

The following is a brief summary of certain matters relating to Teletext UK Limited and its application for the Public Teletext licence. It has been prepared by the applicant and it is provided for information only the summary does not form part of the documentation required to be published pursuant to section 50 (6), or any other provision of the Broadcasting Act 1990. The independent Television Commission is not responsible for, and can accept no liability in respect of, the accuracy or otherwise of its contents.

Application for UK Public Teletext Service Licence

**Submitted by
TELETEXT UK LTD**

SUMMARY OF APPLICATION

PRESS ENQUIRIES TO:

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

GENERAL ENQUIRIES TO:

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

LEGAL ENQUIRIES TO:

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

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Teletext UK Limited

Application for the Public Service Teletext Licence

Summary of Proposals

Any enquiries should be addressed to:


Media Ventures Investments Limited

92 Horseferry Road

London

SW1P 2EE

071 233 1060

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.


10 January 1992



SUMMARY**SUMMARY OF THE APPLICATION FOR THE PUBLIC SERVICE
TELETEXT LICENCE
AIMS AND PHILOSOPHY**

Teletext UK Limited is a new company formed specifically to apply for the Public Teletext Service licence. Its two major shareholders are Associated Newspapers Holdings Limited (ANH) and Philips Electronics Limited (Philips). Together they bring for the first time to teletext the news gathering and reporting expertise of ANH and the technical expertise of Philips. They are joined by European Media Partners, the holding company for Media Ventures International which is active in pursuing a variety of media activities in Europe.

Teletext UK Limited has conducted a detailed analysis of the UK commercial sector public teletext market. Our analysis is of a medium which has failed to maximise its potential as a public information service. We believe that during the period of the licence, public teletext will move from being a medium of marginal importance to the viewer, to a significant source of immediate information and news.

COMPREHENSIVE SERVICE

We propose to bring to the teletext service:

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

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

Page layouts which are attractive, user friendly and colour co-ordinated. 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.

The established ability to attract new viewer groups whose interests and tastes have not been adequately catered for.

A flexible and understanding editorial policy to the differing needs of the viewer at the weekend from the weekday service.

An ability to promote teletext through both national and local newspapers and at the point of sale in all major electrical retailers.

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

SUMMARY

This commitment is underwritten by the highest standards in both the development of teletext technology combined with editorial professionalism, and underpinned by prudent management and responsible commercial operation of the licence.

PROPOSALS FOR THE SERVICE TELEVIEW

Teletext UK Limited have adopted "Teleview" as the working title for its proposed service.

Teleview will establish and maintain the highest quality standards.

IMPARTIALITY

The service will be impartial and will have full editorial independence from any of its shareholders. This will be continually monitored and assessed internally.

USER FRIENDLINESS

Teleview will deploy design techniques so that the viewer is led or "invited" by headlines, signposts and, a Teleview innovation, icons, into areas of specific interest to that individual.

PAGE DESIGN

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

A page design style has been developed for Teleview to give a general look which is clean, open, legible and consistent. This involves the use of a "continuous environment" which gives a distinctive and effective look to the system.

SUMMARY

SERVICE STRANDS

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

- Weather
- Sport
- Travel
- Finance and Business Matters
- Arts and Leisure
- Children's Strands
- Education
- Religion

These are all included in the Teleview offering.

The following chart gives the total proposed offering on both Channel 3 and Channel 4.

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

NATIONAL AND INTERNATIONAL NEWS

News section page count will typically average 33 pages of national international and local news to be supplied by the Press Association.

SUMMARY**REGIONAL INFORMATION**

Teleview's approach to regional services differs from that of the present service operator as each page will be sent separately to each of the twenty four signal insertion points. In this way regionalism will be a totally integrated feature, rather than being confined to certain magazines.

The following pages will be offered, supplied by regional and local sources:

- Regional News - up to the minute news of the top local stories.
- Regional Travel - road, rail and air news.
- Regional Weather - reports and forecasts.
- What's On In Your Region - cinemas, theatres, concerts and events.
- Regional TV Listings.
- Regional Features - children's pages, social action.
- Employment and services.

