DIRECTOR:

Preparing the technical plan; implementing editing, interface and transmission hardware and software installations; maintaining and developing systems; and ensuring continuity of service throughout broadcasting hours.

EQUAL OPPORTUNITIES

Teletext UK Limited is an equal opportunities employer, and will willingly meet all relevant legal provisions and accepted codes of practise in this regard. When recruiting, all job offers will be made open to applicants regardless of sex, race, colour or creed.

Teletext UK Limited undertakes to achieve at least the legal minimum for employment of disabled individuals from the commencement of operations. Buildings and facilities have already made provision for the needs of disabled persons, and this will be kept up as a matter of policy.

In particular, Teletext UK Limited is hopeful of providing employment for deaf or hearing-impaired personnel, since the company's stock-in-trade is visual communication. The appropriate bodies will be contacted with this in mind.

GENERAL APPROACH TO COMPLIANCE

Teletext UK Limited sets out below its policies in relation to compliance with the Public Teletext Code and all other ITC codes, directions and conditions of the licence, together with the arrangements made by the company for their execution.

Also described below are:

1. How the organisation of compliance will be arranged in terms of the board, management and operational structure described in the foregoing sub-section; (A5, Organisation and Staffing).

2. The proposed procedure for handling any complaints received from members of the public.

3. Arrangements to be put in place to ensure that ITC codes and other directions are complied with by any sub-licensee in the event of such sub-licensee being nominated and accepted by the ITC.

Teletext UK Limited understands the Commission's intention to monitor the successful applicant's performance in relation to all stated licence conditions over the term of the licence, and declares its willingness to co-operate fully with the Commission for the purposes of such monitoring and control, and to implement any revisions to the Code or other stricture which the Commission shall, in the light of its monitoring activities, enact.

TELEVIEW UK LIMITED'S COMPLIANCE COMMITTEE

A sub-committee of the Teleview board of directors, the Compliance Committee, will meet on a monthly basis.

Chaired by a non-executive director of Teleview, who is not a representative of either of the major investors, the committee's brief will be to monitor the company's compliance with procedures and codes.

This will include both financial and regulatory matters; the committee's scope of action will encompass all aspects of compliance as set out above in the leading paragraphs of this sub-section.

Membership of the Compliance Committee will include members responsible for compliance in the areas of advertising, editorial and technical. This last will be charged with overseeing the integrity of the Teleview database and the service's electronic archiving system for purposes of monitoring and compliance.

Day-to-day compliance procedures will be implemented by two key members of staff.

From an advertising viewpoint, a traffic and compliance officer will monitor the copy clearance process. The role will be that of liaison between advertisers, production staff, ITC officials, and the ITV Association's copy clearance department, whose codes and strictures Teletext UK Limited has adopted voluntarily.

Within the editorial department, a sub-editor will be given a specific brief to ensure compliance with the codes governing accuracy, decency and impartiality.

Both these staff members will have direct access to the managing director. They will be held responsible for any infringements of the code.

Both these staff members will sit on the Compliance Committee.

A specific early duty of the Compliance Committee will be the preparation and promulgation of a comprehensive Compliance Manual, which will be circulated in its entirety to all management, relevant staff members and employees. Any alteration or modification to the code will be communicated to all staff by individual memos and will be posted prominently on notice boards at the company's operational centre at its Fulham headquarters. Copies of the Manual will be made available to members of the public on request

COMPLAINTS FROM THE PUBLIC

Televiewe UK Limited's procedure for dealing with complaints from the public will be as follows:

In the case of complaints relating to editorial matters, these will be dealt with by the duty editor referred to above. The details of the complaint will be passed to the Managing Director.

The duty editor will draft a response, which will be approved by the Managing Director before being sent. The Managing Director will, at this stage, decide whether the matter is sufficiently serious to warrant follow up action or can be dealt with by the response to the member of the public. Follow up action could be an internal investigation, disciplinary action or a broadcast apology.

Where the complaint relates to advertising copy or products, the traffic and compliance officer will perform the same actions as those set out above for the duty editor. From there on the procedure will follow that related to editorial complaints.

Additional follow up action could include the refusal to accept further advertising from the advertiser and increased scrutiny of all similar advertisements.

The Compliance Committee will be provided with details of all complaints received, and in the case of serious complaints where further action has been taken, full information on the findings. The Compliance Committee may require further action, in which case the Managing Director will be bound by their requests.

BROADCASTING COMPLAINTS COMMISSION

Teletext UK notes the obligations under the licence in relation to the Broadcasting Complaints Commission, including the obligation to publish a summary of a complaint against aspects of the service and the findings thereof.

COMPLIANCE BY SUB-LICENSEES

Televiewmakes no proposal for the sub-licensing of any part of its service, and accordingly has no proposal to make on compliance in this connection. In the event of any future sub-licensee being proposed and accepted by the Commission, the Televiewmpliance Committee will be charged with securing assurances from the said licensee sufficient to satisfy the Commission.

NOTE ON TELEVIEW UK LIMITED'S RELATIONS WITH MAJOR SHAREHOLDERS

Televiewwill operate an arm's-length relationship with its major shareholders at all times, and will maintain its own editorial and operational independence.

Televiewas a news-service provider will be completely separate and independent from the views and attitudes of its shareholders and investors, and this policy will be fully enforced by the Televiewboard of directors via the editor.

Where relevant, it will fall to the Compliance Committee to uphold Televiewuk Limited's integrity, independence and impartiality.

UNDERSTANDINGS WITH SUPPLIERS

In this section, Teletext UK Limited gives a detailed account of the planned sources from which international, national and regional/local news and information will be accessed.

The principal source of supply for core information — news, sport, financial — will be originated by the Press Association and delivered in screen-ready pages to the Teletext UK Limited editorial staff in Fulham.

It should be noted that Associated Newspapers is one of the Press Association's largest customers.

Teletext UK Limited has contracted with the Press Association, subject to the granting of the teletext licence, for the supply of news, sport and financial information for a period of ten years and three months, commencing on 1 January 1993. (The three month period is a full-scale pilot/trial to commence 1 October 1992).

The following is a guide to Teletext UK Limited's current requirements but it is agreed that this current specification is not exhaustive and it may, with the agreement of PA, be extended and altered to meet Teletext UK Limited's reasonable requirements at all times.

1. News 33 Pages
2. National Sport 40 Pages to include 8 pages of results
3. Local Sport 3 Pages
4. Horse Racing 30 Pages
5. Business/Financial 33 Pages to include:

Business News
Pound v Other Currencies
Pound Exchange Report
European Stock Market Indices
Today's Company Results
FTSE 100 Index and Company Movements

A7. INFORMATION SUPPLY

400 Key Equity Prices/Performances
Shares On The Move
Movements in Gilts
Personal Pension Performance Table
Endowment Policy Performance Table
Unit Trust Performance Table
Investment Trust Performance Table
Building Society Interest Rates
Regional Aid and Grants
Comparative Table of Bank Charges
6. Local
20 Pages for each of the 14 ITV regions
1 Page of local information index
8 Pages of local news
7. City Information
For each of the following cities:
Local News 2 Pages
Local Sport 2 Pages
Local Business Share Prices 1 Page
Belfast
Edinburgh
Newcastle
Liverpool
Birmingham
Manchester
Plymouth
Aberdeen
Glasgow
Leeds
Nottingham
Cardiff
Bristol
Southampton

Where indicated, firm understandings with suppliers are already in existence, or are held in abeyance pending award of licence. Teletext UK Limited may in due course provide information confidentially to the Commission about such contracts and understandings.

ASSOCIATED NEWSPAPERS

It is intended that Teletext UK Limited will enter into a 10-year contract for the supply of legally-cleared features and background stories, features and interviews. This material will be edited by Televiewe editorial staff.

LISTINGS:

TV/Radio

All listings will be supplied through Computer News Agency.

WEATHER

To be supplied by the Met Office.

