

PUBLIC TELETEXT LICENCE APPLICATION: UPDATE (SECTIONS A, B  
AND C)

# **UPDATE**

## **APPLICATION FOR THE PUBLIC TELETEX SERVICE LICENCE**

For further information  
on Update Teletext  
Limited's application  
for the Public Teletext  
Service Licence, please  
contact:

██████████  
ITN  
200 Gray's Inn Road  
London WC1X 8XZ  
Phone: ██████████  
Fax: ██████████

© Update Teletext Ltd

## **TABLE OF CONTENTS**

- A1 Proposals for the service**
- A2 National and International news**
- A3 Regional information**
- A4 Diversity in the service**
- A5 Organisation and staffing**
- A6 Compliance**
- A7 Information supply**
- A8 Sub-licensing**
- A9 Premises and equipment**
- A10 Access time**
  
- B1 The distribution system**
- B2 Technical standards**
- B3 Conditional access**
- B4 Sub-licensing**
  
- C1 Directors**
- C2 Shareholders etc**
- C3 Disqualified persons etc**

## Foreword

This application is much more than an effort to gain control of an increasingly lucrative development of British broadcasting. It is a bid to secure the fulfilment of an unparalleled opportunity in mass communication.

Through these pages we hope to demonstrate the editorial skills, the engineering flair, the management strengths and the financial prudence we intend to apply to the next 10 years of the Public Teletext Service.

What is more difficult to convey is the genuine sense of excitement in which we propose to transform the public awareness of Teletext and make a reality of the medium's long neglected promise.

It was in 1976 that Merrill Pannitt, editor-in-chief of America's TV Guide magazine (then enjoying a world record circulation of more than 20 million copies weekly) was dispatched by his proprietor, Walter Annenberg, to investigate the possibilities of a Teletext service recently introduced into Britain. After three months of exhaustive research, Pannitt began his report thus: "I am utterly satisfied that Teletext is the complete answer to a question nobody is bothering to ask."

Sixteen years later it is a question that is still largely unasked. Although television sets equipped with Teletext can now be found in nearly 40 per cent of homes in the United Kingdom there is little awareness of what such a service can provide. Despite its availability 24 hours a day to a potential audience greater than for any other form of the written word, actual usage of Teletext remains small.

[See Appendix A]

Independent market research carried out for *UPDATE* reveals that the public sees Teletext at present as too limited in what it has to offer, not encouraging wider and deeper participation by the viewer. Younger people are well versed in electronic information and entertainment; they want and expect much more from Teletext. Women are particularly reluctant to explore the current service, feeling it has little or no understanding of their wide range of interests and enthusiasms. So why have the providers of Teletext failed to meet such expectations? The principal reason is that the communications industry has tended to regard Teletext as television without moving pictures - thereby dismissing it as an inferior form of broadcasting.

It is nothing of the sort.

What Teletext is - or should be - is a revolutionary form of electronic publishing.

This is a vision that is shared by five of Britain's leading publishing houses who are associating the complete range of their products with *UPDATE*'s proposed Teletext service. Together they publish nearly 200 titles in the fields of consumer and specialist magazines, paperbacks, directories and books. Between them they sell something like 580 million copies a year. And they also appreciate the one enormous advantage Teletext has over the conventionally printed word - immediacy.

Hence the name we have given our service. Hence the publishers' enthusiasm for applying their journalistic skills and editorial expertise to a medium which gives them topicality of the hour and not just the day or the week or the month.

In turn, they will bring to the screen a guarantee of total diversity through their unrivalled experience of marketing a myriad of products that are each targeted at a specific audience - be it the wider reaches of the mass market or the smallest of interest groups. These publishers share *UPDATE's* view that Oracle has been making a fundamental mistake by selling Teletext to the public as a single all-embracing product.

Teletext is not a product. It is a means of distributing many products.

With hundreds of pages available on two national channels around the clock, these different products can each be carefully tailored to the needs of a clearly defined audience.

No publisher would ever believe a single title could be all things to all people.

As an electronic publisher, *UPDATE* will use Teletext as the printing press within the home to produce its own range of instantly topical newspapers and magazines to be read on the screen. Each electronic publication will be aimed at an appropriate sector of the viewing audience - reaching groups who are defined by their taste in factual information, by their leisure interests, by precisely where they live, by their age, gender or work.

Far from fragmenting the total market, this policy will enormously expand the reach of Teletext. As each member of the family finds the service offering items of special appeal to him or to her there will be dramatically increased use by the whole household.

*UPDATE* will create a new generation of Teletext - full of variety and easier to use, livelier and brighter in presentation. It will be a service more in touch with its audience, more immediate than other forms of the print medium can ever hope to be, with information constantly updated as it comes in from a comprehensive range of suppliers.

*UPDATE's* mission is to be topical, accurate and authoritative. Its commitment is to produce such diversity of service that each viewer will find ample reflection of his or her individual needs and aspirations.

Re-thought and re-packaged in this way, Teletext can become a positive force in the life of the whole community. The big question will finally be asked of Teletext and *UPDATE* is confident of providing the immediate answer.

## SECTION A

### A1 Proposals for the service

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

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

## **A1 Proposals for the service**

<b>The service</b>	<b>1</b>
<b>The company</b>	<b>2</b>
<b>Market research</b>	<b>4</b>
<b>Innovations</b>	<b>4</b>
News	4
The regions	5
Diversity	6
Home and family	8
Unity and integrity	9
Presentation	10
Advertising policy	11
Updating	13
<b>The organisation of the service</b>	<b>13</b>
Introduction	13
Guide to the service	13
Pages altering their content during the day	14
<b>Non-regional programming</b>	<b>17</b>
Magazine 1	17
Magazine 2	22
Magazine 3	32
Magazine 4	34
Magazine 5	37
Magazine 6	40
<b>Regional programming</b>	<b>47</b>
Magazine 1	47
Magazine 2	50
Magazine 3	55
Magazine 4	56
Magazine 5	58
Magazine 6	59

## A1 Proposals for the service

### The service

The diversity and range of the service to be offered by *UPDATE* are not burdens imposed by the regulator. They go far beyond what is formally required of a would-be operator of the Public Teletext Service, but they merely reflect the breadth of expectations established by the independent market research which has shaped our publishing philosophy.