DIVERSITY WITHIN THE SERVICE

Teleview's policy is one of accessibility to all main groups in the general television audience. This will involve catering to groupings identified by demographic characteristics (Children, teenagers, senior citizens), those identified by particular affiliations or needs (small businesses, personal finance, adult education, religion), disadvantaged groups (people with disabilities, unemployed) and those with differing leisure interests (sport, motorists, travel, television, arts).

Women represent over half the national television audience and Teleview believes they can represent close to half the audience to teletext. There will not be a "women's section", but women's interests and preoccupations will be catered to in the mainstream of the Teleview service.

SUMMARY**SUB-LICENSING**

Teletext UK Limited has no plans to sub-licence capacity provided under the Public Teletext Service licence.

DISTRIBUTION

The Teletext UK Limited Televue service will be distributed to National Transcom's Regional Operational Centres (ROCs) by Satellite Eutelsat III. All pages, including regional variations, will be held at all these (ROCs) in page state with duplicate back-up. Updates will be sent by satellite which will be backed up in case of failure by dial-up modem link. This signal will be then inserted into the Channel 3, Channel 4 and S4C television signals by National Transcom at these ROC sites.

The transmission standard will be CCIR Teletext System B. A local uplink controller at the Central London office will control the transmission of Teletext data to Bishopsgate Systems Limited's data centre at Guildford via BT Kilostream line.

This distribution system is capable of full regional flexibility and has been chosen in preference to a fixed link arrangement. A satellite decoder and receiver system similar to those at transmission sites will be installed at Teletext UK Limited's head office in London enabling editorial and technical staff to monitor the data received by each one of the regional systems.

THE BOARD OF DIRECTORS

Chairman Designate; [REDACTED]

Shareholder Directors:

[REDACTED] Associated Newspapers Holdings Limited.

[REDACTED], Philips Electronics and Associated Industries Limited.

[REDACTED], Philips Electronics and Associated Industries Limited.

[REDACTED], European Media Partners Limited.

Executive Director (Advised in confidence to the ITC.)

Managing Director (Advised in confidence to the ITC)

SUMMARY**PRINCIPAL SHAREHOLDERS**

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

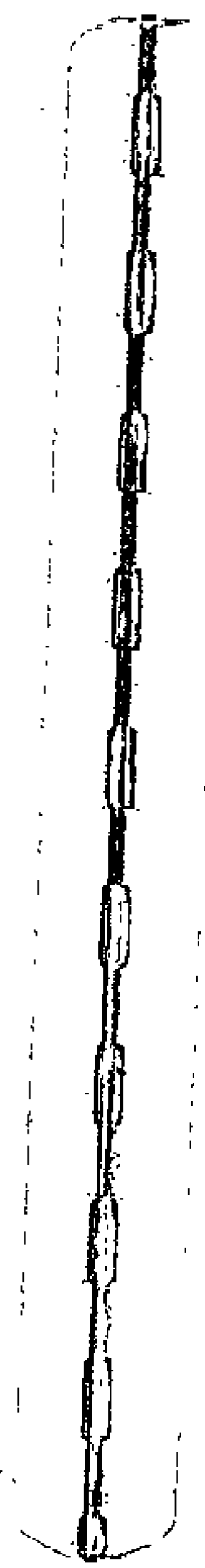
SENIOR EXECUTIVES

The names of the Managing Director, Editor, Technical Director and Sales Director have been supplied to the ITC in confidence. The position of Finance Director (who will also be Company Secretary) will be filled upon the award of the licence.

Whilst the average age of the four nominated executives is under 40, they each have many years of teletext-specific or general broadcasting industry experience.

LOCATION OF OFFICES

The Teletext UK Limited operational centre for its editorial service, technical facilities, advertising sales and administration will be at 101 Farm Lane, Fulham, London SW6 in premises specifically designed for broadcasting applications. Teletext UK Limited is satisfied that the building is well-adapted to Teleview UK Limited's technical needs.





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TELETEXT UK LTD