The service to consist of the following:

- (a) UK Summary Maps
- (b) Two Day UK Forecast
- (c) Forecasts for 16 UK Regions
- (d) Shipping Forecast
- (e) Current Weather from Locations Around The World
- (f) European Forecast
- (g) Warnings of Severe Weather

Items (a) to (d) are updated routinely between two and four times per day. Items (e) and (f) are updated daily. Item (g) is updated as appropriate as soon as any warnings are issued.

A7. INFORMATION SUPPLY

TRAVEL

To be supplied by AA Roadwatch. The service to consist of the following:

(a) Long Term Major Roadwork Information

(b) Short Term "Real Time" Major Roadwork Information relating to delays caused by weather, roadworks and accidents.

(c) Local Information, two pages for every Channel 3 region covering A-Roads and town centres.

(d) Car Ferry Information.

(e) European road network information.

A8. SUB-LICENSING OF CAPACITY

NONE IS PROPOSED BY TELETEXT UK LIMITED

We applaud the ITC's decision to advertise the two Oracle lines formerly "sub-let" for encrypted services, and believe this solution now solves the problem, ie. additional commercial services can now pursue their newly-appointed path, leaving the public teletext licence free and unencumbered to provide the best possible service to the public. Teletext UK Limited is not aware of any other sub-licensing requirement, and have accordingly made no provision for any such.

A9. PREMISES AND EQUIPMENT

A CONVENIENT LOCATION

Teletext UK Limited describes below the premises already secured as Teleview UK Limited's London base of operations.

For a description of the equipment to be used in furnishing the service, we refer the Commission to section B, (Technical Plan).

TELEVIEW UK LIMITED'S PREMISES

Teletext UK Limited has considered a number of potential locations and premises, applying the following criteria:

Location: accessibility for information providers and advertisers.

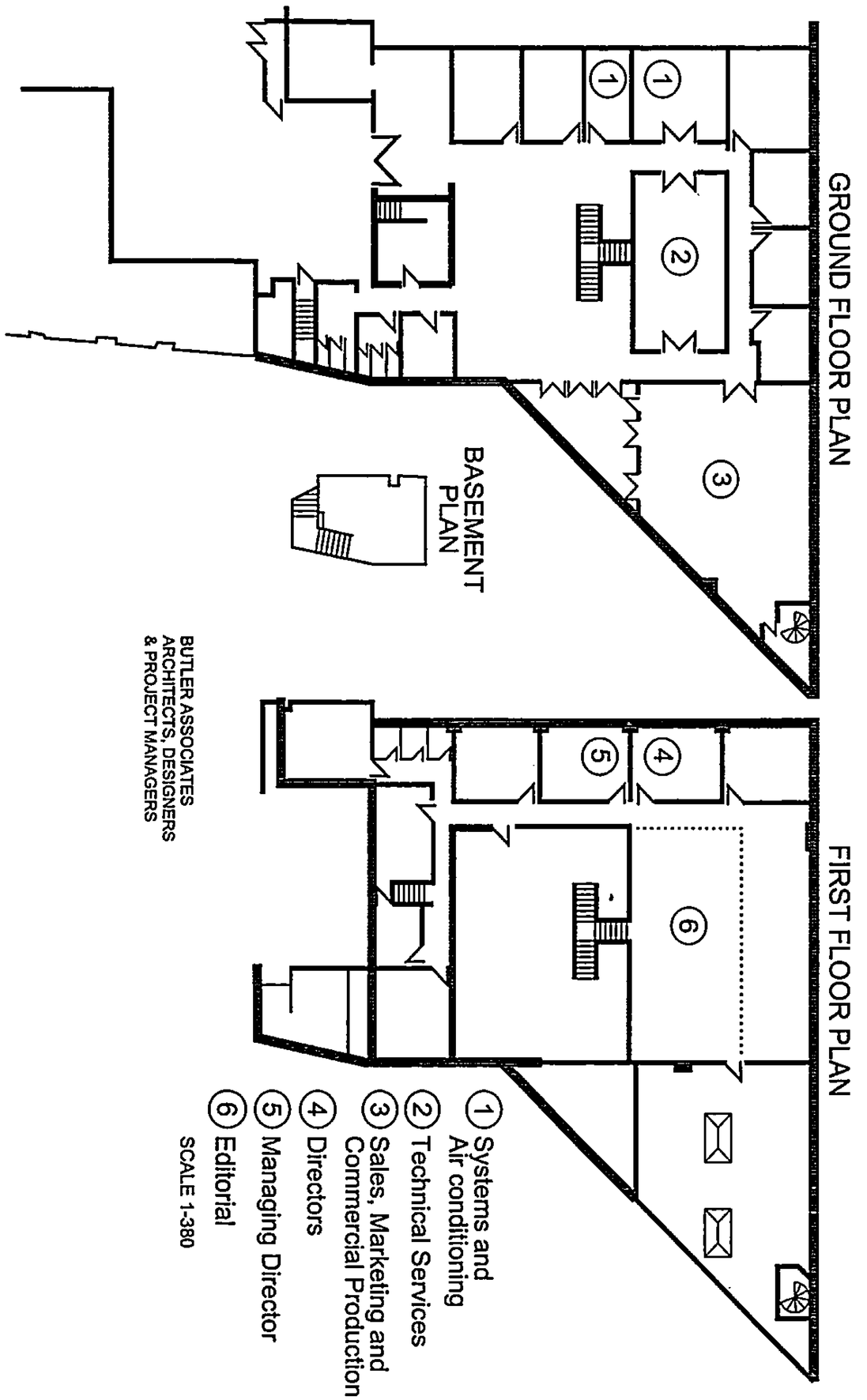
Availability: given the tight time-frame for launch of the new service, premises must be ready for immediate occupation and fitting out.

Specification: inclusion of editorial areas, computer rooms, access to BT land-lines, under-floor wiring for computer terminals.

Price: reflecting the tightly-controlled costings inherent to the project

These criteria have all been met by premises located at 101 Farm Lane, London SW6. See next page for plan.

A9. PREMISES AND EQUIPMENT



Previously used by New Era Television, for the production of the current affairs programme "First Edition" for the now merged BSB, these premises are capable of being put to use for Teleview UK Limited's operations in an acceptably short lead-time.

The premises are to be rented, on an arms-length basis, from Studio West Limited, who have agreed to reserve the required space until April 1992.

The building offers 10,000 square feet, and has already been extensively rebuilt and refurbished only two years ago, at a cost of over £600,000.

The space available, and its configuration, meet the criteria needs of Teletext UK Limited.

EQUIPMENT

The equipment to be housed at these premises is extensively described in Section B, Technical Plan.

Based around a DEC VAX network, the hardware comprises a number of main processors, which will be housed in an air-conditioned environment, plus numerous terminals. External communications comprise a main feed from the editorial output to the satellite up-link, and a large number of incoming feeds from external information suppliers.

This requirement is similar to that of the previous usage to which the building was put. It has been checked as meeting the IBA codes and guidelines for national television broadcasts. It has full telecommunications with Telecom Tower, existing computer flooring and is air-conditioned for equipment.

A10. ACCESS TIME

THE FASTEST ACHIEVABLE ACCESS

This section sets out Teletext UK Limited's assumptions and calculations in allocating capacity to the different strands of the Teleview service, and the resulting policy on achieving optimal access time for the viewer on the various pages offered.

TELEVIEW ACCESS POLICY

Access time is a function of the available VBI capacity and the number of source pages transmitted.

Teletext UK Limited wishes to maintain the file range of editorial features, for which there is a consequent access time penalty. However, Teletext UK Limited recognises that access time is of paramount importance; for many viewers, poor access time is the biggest single objection to the entire Teletext system, and for many more it is a source of significant irritation.