The principal innovations will be:

- **News**

Two contrasting services, both of national and international news, but aimed at two distinct sectors of the news market.

- **The regions**

24 parallel services of regional and local information, all fully integrated into the national news and feature pages.

- **Diversity**

35 different information strands supplied by some of the country's leading authorities on each subject, ranging from sport to gardening, from foreign travel to the home and family.

- **Home and family**

18 of the country's most successful women's and home interest magazines combine to provide a lively mixture of information, gossip and entertainment relevant to every household in the land.

- **Unity and Integrity**

A new system of signposting leading the viewer around the service in a manner easy to follow, with cross-promotion of relevant information, and colour-coding of strands.

- **Presentation**

A bright, lively and clear graphic style specially designed to encourage greater use of the service.

- **Advertising**

Strict control over the placing of advertising within each magazine and positive steps to encourage a higher standard of design.

## • Updating

Capitalising on the essential immediacy of Teletext, *UPDATE* will follow a policy of constantly updating all parts of the service so that the feature pages share the urgency of the news.

## The company

Update Teletext Limited is a consortium specifically brought together to launch *UPDATE* as a new generation of Public Teletext. The companies represented in the consortium are all major players in commercial television and bring a range of resources and expertise expressly suited to our objectives.

[See Section C]

The four consortium partners and their equity share holdings in Update Teletext Limited are:

* Anglia Television Plc	20 per cent
* Independent Television News Limited	20 per cent
* MAI Broadcasting Limited	30 per cent
* Scottish Television Plc	30 per cent

### Anglia Television

Anglia Television has over 30 years experience of working in and broadcasting to the East of England, where it supplies its viewers with popular programming of high quality.

This continuing record of serving effectively a region's tastes and interests is combined with Anglia's long held reputation for providing award-winning programming to the national network, from the unique wildlife documentary series *Survival* to the drama of the *P.D. James* thrillers and *The Chief*. The current range spans factual, entertainment, religious and children's programming.

### ITN

ITN, which has put the consortium together, is the sole news provider licensed by the ITC to supply Channel 3, and for a decade now has produced the award-winning Channel 4 News. ITN is not only a world leader in the provision of fast, accurate, impartial and lucid information on television but also has 16 years' experience in the supply of news, sports and financial information on Teletext in this country. *UPDATE* will be heir to this reputation as the Editor and staff of ITN's Teletext service move to *UPDATE*.

ITN currently provides 20 per cent of pages on Oracle; it is significant that these pages attract over 40 per cent of Oracle's total viewers.

### MAI Broadcasting

MAI is one of the UK's leading investment companies with an outstanding track record for picking and backing successful new ventures. MAI steered Meridian Broadcasting, in which it is the major shareholder, through its successful bid for the South East England franchise.

MAI also supplies screen-based financial information giving real-time prices generated by wholesale broking companies. This element of their operation will give MAI a particularly appropriate input to *UPDATE*'s business of distributing Teletext data that is authoritative, fast and accurate.

### Scottish Television

Scottish Television is the longest serving broadcaster to the same region on Channel 3. Its application for the Central Scotland franchise in 1991 was its fourth successful bid since 1957.

STV's strategy is to provide over a thousand hours a year of Scottish-made local programmes, the largest regional output on Channel 3. The diverse range includes sports, arts, current affairs, religious, Gaelic, and business programming plus a large output of Scottish news.

It now supplies around £15 million of programming a year to the network, including *Taggart* and *Take the High Road*.

### Combined strengths.

Between them the shareholders bring the following outstanding strengths to *UPDATE*:

- \* Sixteen years of unmatched experience in the supply of factual information to Public Teletext
- \* World renowned experience in the provision of national and international broadcast news.
- \* A reputation for delivering the highest quality of regional television programming, both factual and entertainment.
- \* An understanding of how a broad range of programming can be relevant to particular and different tastes and interests across the nation.
- \* Outstanding business acumen.
- \* Expertise in the sale of advertising space.
- \* A specialist knowledge in the screen-based delivery of rapidly changing financial information.

## Market research

*UPDATE*'s radical new approach to the use of Teletext has been strongly driven by our conception of what the viewers want.

[See Appendix A]

*UPDATE* commissioned independent qualitative market research.

The study was undertaken for *UPDATE* by Nidus Research. A total of eight group interviews were varied by age, gender, socio-economic status and location. The findings emphasised the extent to which Teletext is already falling behind viewers' expectations.

There was a strong desire for a wide range of information on Teletext which can be easily found and readily understood. But Oracle's use of television commercials to promote itself as an alternative newspaper tended to create a belief there was little other than news and sport on offer.

Viewers who admitted to a reluctance to explore the rest of the system cited the perceived complexity of finding their way around the system. Fear of 'entering the maze' of extra pages is a major disincentive to the viewer.

The advertising on Oracle, while accepted as commercially necessary and distinguishing the ITV service from Ceefax, is too often seen as invasive and irritating.

But the most consistent complaint - expressed with as much vehemence in the Home Counties as in the far north of England - was Teletext's apparent disinterest in the viewers' own region or locality.

