



**GLASGOW
CITY COUNCIL**

Glasgow TV Media Opportunity

Prepared for
GLASGOW CITY COUNCIL

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Glasgow TV Media Opportunity

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Glasgow TV Media Opportunity

SUMMARY

Glasgow TV is a multi-media, community based television channel that broadcasts information on public initiatives, local information, events and community safety programmes across a City wide network of 50 plasma screens.

Glasgow TV transmits on behalf of the whole community, the local authority and community safety or strategic partnerships. The broadcast content is typically made up of 50% local information, 25% news & weather and 25% channel sponsorship.

The extensive display network is a fresh and exciting way to communicate with residents, businesses and visitors to Glasgow. The screens show useful and entertaining information to keep viewers in touch with what's happening around the City, the latest what's on guides & events, providing information on what the Council and other stakeholders are doing to reduce crime & disorder and improve safety, opportunities to improve the quality of life, as well as the latest local and national news, sport & weather.

Glasgow TV provides a direct route of communication to the heart of Glasgow communities and provides an excellent medium for the stakeholders & partners to inform the public about all their important work, initiatives, messages & events.

AIM

The aim of Glasgow TV is to create a community based, fun and accessible TV service, run to supply local information and the promotion of local events, entertainment, cultural expression, community initiatives, talent & needs.



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REQUIREMENT

Presently, there is a need for a City wide media network that will help communicate, inform, educate and inspire. A network that can empower the community, allow their own special contributions and highlights news & issues that matter to all of us.

Glasgow TV is a unique local community resource that aids social inclusion and cross-cultural understanding in communities while also providing the opportunity to effectively engage with Glasgow's local communities, residents and visitors.

Glasgow TV promotes access to the media for ordinary people, groups, schools and communities and provides an invaluable medium that can showcase original programmes or clips, works of new directors & community programme makers, and is the place to broadcast real-life stories.

Indeed, an important feature is that Glasgow TV can also provide a key tool for all Local Authority agencies to help tackle modern anti-social behaviour problems, promote health and safety initiatives, highlight education programmes and generally allow stakeholders & partners to make and promote their own specific contributions and messages.

In summary, Glasgow TV provides a fantastic opportunity for a cohesive approach by communities and agencies to work together in partnership to ensure the success of community projects & events, for safer & stronger local communities and the improvement in quality of life.

OBJECTIVES & BENEFITS

- Improve understanding of what the various partners do and their local priorities
- Increase participation in events & take up of local services
- Change perception or behaviour in relation to community safety & health issues
- Raise educational achievement & opportunities
- Promote a clean & sustainable environment
- Raise awareness of local public transport networks
- Improve community confidence and civic pride
- Provide a responsive and cost effective communication tool
- Project a positive image of Glasgow for the local population and visitors



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GLASGOW TV DETAIL

Glasgow TV is a multi-media, community based television channel that broadcasts information on public initiatives, local information, events and community safety programmes across a City wide network of 50 plasma screens.

The screen network run a 30 minute loop of "infomercials" covering local public services or initiatives, Glasgow attractions & events, community safety messages, emergency warnings or missing persons, other events of all types and community projects.

These will be interspersed with generic national information, locally produced material of suitable quality, channel sponsorship and Scottish news, weather and sport reports.

CONTENT

The Glasgow TV content and end playlist will be planned and controlled to ensure a fully balanced and inclusive content, and will broadly include 6 relevant categories:

- | | |
|---------------------|------------------------------|
| 1 Community Safety; | 4 Health; |
| 2 Public Services; | 5 Economic Development, and; |
| 3 Environment; | 6 Cultural Events. |

Content, produced by the Community Communication Network, can be tailored to each specific target viewer- e.g. young people in colleges and universities, visitors at Glasgow Airport.

The main film playlist schedule is updated regularly, but the ability to add instant messages means the library of material can be refreshed much more regularly.

Playlists are fixed images (rather like a Powerpoint slide) with various backgrounds which can be called up from the web-based library and up-to-date text added.

Content can be edited and uploaded within an hour and changed as often as is desired.

Space can also be reserved on the playlist for missing person or emergency messages e.g. severe weather alerts.



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NETWORK

The network combines up-to-date news, localised library footage, national campaigns and local filming from around the Glasgow area shown on 42-inch plasma screens in key locations across the City.

Broadcast material is intelligence-led to suit each location and target audience, with screens located in public places such as shopping centres, restaurants, libraries and reception areas.

Screens can be controlled remotely, so partners can provide viewers with timely vital and interesting local information.

LOCATIONS

The present 12 locations, plus:

- Buchanan Bus Station
- Caledonian University
- Glasgow University
- Strathclyde University
- Glasgow School of Art
- Cardonald College
- North Glasgow College
- Langside College
- Silverburn Shopping Centre
- Braehead Shopping Centre
- St Enoch Shopping Centre
- Buchanan Galleries Shopping Centre
- Glasgow Airport
- Kelvingrove Art Gallery
- Hilton Hotel
- Radisson Hotel
- Millennium Hotel
- Glasgow Fort Shopping Park
- Parkhead Forge Shopping Centre
- St Vincent Street Main Post Office
- Glasgow City Chambers (x 2)
- Glasgow Fort Shopping Park
- Parkhead Forge Shopping Centre
- St Vincent Street Main Post Office
- UGC Cinema
- Odeon Cinema
- Showcase Cinema
- Cineworld
- Debenhams
- John Lewis
- Frasers
- M&S
- SECC
- Celtic Park
- Rangers Ibrox Park
- Hampden Park
- Kelvin Hall
- Mitchell - Library cafe
- Byres Rd - Library cafe
- The Lighthouse - Art Gallery



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LOCATIONS (continued)

- The Burrell Collection - Art Gallery
- Gallery of Modern Art - Art Gallery
- CCA - Art Gallery
- The Hunterian - Art Gallery
- The Briggait Art Centre
- Museum of Transport
- The National Piping Centre
- Theatre Royal
- The Kings Theatre
- Glasgow Royal Concert Hall
- The Pavillion Theatre
- The Tron Theatre
- The Citizens Theatre
- Asda
- Morrisons
- Sainsburys
- Tesco
- Glasgow Science Centre
- Daily Record
- The Sun
- Glasgow Herald/Times
- St Enochs - Subway
- Buchanan St - Subway
- The Grosvenor
- Fruitmarket
- Merchant Square
- Winter Gardens
- Botanic Gardens
- The Euro Hostel
- Jury's City Inn
- Nightclubs - multi
- Bars - multi
- Casinos - multi



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COMPANY DETAILS

Company name: **EcoMedia Limited**

Registered address: **272 Bath Street
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