The Teleview approach has been to optimise the access time by careful planning of magazines and of capacity. This is characterised by:

1. A stringent approach to editorial features. Whilst Teleview has the resources to produce many more features and topics in enormous depth, the temptation has been resisted, through clear thinking and a disciplined and self-restrained approach.

2. Careful use of multi-pages, which can greatly benefit access time, yet can be frustrating to the viewer who wants a particular sub-page. Some sections are more suitable for multi-paging than others.

3. A planned distribution of pages throughout the magazines. Each magazine can be allocated VBI capacity in proportion to the number of pages to be transmitted.

Thus, while a magazine may be full, (example: Magazine 5 has 95 pages allocated), the number of VBI lines is set accordingly; (and magazine 5 has had 5 VBI lines. This contrasts with magazine two, with 50 pages allocated on two VBI lines.

APPENDIX

100	MAIN INDEX
101	NEWS HEADLINES
102-109	MAIN DOMESTIC NEWS STORIES
110-119	Human interest/social/celebrity news stories
120-129	INTERNATIONAL NEWS
130	NEWSFLASH
131-140	Advertising
150-190	SPORT (Note: excludes horse-racing)
151	SPORT INDEX
152-160	Results
161-170	Current sport features (Football, cricket etc.)
171	Sports almanac (nine rotating pages)
172	Sports commentary by leading writer
173-174	Advertising
175-178	Local sport - results in your region
179	Sport celebrity profiles/interviews
180-185	Advertising
186-190	Sport preview: next week's fixtures, analysis
199	A-Z INDEX
200	LISTINGS INDEX
201	BBC 1 today
202	BBC 2 today
203	Channel 3 today
204	Channel 4 today
205	Channel 5 today
206	Sky One today
207	Sky News today
208	Sky Movies and Movie Channel today
209	Sky Sports and Eurosport today
210	Comedy Channel and MTV today
211	Radio 1 today
212	Radio 2 today
213	Your BBC local radio station today
214	Radio 4 today
215	Classic FM today

APPENDIX

216	INR 2 today
217	INR 3 today
218	Your local independent radio station today
219	Advertising
220	THE SCHEDULE SLICER
221	Now and next
222-224	Advertising
225	Films across all channels today
226	Sports programmes across all channels today
227	News programmes across all channels today
228	Comedy programmes across all channels toady
229	Advertising
230	PREVIEWS
231	Reviews and previews index
232	Today's highlights preview
233	Today's films preview
234	Today's comedy preview
235-248	Advertising
300	WEATHER, TRAVEL, HOLIDAYS INDEX
301	Weather index
302	Weather maps (next 24 hours)
303	National 24-hour forecast
304	National 5-day forecast
305	Weather in your region (next 24 hours)
306	Shipping forecast
307	National wind speeds
308	International weather and temperatures
309	Ski resorts (winter) sunniest beaches (summer)
310	TRAVEL INDEX
311	Motorway conditions map, national
312	Motorway status bulletin
313	Road information
314	M25 map showing-ups, slow traffic
315	Local motorway traffic status map

APPENDIX

316	National car ferry status map
317	Car ferry information and map
318	European port and road status
319	Roads, rail and airport in your region
320	British Airways index
321	Heathrow domestic
322	Heathrow Europe
323	Heathrow inter-continental
324	Gatwick/Birmingham/Belfast/Manchester
325	Edinburgh/Glasgow
326	Aberdeen/Newcastle
327	Best holiday prices (destination changes daily)
328	Holiday reviews
329	New car model review
350-399	Advertising (classified, holiday)
	CHANNEL 4 PAGES
100	MAIN INDEX
199	A-Z INDEX
221	Now and next
400	NEWS & REVIEWS IN YOUR REGION
401	Local information index
402-410	Local News
411	What's On Index
412	What's On - local cinemas
413	What's On - local theatres
414	What's on - events /attractions for children
415	What's on - local concerts
416	Local sports fixtures
417	Local best buys (incl. prices)
418	Local businesses: Investment bulletin board
419	Celebrity visits to your region
420	Reviews index (National)
421	Book reviews
422	New release film reviews
423	New release video reviews

APPENDIX

424	Best theatre reviews nationwide
425	Exhibition Reviews
426-429	Advertising
430	Letters and agony column
431	Emotional problems answered
432	Practical Problems answered
433	Letters on news/current affairs and commentary
434	Letters on TV programmes: National
435	Letters on TV programmes: Local
436-439	HOW TO USE TELEVIEW
440	Children, Teens, Seniors index
441	CHILDREN'S INDEX
442	Playchess (game)
443	Playtime
444	Children's guide to financial pages (game)
445	Investigative Journalist Competition
446	Toys and game reviews
447	Regional "Follow the trail" (game)
448	Children's quiz, jokes page
449	Children's letters and replies
450	TEENS INDEX
451	Career Advice
452	Music Reviews/Charts
453-454	Heroes and Heroines
455	Problems Page
456	SENIOR CITIZENS INDEX
457	Benefits Advice
458	Holiday Reviews
459	Advice and Letters Page
460	EDUCATION INDEX
461-462	Adult Education Course Reviews
463-465	Guide to MBA's Management Courses
466-474	National Curriculum Index
475	National Curriculum Test Results League Tables
476	EMPLOYMENT INDEX
477-484	Regional Employment Opportunities Advice
485	BUSINESS, MARKETS, PERSONAL FINANCE
486	BUSINESS AND MARKETS INDEX
487-494	Business News
495	The Pound vs Other Currencies

APPENDIX

496	Pound Exchange Report
497	European Stock Market Indices
498	Today's Company Results
499	FTSE 100 Index, Company Movements
500-504	Key Equity Prices/Performances
505	Shares on the Move
506	Movements in Gilts
507-509	Shares to Watch - And Why
510-513	Advertising
514	PERSONAL FINANCE INDEX
515	Personal Pension Performance Table
516	Endowment Policy Performance Table
517	Unit Trust Performance Table
518	Investment Trust Performance Table
519	Building Society Interest Rates
520-521	What To Do With Your Money This Week
522	Personal Finance Letters and Advice
523	ENTERPRISE INDEX
524	Regional Aid and Grants
525	Comparative Table of Bank Charges
526	Enterprise Advice
527-532	Advertising
533	MEDICAL INDEX
534-537	Medical
538-540	Family Health
541	ENVIRONMENT INDEX
542-547	Environment/Wildlife Factfile for Children
547-548	RELIGION: Thought For The Day/Prayer
549	Church Service Review
550	Viewers' Guide To Broadcasting and the ITC
551-556	Advertising
560-599	RACING
	Advertising

SECTION B: TECHNICAL PLAN

This section sets out Teletext UK Limited's proposals for distribution of Teleview services to NTL teletext injection points at transmitter sites, for transmission by wireless telegraphy, and for conditional access and sub-licensing.

DISTRIBUTION SYSTEM

OVERALL TECHNICAL POLICY

The Televiewservice supplied on Channels 3 and 4 from January 1993 will place the highest priority on the achievement and maintenance of three goals:

a. **Reliability** with a high level of resilience at page preparation and page distribution levels.

b. **Integrity** with a system engineered to be responsive to tight editorial monitoring and control.

c. **Speed of response** with changes to pages in the national service appearing on viewers' screens as quickly as possible after the update takes place.

Teletext UK Limited proposes the following policies for its Televiewservice:

i. All editing of national and local pages to take place on a central London-based computer system.

ii. Distribution to insertion points via satellite.

iii. Insertion to take place at 24 NTL transmission sites.

iv. A complete national database of pages to be held at each insertion point, in addition to pages for the local service.

Specifications and plans for implementation of these proposals are set out below.

STANDARD FOR DATA SIGNALS

Teletext UK Limited will adhere to the ITC-recommended CCIR Teletext System B standard (the World System Teletext Technical Specification) for carriage of data in the Vertical Blanking Interval of PAL-1 transmissions.

SECTION B: TECHNICAL PLAN

Teletext UK Limited will abide by ITC rules of operation for the specification in use, so as to obviate possible interference between services using the same channel.