This gap in the service was frequently cited as the single most important reason why Teletext has so far failed to become, like television, an integral part of people's lives. Since full-scale regional coverage is central to *UPDATE*'s approach there was general enthusiasm among the research groups for what was clearly seen as a very different and much more comprehensive form of Teletext.

## Innovations

We shall now outline in more detail the concepts behind the key new elements in *UPDATE*'s service.

### News

Since the potential audience encompasses the population at large, Teletext has to provide for widely varied interests among its viewers. The varying forms of content and presentation evident in ITN's four main daily programmes on Channels 3 and 4 recognise that the audience for news is different at different times of the day.

Throughout its 24-hour service on Teletext, *UPDATE* will provide two different forms of news service to serve different kinds of audience: one targeting the sort of family audience delivered by ITN's early evening News at 5.40 and the other based on the award-winning Channel 4 News.

The first, to be known on *UPDATE* as News on 3, will provide a briskly paced, concise round-up of events. It will be factual news given a popular presentation, outlining the major stories of the day clearly and objectively, using graphics where appropriate. In addition, it will provide human interest coverage, focussing on personalities as well as issues. News on 3 will comprise 20 pages of the service on Channel 3, available 24 hours a day and constantly updated.

The second, News on 4, will deal with the big issues of the day, supplying full analysis with special emphasis on foreign, political and economic coverage. The *UPDATE* News on 4 will build upon ITN's experience of creating Channel Four News. In particular, News on 4 will carry up-to-the minute coverage of events in Parliament and detailed reports of debates. News on 4 will comprise 30 pages of the service on Channel 4, available 24 hours a day and constantly updated.

Both services will carry special coverage of important, fast-moving events, and in addition we have devised a newsflash system called 'News Alert' for signalling the breaking of major stories across the service. Where they can add an extra dimension to the story, rather than just add illustration, both services will use appropriate graphics.

Details of the two distinct news services are provided in Section A2, but it is important to stress here that it is *UPDATE's* determination to maintain the reputation already established by ITN's service to Oracle for news material which is accurate, impartial and authoritative.

(Section A2)

Both news services will be manned by *UPDATE's* own trained journalistic staff, the core of whom will consist of those already providing the ITN news pages for Oracle. The research carried out for *UPDATE* emphasised the authority and veracity which the public associate with the name of ITN and the desire that the Teletext news service should have the authority of such a national news provider behind it. The national and international news on both channels will be sourced in part from ITN and it is intended that it will carry the ITN logo on each main page.

### **The regions**

*UPDATE's* proposals for 24 parallel comprehensive regional services far exceed what is required in order to meet the minimum requirements laid down by the ITC to provide information of particular interest to persons living within different areas.

Our research told us that there is a huge appetite for regional information - it is the quickest way to make Teletext more user-friendly. The viewers interviewed for our study made it clear they wanted to be able to tap into local news and local information about travel and leisure activities, with the up-to-the-minute advantages that Teletext brings. What is more, they said they did not favour regional information as just an 'add-on' to the national service. They want it to pervade every aspect of the information they receive.

It is therefore *UPDATE*'s intention to make regional news and information part of the very fabric of the service it provides. Up to 71 pages of regional information (more than 20 per cent of the total editorial pages being transmitted at any one time) will be incorporated as a natural element throughout its output whether it be news, current affairs, sport, weather, travel, leisure pursuits or special interests (especially the arts). The minimum provision will be no less than 49 main pages of information and entertainment for each region at any time. (See detailed table given later in this section).

*UPDATE* will therefore supply something entirely new in publishing: continuously up-dated electronic magazines and newspapers covering local as well as national information on every topic.

However, *UPDATE* also recognises that some viewers may be specially interested in local information, and for them special local index pages will be provided which will be generated separately for each editorial region and will list all local pages by subject matter.

We believe this revolutionary approach will attract and keep a whole new audience for Teletext. Viewers will respond to the message that *UPDATE* cares about them, their particular interests and the place where they live.

Our proposals for regional coverage are given in full detail later in this section along with information on the range of sources to be employed.

### **Diversity**

The imperative for Teletext to appeal to a wider variety of tastes and interests is at the heart of *UPDATE*'s philosophy. But this would be counter-productive if it entailed the use of so many extra pages that access time was increased throughout the service.

In identifying areas of specialist interest, we recognised that to serve what were often small minorities by using pages round the clock for seven days a week would be wasteful of a precious resource.

An obvious example is material aimed at younger children, some of whom are at school for part of the day and all of whom are likely to be in bed by mid-evening. But a similar principle applies to teenagers for whom Teletext is most accessible early in the evening or late at night. Gardening, motoring and movie enthusiasts are other groups who can best be reached at certain times of day. We recognise, too, that the information we plan on community services is most conveniently transmitted before the start and at the end of the working day for social workers while still accessible to those in need of care.

The result is a series of specialist sections - usually associated with the leading print magazine in the field - which will be screened for only a certain part of our schedule.

Twenty-one of them (to be known as the Weekly Magazines) will be devoted to closely defined interests ranging from cookery to popular science, from yachting to fish-keeping, and will be screened for six hours on a particular day of the week. That day will be matched to the audience, with, for example, country pursuits appearing on a Monday to take in the weekend's equestrian events, angling appearing on a Friday to give the latest information on the state of the rivers for the coming weekend.

Six other sections (the Weekday Magazines) will address wider subjects and will be seen for three hours every day from Monday to Friday. And five of these (becoming our Weekend Magazines) will be re-packaged and extended for Saturdays and Sundays to meet the very different requirements of weekend audiences.

This rotating coverage will give minority groups and specialist advertisers dedicated material of nearly 300 main pages per week while occupying only 26 pages of the service's Magazine 2 and just nine pages of Magazine 6.