TRANSMISSION

Teleview services will be transmitted by wireless telegraphy by National Transcommunications Limited (NTL), as specified by the ITC.

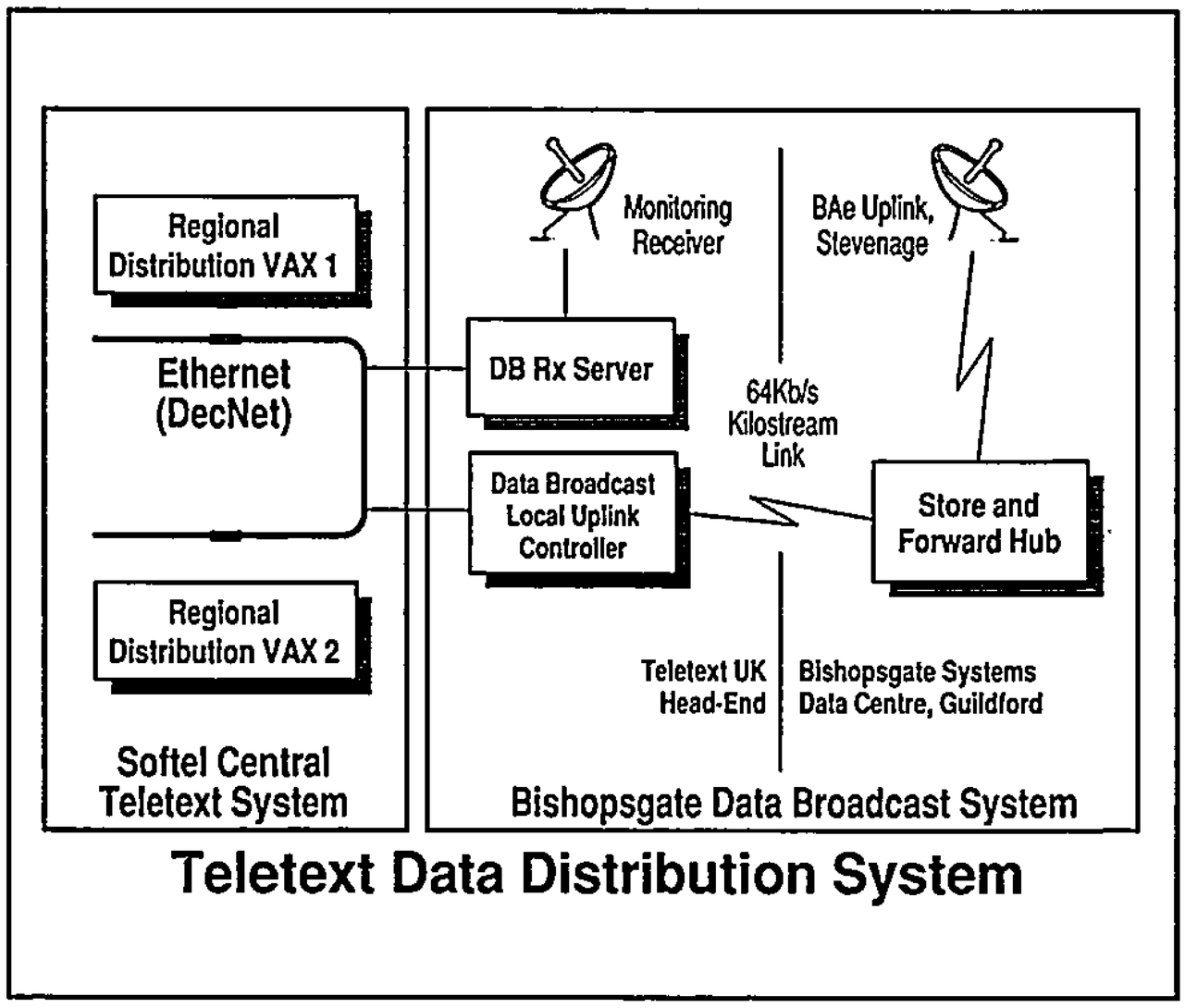
SYSTEM OVERVIEW

EDITING

All editing of national and regional pages to take place on a network of VAX computers at the London central office, allowing Teletext UK Limited editorial staff to monitor and control the entire database. Regional contributors will supply pages by dial-up modem over the public telephone network.

Contributors supplying complete pages via serial lines will use the Astet teletext protocol. Special protocols will be implemented to allow real-time links with organisations like the Stock Exchange.

SECTION B: TECHNICAL PLAN



DISTRIBUTION

Having consulted with National Transcom and others, Teletext UK Limited has formulated the following system for distribution of its service.

Teletext UK Limited proposes a satellite broadcast link between its central office and the regional transmission sites, using Bishopsgate Systems FMx 64kb/s store and forward service.

A local uplink controller at the central London office will control the forwarding of teletext data to Bishopsgate's data centre at Guildford, via BT Kilostream line. From there it will be transmitted to NTL sites via Eutelsat II F3.

A standard commercial dish and low-noise block will be installed at each receive site. Data will pass through a Bishopsgate local downlink receiver, and be routed via Ethernet to the local VAX cluster.

Teletext UK Limited proposes to minimise transmission delays by distributing updates to the Televiewservice on a line-by-line basis. When a journalist edits a page in the central

London database, only those lines which have been changed will be forwarded to the transmission sites.

To ensure that the local systems remain in step with the central database, however, all pages will be refreshed at intervals, the refresh cycle operating as a background activity.

REGIONAL SERVICES

The addressing of page data to individual regions or groups of regions will be handled by the Bishopsgate data broadcast system.

Software to control the addressing of page updates from the teletext management system will be jointly developed by Bishopsgate Systems and Softel Systems.

Since the whole national database will be held at each transmission site, any page in the Televiewservice on either Channel 3 or Channel 4 may be tailored uniquely for each region.

MONITORING

A satellite decoder and receiver system similar to those at transmission sites will be installed at Teletext UK Limited. head offices in London, enabling editorial and technical staff to monitor the data received by each one of the regional systems. In addition NTL will be contracted to supply monitoring services at its Regional Operations Centres (see below).

INTERFACES WITH TRANSMISSION EQUIPMENT

Teletext UK Limited proposes to inject at 24 main transmitter sites. This option has been fully discussed with NTL which is in accord with the choice.

Inserters owned and maintained by NTL will be provided on the main and reserve feeds for Channel 3 and Channel 4 at each injection point. Inserters will include frame stores to overcome timing problems. The input part of each piece of

equipment will be monitored at the NTL Regional Operations Centres.

SYSTEM DESCRIPTION

HARDWARE

Teletext UK Limited's proposed system is based on a network of DEC (Digital Equipment Corporation) VAX computers running Vortex — VAX-Originated Teletext — software (see next sub-section). The selection has been made with the participation and accord of NTL.

Hardware and software suppliers will be Softel Systems, which has confirmed in writing that it is able to supply both to the required time scale (order placed April 1992, delivery and installation by October 1st 1992).

In addition to meeting page editing and transmission requirements (see Appendix A) Teletext UK Limited's system will afford considerably improved real-time links with the outside world and ample scope for expansion, both in number of users, and in links with outside information providers.

VAX computers have been selected by Teletext UK Limited since they will be fully supported by DEC to the end of the decade and beyond. Other machines currently in use — the DEC PDP11 family of computers hitherto successfully operated by Oracle and the BBC — have been rejected on the basis that Digital has no intention of further developing them. In addition, both Oracle and the BBC have reportedly had difficulty in expanding their services because of physical limits on the number of connections which can be made to the equipment.

For system configuration, see details and diagrams in sub-section immediately after Software.

SOFTWARE

Teletext UK Limited has selected the Vortex teletext management software package from Softel Systems, the

world's leading supplier of teletext technology. The software comes with dependable in-service support.