As well as maximising use of the system, we believe this very specific targeting will increase the overall audience for Teletext. Enthusiasts for each subject will quickly learn the times and days of transmission of 'their' magazines and have a positive reason to switch on to *UPDATE*.

One criticism of Oracle is its 'wallpaper effect' through having so much output repeated day after day. *UPDATE* will be constantly freshening the package throughout the day and throughout the week.

Specialist coverage to this degree requires specialist contributors with a level of expertise to command the respect of the specialist viewer. This will be guaranteed by the arrangements we have made with the five associated publishers who produce 18 brand-leading journals in the areas covered by our Weekly Magazines and four in the areas covered by our Weekday and Weekend Magazines.

[See Section A4]

*UPDATE*'s commissioning editors will have the use of selected material from all 22 journals sponsoring these specialist sections.

All of the research groups liked the idea of linking *UPDATE* with printed journals. The Weekly Magazines were felt to gain in authority through such an association and the principle of the Weekday and Weekend Magazines appearing at different times of day was immediately understood.

Teenagers particularly enjoyed the Rock Club which they described as 'entertaining' and 'chatty'. The older respondents welcomed the strong regional flavour of the Gardening Club (with its ability to carry a sudden Frost Alert at short notice). Women members of the research groups responded particularly favourably to a further element of our service which also springs from the association with leading publishers.

(*UPDATE*'s relationship with leading print publishers is explained in more detail in Section A4 but it is important to stress here that any sponsorship arrangements will be carefully structured to conform with the rules laid down in the Public Teletext Code.)

[See Section A4]

### **Home and family**

Recognising that Teletext to date has failed to attract more than a small percentage of women viewers, *UPDATE* is allocating the system's Magazine 3 exclusively to a section to be known as Home and Family which will have input from 18 of the country's leading women's and home interest journals. Occupying up to 35 editorial main pages daily, Home and Family will deploy the impressive resources at its disposal to offer a level of understanding and a variety of content that women viewers will readily appreciate.

Teletext has much to offer the modern woman who often combines the roles of homemaker, mother and worker. She can gain access to the service at whatever times are most convenient to her personal routine rather than trying to adapt to the fixed schedules of television and radio.

Women's interests have been notoriously neglected by the existing Teletext service. Most of the material on offer is unimaginative and not of the quality all classes of women have come to expect from the increasingly sophisticated magazines that serve the women's market.

The daily Home and Family strand in Magazine 3 will be a significant part of the *UPDATE* service. The family element will be strongly represented by three pages for older children and by regular items on mortgages, pensions and savings plans. With up to seven main pages allocated to regional coverage, Home and Family will carry a local flavour. Women members of the research groups applauded the proposal to carry localised shopping guides and to list local stockists of fashion items and household appliances mentioned in the national pages.

Seeing examples of the content and presentation of Home and Family, women members of the research groups agreed it could become 'indispensable' viewing.

HOLIDAYS  
Get away to the  
big cities 234

PERFORMING ARTS  
New musical for  
West End 616

THE NEW YORK PUBLIC LIBRARY  
ASTOR LENOX TILDEN FOUNDATION  
125 WEST 47TH STREET  
NEW YORK, N. Y. 10036

We are convinced that advertisers, too, will find Home and Family an indispensable way of reaching a market scarcely developed on Teletext to date. We plan to encourage advertisers appearing in the printed journals to take space in the appropriate area of Teletext, with cross-promotion from one to the other.

(Although setting out to provide an 'all-embracing' magazine service, Home and Family does not represent the extent of our coverage of women's interests. There is the daily Children's Club for the mothers of under-10's and the specialist Weekly Magazines - available in Teletext's Magazine 6 - will cover such topics as child welfare, family health, cookery and interior design.)

### Unity and integrity

*UPDATE* recognises that in setting out to create a service of such diversity (including the rotating use of pages for the Weekday and Weekend and Weekly specialist magazines) there is special need to provide clear indexing and positive signposting.

[See example opposite] It is vital to our business that the viewer should feel at home moving around the pages and we have developed three means of achieving this:

#### \* Colour coding

Each main strand of the service (or a group of associated strands) will be branded with its own colour. This colour will be used to list the strand and its components on the master index on page 100 and the same colour will re-appear on the strand's own index page. The branding will be continued throughout the strand with a distinctive colour strip carried at the head of each page. Viewers will rapidly associate this colour with the subject matter and have an immediate recognition point at no matter what point they access the strand.

**Red** will be used for News, Weather and Travel on both Channels 3 and 4.

**Cyan** will be used for Teleguide on 3 and TV listings on 4.

**Blue** will be used for Home and Family on Channel 3 and the family-associated Weekday, Weekend and Weekly specialist sections (Magazines 2 and 6) - plus Pit Your Wits, also in Magazine 6.

**Yellow** will be used for Holidays in Magazine 2.

**Green** will be used for Sport and Racing in Magazine 5.

**Magenta** will be used for City and Business in Magazine 4.

**Black and white** will distinguish the Arts, Education, Religion and Farming, all in Magazine 6.

\* Easy-to-remember numbering

There will be heavy promotion of the more memorable numbers selected to start each section: for example, in addition to current favourites such as 101 for News, Travel 150; Holidays 234; City 456; Racing 555.

\* Natural cross-promotion

There will also be imaginative cross-promotion between information strands - between the Daily and Weekly specialist magazines, between the weather forecast and gardening, between the City news on interest rates and a personal finance item on mortgages, between a Home and Family feature on problem babies and the next appearance of *UPDATE*'s sub-strand on child welfare.

In spite of the deliberate diversity of output, the overall unity and integrity of *UPDATE* will be ensured by a consistency of editorial style and of graphic themes that will apply across the whole service and also by *UPDATE*'s firm policy on the positioning of advertising.

### **Presentation**

Our market research has shown that users find the current presentation and layout of Oracle a disincentive to greater use of the service. Many viewers feel an inability to handle the technology of Teletext, or are sufficiently afraid of it to be inhibited. Older people in particular shy away from a more adventurous use of the service.

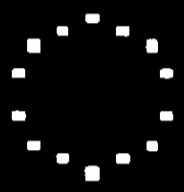
*UPDATE* plans to overcome this by utilising the experience of television graphic design and technology within ITN. It is *UPDATE*'s intention to devise a user-friendly entry into the system so that viewers can quickly feel at home. The look will be bright and exciting, but with a sense of order and reliability.

As a crucial first step, *UPDATE* has employed a team of art directors with publishing experience to work alongside our screen designers in order to re-think the graphic basis of Teletext.

[See example opposite]

Applying principles of typography and graphic design well established on the printed page, the team set out to give the electronic pages a cleaner, more attractive look - stripping them of clutter, controlling the use of colour, and presenting words in a column width known to be most easily accommodated by the human eye.

People look at television, but they have to read teletext. Oracle has generally failed to make that distinction. *UPDATE* sees it as fundamental to its plans for raising the quality of Teletext output and turn those who just pay occasional 'visits' to Teletext into viewers content to spend time browsing around the service.



UPDATE GUIDE TO  
MAASTRICHT SUMMIT

SINGLE  
CURRENCY

YES

YES AS  
SOON AS  
POSSIBLE

FEDERAL  
GOAL

KEEN  
FEDER-  
ALISTS

YES BUT  
RETAIN  
IDENTITY

STRONGER  
EUROPEAN  
PARLIAMENT

FIRM  
SUPPORT

WILL  
GIVE  
WAY

FRUIT

**FRUIT**  
Spray peaches and nectarines which have not yet lost their leaves with fungicide containing mancozeb or copper sulphate

[See Section A10]

In order to remove a further disincentive to Teletext viewing, *UPDATE* has developed a process for minimising the delay viewers can experience in obtaining access to Teletext pages. Five magazines have a minimum access time of less than seven seconds and no magazine has a perceived access time in excess of ten seconds. More details of these proposals can be found in Section A10.

### **Advertising policy**

Our market research shows that many viewers find Oracle's use of advertisements invasive, irrelevant and irritating. Such advertising has undoubtedly had an adverse effect upon the public perception of the current commercial Teletext operator. Advertisements are seen as badly designed, apparently positioned within pages at random, and positively distracting through garish use of colour and flashing slogans.

There is no getting away from the fact that advertising, comprising up to 35 per cent of output, will be a major influence upon the environment created by the teletext service. But it is *UPDATE*'s policy to create a 'synergy' between the advertisements and the editorial content, so that one no longer distracts from the other. In addition, the forms of advertising we propose will be more attractive to the advertisers themselves.

*UPDATE* proposes to address the issue in five ways.

- \* A more sophisticated use of the screen for editorial purposes (improved design and typography and higher quality content) will engage the interest of more sophisticated advertisers who would wish to produce advertising to a comparable standard.

*UPDATE*'s own creative staff will be made available to advertisers seeking help in making the most effective and most attractive use of the medium.

*UPDATE* plans to sponsor an annual design competition (aimed primarily at art colleges) to encourage consistent development of Teletext graphics and typography.

- \* The proposed introduction of fractional advertisements - amounting to up to 30 per cent of the page area and running vertically down the side of the screen (a familiar feature in newspapers and magazines) will help to eliminate the present profusion of stripped advertisements which is a major threat to the look of the service. Additionally, the vertical advertisements will leave the rest of the page with the most convenient column width for the reading of editorial matter.

[See example opposite]

- \* As the editorial content of *UPDATE* will be more sharply focussed (with individual Teletext magazines broken down into strands and sub-strands aimed at specific interest groups) so *UPDATE* will offer advertisers the opportunity of taking space within sections of most appeal to their target audience and encourage the use of advertisements that offer some service to the viewer rather than merely displaying slogans or brand names.

It is the experience of major publishers of consumer magazines that advertisements relevant to adjoining editorial are welcomed by many readers as a further source of useful information. *UPDATE* will enhance its prospects of achieving increased revenue through being able to offer advertisers premium positions adjoining relevant editorial rather than the indiscriminate positioning which is a feature of the current service.

The Publisher, an executive director of *UPDATE* will be responsible for the positioning of advertisements, working closely with the editors of the respective sections to achieve a compatible mixture.

- \* Interleaved advertisements (advertisements positioned within a set of editorial pages) have obvious attractions for advertisers in bringing viewers into contact with products and service of which they might be otherwise unaware. But unfortunate juxtapositions of advertisements and editorial matter make interleaves highly unpopular with users of Teletext.

*UPDATE* will control both the amount and positioning of interleaved advertisements.

- \* In the spirit of the Broadcasting Act, all advertisements on *UPDATE* will be placed within 'natural breaks' - i.e., between distinct items of editorial matter within a strand or sub-strand and at the end of each section. Multi-pages of advertising will be subdivided into advertising magazines of clearly-defined themes. For instance, the long runs of holiday advertising currently on screen will be broken down into such sections as 'Weekend Breaks', 'Ski Spots', 'Cruises' for example. This will spare viewers exposure to advertisements of little or any interest and improve access time in reaching desired information. Use of the 'flashing' facility will be strictly limited (for editorial as well as advertising purposes).

### UPDATE ACCESS TIMES

Allocation of main pages across the UPDATE service, showing the minimum and maximum perceived access times.