Vortex was originally designed for the Swiss national teletext service, which took delivery of the system in November 1991, and expects to be on-air with a full Vortex-based system in mid-1992. Since then, a second order has been placed by Singapore Television and strong interest has been expressed by Italy's state broadcast corporation RAI. The package has also been field-tested by the BBC.

Vortex software will already have been thoroughly tried and tested by experienced teletext operators by the time Televiews definitive order is placed and any early problems associated with the new system should by that time have been isolated and resolved.

Teletext UK Limited has rejected the alternative option of Signet software currently in service at Oracle and Ceefax on the basis that continuous layering of development over 5 or 6 years has rendered it needlessly complex, while retaining obsolete features at its core. Signet is not considered an adequate platform for mounting and sustaining a new service capable of meeting viewer requirements in the 1990s.

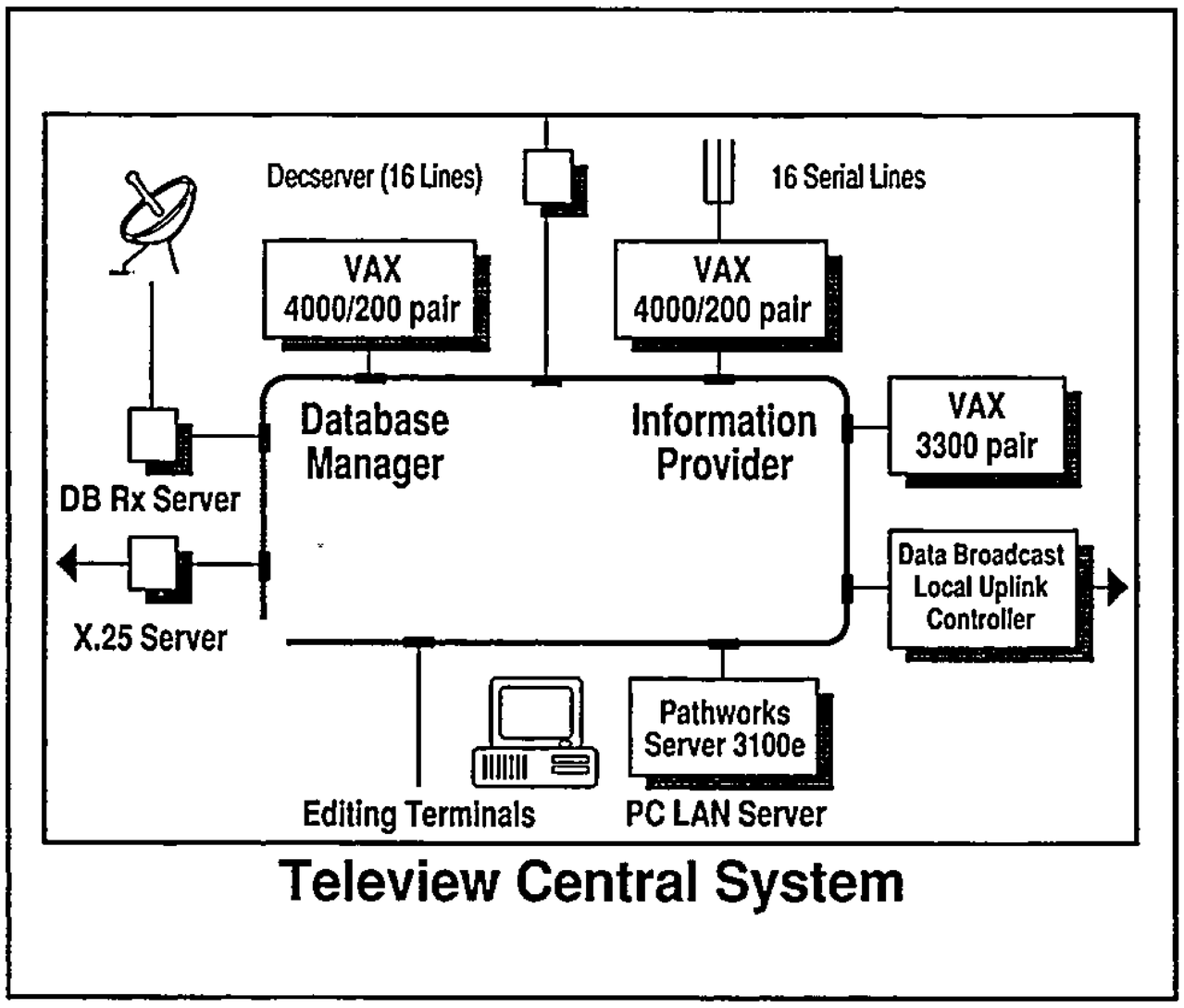
SYSTEM CONFIGURATION

Teletext UK Limited Vortex system will run on a network of VAX minicomputers, each of the main functions being carried out by a separate pair of machines (see diagram).

The functions are:

Database management
Management special information-provider (IP) protocols
Regional distribution

All processors are to be duplicated on a "hot standby" principle, with automatic cut-in in the case of any one computer failing. This principle is also followed at each regional insertion point.



DATABASE MANAGEMENT PAIR

All page editing, including both editorial material and advertising, will be handled by a VAX pair. The editing function will be consolidated at central control in order to facilitate comprehensive and systematic monitoring of output to viewers, including both national and regional offerings.

All page updates will be passed to all other systems in the central office network, each of which will hold a complete database of current pages.

Editing terminals will be connected to the database manager over the network rather than by a serial line, so that the number of users is not limited by the number of physical hardware ports.

Initially the Televiews system will support 50 terminals, but more can be added as required (the Swiss system being supplied by Softel supports 100 terminals).

Editing terminals will be PCs running Softel's Elite software, used at the BBC and ITN for over a year. Network support will be provided by a pair of PC servers.

INFORMATION-PROVIDER (IP) PROTOCOLS PAIR

Two machines are dedicated to handling input from external IPs. Incoming information in non-teletext form will be formatted into teletext pages and distributed to all other nodes on the network. Software will be commissioned to process incoming data for each new application.

Regional and specialist contributors who are supplying ready-edited teletext pages will dial into the IP system over the public telephone network. Sixteen serial ports will be allocated for this purpose.

REGIONAL DISTRIBUTION PAIR

The function of this system is to output teletext data in a suitable format for delivery to the satellite uplink, including addressing information where pages are to be broadcast regionally. Data will be distributed using an internal 8-bit byte format.

Insertion will take place at 24 NTL transmission sites. The number of regional pages, ie those with significant regional variation and relevance, will be limited only by the data capacity of the satellite distribution channel. In this context, traffic will be carefully controlled, with the aim of avoiding slow-downs in page-delivery rates.