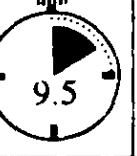

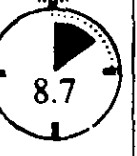

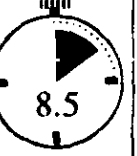




		Weekday (Monday - Friday)			Weekend (Saturday/Sunday)			Number of Pages		VBI Lines	Perceived Access Time (seconds)	
		Ed.	Ad.	Total	Ed.	Ad.	Total	Minimum	Maximum		Minimum	Maximum
			Min.									
	Max.											
<b>MAGAZINE 1</b> (News/Travel/ Weather/Teleguide)	Min.	67	14	<b>81</b>	62	14	<b>76</b>	76		3.5		
	Max.	69	14	<b>83</b>	64	14	<b>78</b>		83			
<b>MAGAZINE 2</b> (Holidays/Weekday & Weekend Mags)	Min.	18	36	<b>54</b>	18	36	<b>54</b>	54		2		
	Max.	28	48	<b>76</b>	28	48	<b>76</b>		76			
<b>MAGAZINE 3</b> (Home & Family)	Min.	31	31	<b>62</b>	31	31	<b>62</b>	62		2		
	Max.	35	35	<b>70</b>	35	35	<b>70</b>		70			
<b>MAGAZINE 4</b> (News & City/ TV Listings)	Min.	67	18	<b>85</b>	47	16	<b>63</b>	63		2.5		
	Max.	67	18	<b>85</b>	47	16	<b>63</b>		85			
<b>MAGAZINE 5</b> (Racing & Sport)	Min.	60	14	<b>74</b>	68	14	<b>82</b>	74		3		
	Max.	60	14	<b>74</b>	68	14	<b>82</b>		82			
<b>MAGAZINE 6</b> (Arts/Religion/ Education/Farming/ Pit Your Wits Weekly Magazines)	Min.	41	12	<b>53</b>	53	11	<b>64</b>	53		2		
	Max.	48	17	<b>65</b>	64	16	<b>80</b>		80			

Table A1 (ii)

Table A1 (i)

UPDATE - the complete service

	WEEKDAY								WEEKEND							
	EDITORIAL				ADVERTISING				EDITORIAL				ADVERTISING			
	Non Regional		Regional		Non Regional		Regional		Non Regional		Regional		Non Regional		Regional	
	MIN	MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	MAX
<b>MAGAZINE 1</b>																
News	20	20	15	17					20	20	10	12				
Travel	6	6	4	4	3	3			6	6	4	4	3	3		
Weather	4	4	1	1	3	3			4	4	1	1	3	3		
Teleguide	12	12	5	5	8	8			12	12	5	5	8	8		
	<b>42</b>	<b>42</b>	<b>25</b>	<b>27</b>	<b>14</b>	<b>14</b>			<b>42</b>	<b>42</b>	<b>28</b>	<b>22</b>	<b>14</b>	<b>14</b>		
<b>MAGAZINE 2</b>																
Holidays	12	12	2	2	30	30	6	6	12	12	2	2	30	30	6	6
Specialist Mags	3	10	1	4	0	8	0	4	3	10	1	4	0	8	0	4
	<b>15</b>	<b>22</b>	<b>3</b>	<b>6</b>	<b>30</b>	<b>38</b>	<b>6</b>	<b>10</b>	<b>15</b>	<b>22</b>	<b>3</b>	<b>6</b>	<b>30</b>	<b>38</b>	<b>6</b>	<b>10</b>
<b>MAGAZINE 3</b>																
Home & Family	28	28	3	7	30	30	1	5	28	28	3	7	30	30	1	5
	<b>28</b>	<b>28</b>	<b>3</b>	<b>7</b>	<b>30</b>	<b>30</b>	<b>1</b>	<b>5</b>	<b>28</b>	<b>28</b>	<b>3</b>	<b>7</b>	<b>30</b>	<b>30</b>	<b>1</b>	<b>5</b>
<b>MAGAZINE 4</b>																
News on 4	30	30			10	10			30	30			10	10		
Weather	2	2							2	2						
City	30	30			8	8			10	10			6	6		
TV Listings			5	5							5	5				
	<b>62</b>	<b>62</b>	<b>5</b>	<b>5</b>	<b>18</b>	<b>18</b>			<b>42</b>	<b>42</b>	<b>5</b>	<b>5</b>	<b>16</b>	<b>16</b>		
<b>MAGAZINE 5</b>																
Racing	23	23			7	7	1	1	23	23			7	7	1	1
Sport	32	32	5	5	5	5	1	1	35	35	10	10	5	5	1	1
	<b>55</b>	<b>55</b>	<b>5</b>	<b>5</b>	<b>12</b>	<b>12</b>	<b>2</b>	<b>2</b>	<b>58</b>	<b>58</b>	<b>10</b>	<b>10</b>	<b>12</b>	<b>12</b>	<b>2</b>	<b>2</b>
<b>MAGAZINE 6</b>																
Arts	10	10	1	4	3	3	1	2	10	10	1	4	2	2	1	2
Education	3	3	2	3	1	1	1	3	3	3	2	3	1	1	1	3
Religion	4	4	2	2					14	14	4	8				
Farming	3	3	1	3	1	1	1	2	3	3	1	3	1	1	1	2
Pit your Wits	10	10			2	2			10	10			2	2		
Weekly Mags	3	3	2	3	1	1	1	2	3	3	2	3	1	1	1	2
	<b>33</b>	<b>33</b>	<b>8</b>	<b>15</b>	<b>8</b>	<b>8</b>	<b>4</b>	<b>9</b>	<b>43</b>	<b>43</b>	<b>10</b>	<b>21</b>	<b>7</b>	<b>7</b>	<b>4</b>	<b>9</b>
<b>TOTALS</b>	<b>235</b>	<b>242</b>	<b>49</b>	<b>65</b>	<b>112</b>	<b>120</b>	<b>13</b>	<b>26</b>	<b>228</b>	<b>235</b>	<b>51</b>	<b>71</b>	<b>109</b>	<b>117</b>	<b>13</b>	<b>26</b>

	Weekday		Weekend	
	MIN	MAX	MIN	MAX
Editorial non-regional	235	242	228	235
Editorial regional	49	65	51	71
Advertising non-regional	112	120	109	117
Advertising regional	13	26	13	26
<b>Totals</b>	<b>409</b>	<b>453</b>	<b>401</b>	<b>449</b>

## Updating

Teletext's chief competitive edge lies in its ability to deliver immediately. Information need not wait for the next edition. On *UPDATE* there will be no deadlines because there will be no cut-off point for the latest information.

All parts of the *UPDATE* service will deal in information whose value lies in change. All parts of the service will be capable of being updated at any time. For this reason, though not a requirement of the Licence, *UPDATE* will be staffed overnight. Hence, for every moment of the ten-year licence period, *UPDATE*'s total database (in other words, every information strand nationally and in every region), will be accessible so that it can be updated night or day.

## The organisation of the service

### Introduction

The objective of this section is to describe with greater precision the specific types of information, giving their content, the number of pages they will occupy and the manner in which the information will be integrated into the service as a whole. For this purpose, the information strands will be categorised under two different headings, non-regional information and regional information.

But first, it might be helpful to develop an overview or guide to how the system as a whole will be organised.

*UPDATE*'s programming proposals comprise a maximum of 453 pages organised into separate sections across both the Channel 3 and the Channel 4 frequencies. We confirm that no more than 35% of the main pages will be full page advertisements and we have assumed a maximum of 120 pages of advertising (29% of the total).

[See Table A1(i)  
opposite]

The main pages to be used have been organised into six 'magazines' within the system and allocated the VBI lines in a manner to give perceived access times at a level which our market research suggests would be acceptable.

### Guide to the service

Analysis of the minimum and maximum number of pages to be used in each section (for editorial and for advertising purposes) together with the perceived action times is provided in Table A1 (ii).

[See Table A1(ii)  
opposite]

## Pages altering their content during the day

*UPDATE* will rotate the use of certain pages to maximise its reach of specialist audiences. Six information sub-strands will each appear for a total of three hours every weekday. Five of these sub-strands will appear for a longer period and in a varied format on Saturdays and Sundays. Additionally, 21 sub-strands will each appear for a total of six hours on a given day of the week.

The Weekday and Weekend sub-strands will be signposted from the Main Index and will be introduced by way of their own index on screen throughout the 24 hours and listing the periods of the day when each will appear. These times have been chosen for the convenience of the target audience.

[See Tables A1(iii)  
and A1(iv) opposite]

### Weekday Magazines:

Each appearing twice a day at times likely to maximise the most suitable audience:

Community Services  
0630 - 0800/1830 - 2000

Motoring Club:  
0800 - 0930/2000 - 2130

Gardening Club:  
0930 - 1100/1400 - 1530

Children's Club (for the under-10s):  
1100 - 1230/1530 - 17.00

Movie Club:  
1230 - 1400/2130 - 2300

Rock Club  
(music and style for teenagers):  
1700 - 1830/2300 - 2430

### Weekend Magazines

Community Services is rested on Saturdays and Sundays and Children's Club is re-titled Fun Club as its content is extended to cater for children up to the age of 12.

Table A1 (iii)