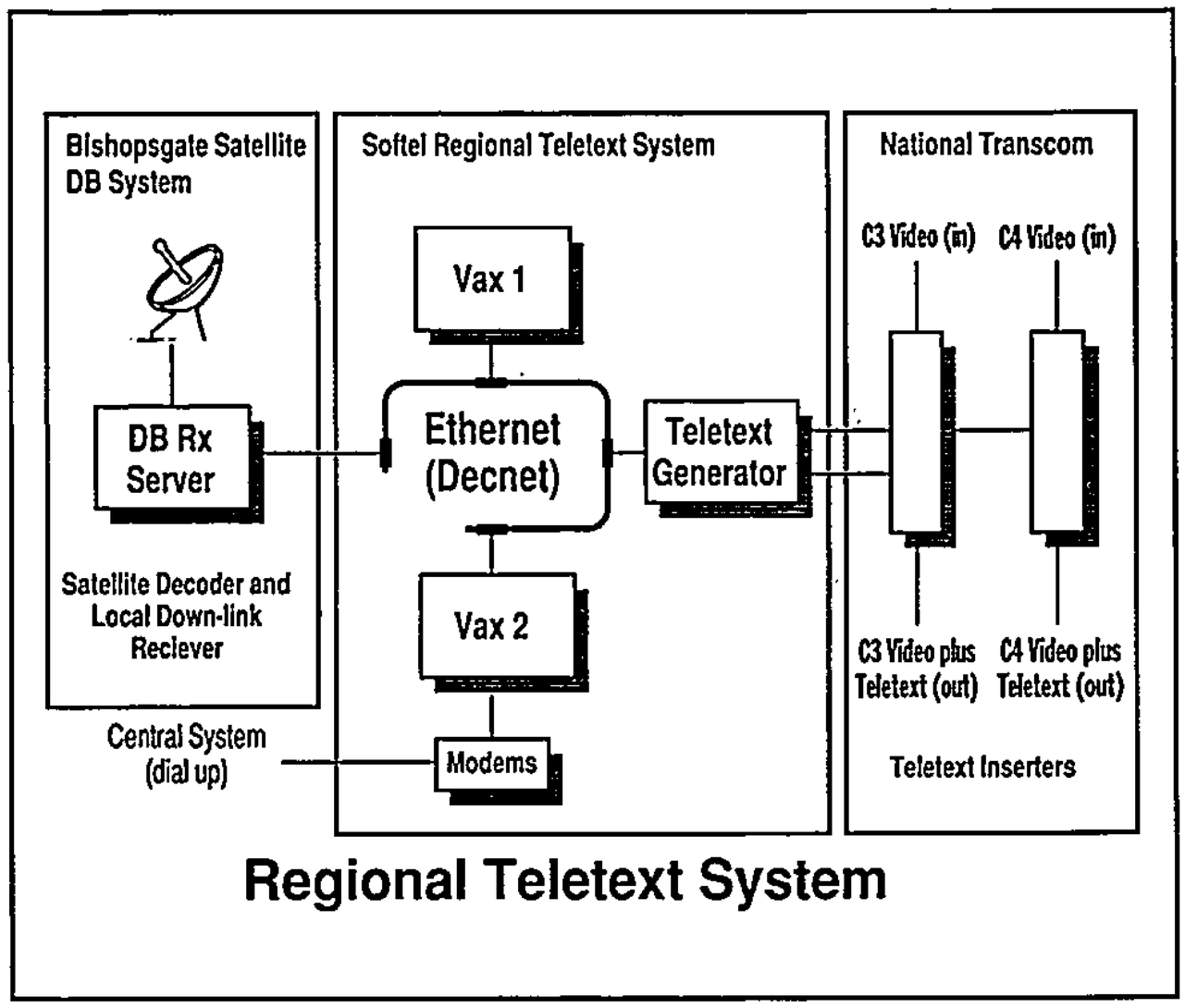
REGIONAL SYSTEMS

A pair of VAX computers will be installed at each insertion point, running the same Vortex software as that in use at the central office. A complete database of national and local pages will be maintained in each machine and inserted into the Channel 3 and Channel 4 signals via equipment supplied and owned by NTL. Modems will provide dial-up access for system management purposes.

OFFICE MANAGEMENT

The Vortex system will also provide a local network for administrative staff and management. The software can be configured so as to allow every PC throughout the organisation to act as a teletext editing terminal, as well as providing conventional word-processing and database facilities.

SECTION B: TECHNICAL PLAN



RELIABILITY

PROCESSORS

All computers will run in pairs, giving a very high level of security against failure. Spreading system functionality across a network further enhances reliability: The complete failure of the database management pair would not interrupt page distribution, for example.

DISTRIBUTION BACK-UP

Satellite distribution as offered by Bishopsgate Systems has proven highly reliable and, to date, no contracted user has ever been denied the service.

Eutelsat II F3 has 16 transponders which are available as pre-emptible and non pre-emptible. In the case of a fault, a service on a pre-emptible transponder can be replaced by a higher-priority service. A service on a non pre-emptible transponder cannot be replaced under any circumstances, but the user pays a significant premium for such a guarantee.

Televiewdata will be distributed via a pre-emptible transponder while spare capacity exists on the satellite. If the

satellite becomes fully-booked, the non pre-emptible option can be taken up.

As a fallback, each regional system will be equipped with two dial-up modems. These will be used routinely for system management, but may also be used for page updating (Oracle currently uses dial-up to distribute pages).

REGIONAL DATABASE INTEGRITY

Since a complete database of broadcast pages is held in each region, the teletext service will continue even if the computer is completely isolated from the central office — for example by power cut or communications failure at the centre.

MONITORING OF OUTPUT

Teletext UK Limited places the highest importance on its duty to conduct constant, thorough and effective monitoring of all pages before transmission to the viewer.

Teletext UK Limited will comply with regulations and ITC guidelines and with other relevant industry standards as appropriate in this regard, voluntarily applying sections of guidelines laid down for Channel 3 and Channel 4 where these are deemed relevant, ie accuracy, decency, impartiality etc.

Teletext UK Limited's nominated hardware and software options are designed to promote full integrity of output, the system being amenable to tight editorial monitoring and control throughout.

Additionally, the fullest possible use will be made of the NTL Regional Operation Centres, since these manned sites have experienced engineering staff on hand to check output via off-air feeds. NTL has outlined a preliminary agreement to provide regular checks on key pages, including comparison of nationally-broadcast pages as received in different regions. This is felt to offer greater reliability than other options such as dealer- or automatic-monitoring.

Also at the control office a random number generator can be used to call up pages for random checks by Teletext UK Limited's technical staff.

Teletext UK Limited is fully confident that, with the good offices of NTL in support, it will succeed in maintaining a dependable and consistent level of monitoring and quality control over all data stored for transmission to the viewer.

TECHNICAL STAFF AND TRAINING

Engineers and all technical staff will be selected for their experience and knowledge of teletext systems and their operation in the broadcast environment. Many will have had previous experience in teletext systems in Britain or elsewhere in the European community.

Engineers nominated for supervisory roles will have had at least two years' relevant experience, and will hold appropriate professional qualifications.

Where appropriate, training will be secured as an integral part of hardware and software purchase.

Technical staff will consist of:

Technical Director
Engineers (4)
Software managers (2)

At least one engineer will be available at the head office of Teletext UK Limited at all times.

B1. TECHNICAL STANDARDS

OVERALL STANDARDS

Transmission of the Teleview service will conform to the CCIR Teletext System B standard (World System Teletext Technical Specification).

All relevant equipment purchased will be acceptance-tested to ensure that it meets Teletext UK Limited standards and ITC-recommended technical performance codes. Due account will be taken of the opinions of secondary parties such as NTL.

Where discretion exists in technical standards and specifications, Teletext UK Limited believes that Televiewwill add an overlay of advanced features to tried-and-tested technology, while ensuring maximum scope for expansion, enhancement and development, to the benefit of the viewer, during the currency of the franchise.

Teletext UK Limited will adhere to its stated policy of specifying the highest standards available.

RELIABILITY

Teletext UK Limited believes that the technical standards and approaches outlined in the foregoing section will ensure that Televiewenjoys a high level of reliability in service from the outset and throughout the franchise period, with a good level of resilience at page-preparation and distributing stages and throughout the networking process.

Measures envisaged will ensure that Televiewtransmission will continue to fully-acceptable standards even in the event of quite serious failures in the editing functions. Broadcast functions will not be interrupted in such cases.

Reliability is further enhanced by the dedication of mutually-supportive pairs of computers to each task, with one machine active while the other stands ready on "hot standby", ready for immediate cut-in if the first machine fails. Back-up arrangements will be continually monitored and periodically overhauled and re-configured as necessary, to ensure continuity of service and to obviate system slow-downs.

SECTION B: TECHNICAL PLAN

The system will at all times operate well within prescribed traffic tolerances, being capable of handling 80 transmittable teletext magazines, with indexed storage for 10,000 teletext pages (real Teleview traffic levels are likely to be in the order of 5,000 page updates daily).

SPEED OF RESPONSE

Teletext UK Limited is concerned about the issues of speed of updating and also those of response times. Magazine page-use has been structured to ensure that response time is at least equal to that currently achieved by Oracle and Ceefax. It has also been set up so as to ensure that all news is updated at a speed appropriate to the needs of the viewer.

Teletext UK Limited is well aware of the general opinion that existing teletext system growth has hitherto been hampered by a general public perception that both the public teletext systems currently on offer suffer from frustratingly poor response times.

Little can be done at a technical transmission level to improve access times, given the limited VBI capacity available and the need to provide a sufficiently-wide and varied, as well as commercially-viable, service.

Overall page offerings at any one time will be restricted to ensure that acceptable average access times are preserved, target time being six seconds.

In addition Teletext UK Limited will be working with its shareholder, Philips, in the improvement of the functionality of the teletext set. In 1992 and beyond, the development of memory chip sets in teletext receivers will, by allowing storage at the set of all teletext pages, make a dramatic improvement in response times. There are also further possibilities of including such memory in remote controllers so that existing teletext set owners could "upgrade" by the purchase of a new remote control.

MAINTENANCE

Third-party maintenance contracts will be sought to cover all hardware at the central offices of Teletext UK Limited.

NTL will provide first-line maintenance cover at transmission sites. This will include all elements of the local teletext systems and satellite-receiving equipment. NTL staff will receive training from Softel Systems and Bishopsgate Systems during installation and acceptance testing.

Softel will provide software maintenance, both for the central system and for regional systems. An X25 link will be available between their offices and the Teletext UK Limited system for this purpose. Accurate records will be maintained of equipment performance, and maintenance logs kept. Routine maintenance schedules, in line with manufacturers' recommendations, will be established and adhered to, supported by a computer-based maintenance record and management system.

B2. CONDITIONAL ACCESS

The applicant has no intention of allowing conditional access at this point in time.

B3. SUB-LICENSING

The applicant has no intention sub-licensing capacity in the Televiewservice at this point in time.

TECHNICAL APPENDIX

1. HARDWARE

The following is an outline of the major items of hardware proposed for the Teletext UK Limited system. It is based on responses to a discussion document containing draft requirements issued to potential suppliers in October 1991. A detailed requirement specification is in preparation, to be issued to suppliers as soon as the Public Teletext Licence is awarded.

Note that all processors will be duplicated to provide "hot standby" backup.

CAPACITY

The draft requirement was for a central system capable of storing 80 editorial magazines of 800 pages each (100 root pages plus up to 700 sub-pages) as well as an indexed "library" of 10,000 pages.

Regional systems to be capable of storing all broadcastable magazines on both networks: 16 magazines of 800 pages each.

All broadcast page updates to be archived by the central system. Archived pages to be held on disc for a week and backed up to magnetic tape thereafter, tapes being rotated in a 90-day cycle in conformance with the ITC's Teletext Code. This technique is currently in use at the BBC and is understood to provide quick, reliable access to previously-broadcast material. Estimated daily archive capacity required: 5,000 pages.

LINKS WITH THE OUTSIDE WORLD

It is a feature of the proposed system that software to handle new communications protocols may be commissioned to suit the needs of outside contributors. On the basis of current practice, four protocols were identified in the draft initial requirement:

Astet (RS232) teletext
Prestel Bulk Update
Barclays Exchange Rate System
X.25

It is understood that X.25 is not currently in use by the BBC or by Oracle. However, by January 1993 it will have become a requirement since the Stock Exchange intends to replace its present CRS Service with the London Market Datafeed, including X.25 access. LMD comes online in May 1992 and CRS will be withdrawn in May 1993.

The X.25 server may also provide a maintenance link with the software supplier.

1.1 CENTRAL SYSTEM

1.1.1 DATABASE MANAGEMENT

VAX 4000/200
Extra memory 16Mb
Disk 1Gb

1.1.2 INFORMATION PROVIDER

VAX 4000/200
Extra memory 16Mb
Disk 1Gb
Tape TK70 296Mb
16 serial ports
16 DEC server ports
X.25 server

1.1.3 REGIONAL DISTRIBUTION

VAX 3300
Extra memory 8Mb
Disk 381Mb
Tape TK70 296Mb
Bishopsgate Data Broadcast local uplink controller

1.1.4 MONITORING

Bishopsgate Data Broadcast local down-link receiver
80cm satellite dish

1.2 REGIONAL SYSTEMS

VAX 3100
Extra memory 4Mb
Disk 209Mb
Teletext generator
Bishopsgate Data Broadcast local down-link receiver
Satellite dish (see 2 below)

Inserters on main and reserve feeds for Channel 3 and 4. Inserters to contain frame store to overcome timing differences. Input port of each inserter to be monitored at NTL Regional Operations Centre.

Note: NTL supply and maintain teletext inserters.

2. SATELLITE RECEPTION

The footprint of Eutelsat IIF3 covers the whole of the British Isles. However, teletext insertion points in Wales, the West, Scotland and Northern Ireland are likely to require slightly larger dishes.

Estimated dish sizes:

East and South	0.8Mtr
Midlands and North	0.8Mtr to 1.0Mtr
Wales and West	1.0Mtr to 1.2Mtr
Scotland and Northern Ireland	1.2Mtr to 1.5Mtr

3. PAGE DISTRIBUTION

The Bishopsgate FMx 64Kb/s store and forward service has been selected on the basis of an estimated page update traffic of 5,000 pages per day. However, FMx receivers can accommodate data rates of up to 512Kb/s without modification and can be configured remotely should there be a need for faster data rates. The proposed 64Kb/s Kilostream link between Teletext UK Limited and Bishopsgate can also be upgraded if necessary.

The FMx system allows priority given to data to be adjusted as required. Teletext UK Limited proposes taking a high priority service during peak viewing hours, with bulk distribution of pages taking place at a slower pace overnight (TV listings, for example). Softel/Bishopsgate estimate that an updated page may be sent to all 24 insertion points in as little as three seconds at peak times, the worst case being 11 seconds.

SECTION B: TECHNICAL PLAN

The 64Kb/s link is expected to give a maximum update rate of about 6 pages per second if full pages are sent. However, if only updated rows on teletext pages are sent to regional systems, the "page-per-second" figure increases considerably.

In a typical teletext page, only about 15 rows change even when it is completely re-written — the remainder carry graphics or cross-references, or make up the blank spaces between paragraphs. Many page changes only involve a few characters — the FTSE, for example, is currently updated every minute on Ceefax and Oracle and the entire page distributed every time. In fact only a single row need be broadcast.

Teletext UK Limited proposes to distribute updates on a line-by-line basis, with whole pages being refreshed as a low-priority background activity to ensure database integrity in the regions.

Regional addressing of data is handled as part of the FMx package. Softel and Bishopsgate Systems have already held preliminary discussions on jointly-developed software to pass addressing instructions from the teletext management system to the FMx system. Both companies are confident that this can be developed in the time available.

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

APPLICATION FOR THE PUBLIC TELETEXT FRANCHISE

APPLICANT: TELETEXT UK LIMITED

SECTION C

The applicant for the Public Teletext Franchise is Teletext UK Limited. The Board of this company represents the interests of the shareholders, Philips Electronic and Associated Industries Limited, Associated Newspapers Holdings Limited and European Media Partners Limited.

The parties to the application intend on grant of the licence to form an operating subsidiary of Teletext UK Limited to carry out the performance of the licence. This will be a wholly-owned subsidiary and will have a Board of Directors comprising its Chief Executive, Editor, Sales Director and Technical Director and Finance Director.

The shareholdings in Teletext UK Limited are as follows:

Associated Newspapers Holdings Limited	45%
Philips Electronic and Associated Industries Limited	45%
European Media Partners Limited	10%

The authorised ordinary share capital of Teletext UK Limited is £4,000,000. In addition, Teletext UK Limited will issue £5,000,000 of 8% cumulative redeemable preference shares, 1998-2001.

	£
Issued 120,000 ordinary shares of £1 each	120,000
To be issued 2,380,000 ordinary shares of £1 each	2,380,000
Proposed issue share capital	2,500,000
To be issued 8% cumulative redeemable preference shares, 1998-2001 of £1 each.	5,000,000
Total financing	7,500,000

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

SECTION C.1 — DIRECTORS

The Directors of Teletext UK Limited are:

[redacted]

The details of each Director of the applicant body are attached in Appendix A.

Pursuant to Clause 18 of the Invitation to Apply for Public Teletext Service Licence, the Applicant is regarded to be controlled by Associated Newspapers Holdings Limited and Philips Electronic and Associated Industries Limited. However, the Applicant asserts that under the terms of the Shareholders' Agreement between the shareholders of the Applicant and its Articles of Association that no shareholder is in a position to secure that the affairs of the Applicant are conducted in accordance with their wishes and so control the Applicant for purposes of sub-paragraph 1(3) (b) of Part 1 of Schedule 2 to the Broadcasting Act 1990. A copy of both the present and the proposed further Shareholders' Agreements relating to the Applicant will be supplied separately to the ITC.

The Directors of Associated Newspapers Holdings Limited and Philips Electronic and Associated Industries Limited are listed in Appendix B and C respectively.

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

SECTION C.2 — THE SHAREHOLDERS IN TELETEXT UK LIMITED

Associated Newspapers Holdings Limited
Northcliffe House
2 Derry Street
London W8 5TT

Number of shares held:
Ordinary shares 54,000 shares of £1 each
Number of shares to be held:
Ordinary shares 1,071,000 shares of £1 each
8% cumulative redeemable
preference shares of £1 each 1998 - 2001 £2,250,000
Overall holding 45% of Teletext UK Limited.

Associated Newspapers Holdings Limited is a wholly-owned subsidiary of Daily Mail and General Trust plc of the address listed above, a UK quoted company.

Philips Electronic and Associated Industries Limited
188 Tottenham Court Road
London W1P 9LE

Number of shares held:
Ordinary shares 54,000 shares of £1 each
Number of shares to be held:
Ordinary shares 1,071,000 shares of £1 each
8% cumulative redeemable
preference shares of £1 each 1998-2001 £2,250,000
Overall holding 45% of Teletext UK Limited.

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

Philips Electronic and Associated Industries Limited is, via Philips UK Limited of 188 Tottenham Court Road, a wholly-owned subsidiary of Philips Electronics NV, a quoted Dutch company of Eindhoven, Netherlands.

European Media Partners Limited
92 Horseferry Road
London SW1P 2EE

Number of shares held:

Ordinary shares	12,000 shares of £1 each

Number of shares to be held:

Ordinary shares	238,000 shares of £1 each
8% cumulative redeemable preference shares of £1 each, 1998 - 2001	£500,000

Overall holding 10% of Teletext UK Limited.

European Media Partners Limited is a private UK company whose shareholders are ALP Enterprises Inc, ML Media Opportunity Partners LP and Media Ventures Limited as nominee for Clarendon, a partnership between Peter Clark and Christopher Turner.

A copy of the Memorandum and Articles of Association of Teletext UK Limited is being separately sent to the ITC.

SECTION C.3
DISQUALIFIED PERSONS

None of the persons described in Section C.1 is disqualified.

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

APPENDIX A

DIRECTORS OF TELETEXT UK LIMITED

[redacted],
Chairman
[redacted]
London, SW1 [redacted]
Nationality: British
Country of residence: England
Directorships: See attached list

[redacted],
[redacted]
[redacted]
Kent, BR6 [redacted]
Nationality: British
Country of residence: England
Directorships: See attached list

Christopher [redacted]
[redacted]
[redacted]
Surrey GU5 [redacted]
Nationality: British
Country of residence: England
Directorships: See attached list

[redacted]
[redacted]
[redacted]
[redacted]
Surrey, TW10 [redacted]
Nationality: British
Country of residence: England
Directorships: See attached list

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

[redacted], CHAIRMAN

[redacted]

In [redacted]

[redacted]

[redacted],
NON-EXECUTIVE DIRECTOR

[redacted]

He is a Fellow of the Institute of Chartered Accountants.

[redacted]R,
NON-EXECUTIVE DIRECTOR

[redacted]

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

[redacted]

[redacted]

NON-EXECUTIVE DIRECTOR

[redacted]

[redacted]

[redacted],

NON-EXECUTIVE DIRECTOR

[redacted]

[redacted]

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

[redacted]

DIRECTORSHIPS:

[redacted]

d

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

[redacted]

DIRECTORSHIPS:

[redacted]

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

[redacted]

DIRECTORSHIPS (contd.)

[redacted]

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

[redacted]

DIRECTORSHIPS:

[redacted]

[redacted]

DIRECTORSHIPS:

[redacted]

[redacted]

DIRECTORSHIPS:

[redacted]

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

APPENDIX B

DIRECTORS OF ASSOCIATED NEWSPAPERS HOLDINGS LIMITED

[redacted]

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

DIRECTORS OF ASSOCIATED NEWSPAPERS HOLDINGS LIMITED

[redacted]

Nationality: British
Country of residence: England
Directorships etc: None

[redacted]

Nationality: British
Country of residence: England
Directorships etc: See list

[redacted]

Nationality: Irish
Country of residence: England
Directorships etc: See list

[redacted]

Nationality: British
Country of residence: England
Directorships etc: See list

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

DIRECTORS OF ASSOCIATED NEWSPAPERS HOLDINGS LIMITED (contd.)

[redacted]

Nationality: British
Country of residence: England
Directorships etc: See list

[redacted]

Nationality: British
Country of residence: England
Directorships etc: See list

[redacted]

Nationality: British
Country of residence: France
Directorships etc: See list

[redacted]

Nationality: British
Country of residence: England
Directorships etc: See list

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

DIRECTORS OF ASSOCIATED NEWSPAPERS HOLDINGS LIMITED (contd.)

[redacted]

Country of residence: France

Directorships etc: See list

[redacted]

Nationality: British

Country of residence: England

Directorships etc: See list

[redacted]

Nationality: British

Country of residence: England

Directorships etc: None

[redacted]

Nationality: British

Country of residence: England

Directorships etc: See list

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

[redacted]

DIRECTORSHIPS:

[redacted]

[redacted]

DIRECTORSHIPS:

[redacted]

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

[redacted]

DIRECTORSHIPS:

[redacted]

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

[redacted]

DIRECTORSHIPS (contd.)

[redacted]

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

[redacted]

DIRECTORSHIPS:

[redacted]

FORMER DIRECTORSHIPS:

[redacted]

DIRECTORSHIPS:

[redacted]

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

[redacted]

DIRECTORSHIPS:

[redacted]

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

[redacted]

DIRECTORSHIPS (contd.)

[redacted]

[redacted]

DIRECTORSHIPS:

[redacted]

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

[redacted]

DIRECTORSHIPS:

[redacted]

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

[redacted]

DIRECTORSHIPS (contd.)

[redacted]

[redacted]

DIRECTORSHIPS:

[redacted]

TELETEXT UK LTD

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

[redacted])

DIRECTORSHIPS:

[redacted]

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

APPENDIX C

THE DIRECTORS OF PHILIPS ELECTRONIC AND ASSOCIATED INDUSTRIES LIMITED ARE:

[redacted]

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

[redacted]

DIRECTORSHIPS:

[redacted]

[redacted]

DIRECTORSHIPS:

[redacted]

[redacted]

DIRECTORSHIPS:

[redacted]

[redacted]

DIRECTORSHIPS:

[redacted]

SECTION C: COMPOSITION AND IDENTITY OF APPLICANT

[redacted]

DIRECTORSHIPS (contd.)

[redacted]



Application for UK Public Teletext Service Licence

TELETEXT UK LTD