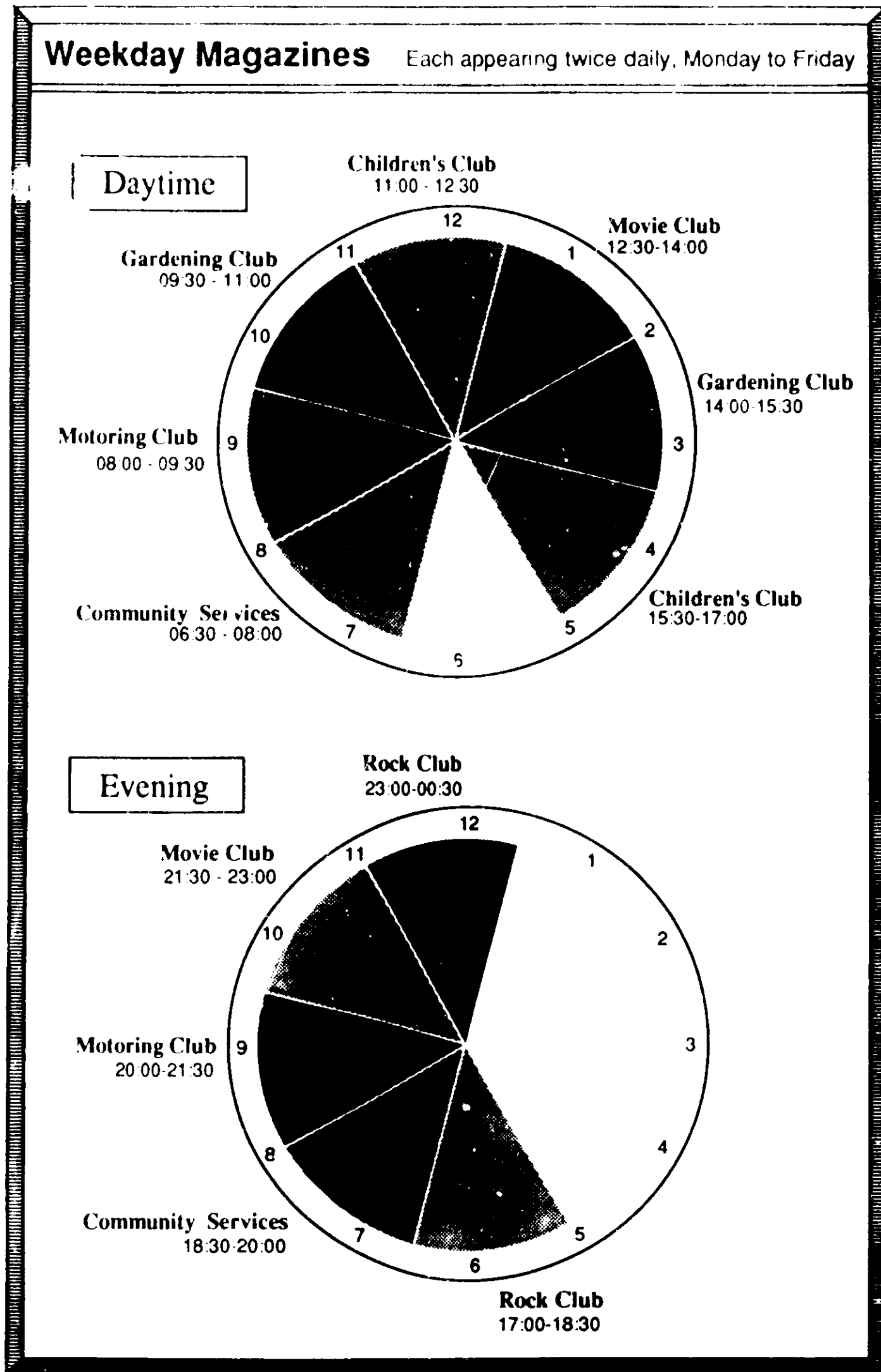
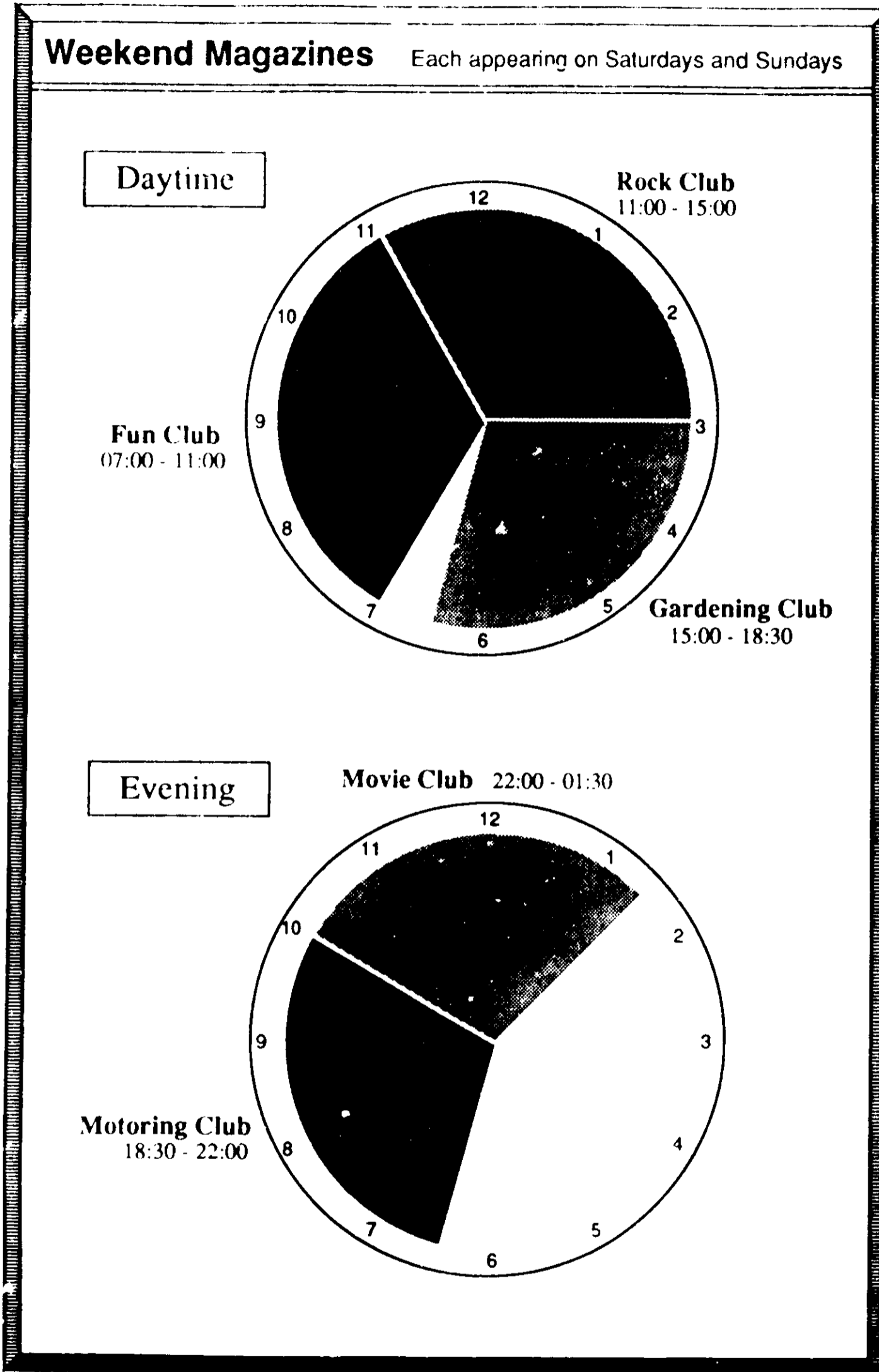


Table A1 (iv)



Times of screening for the Weekend Magazines:

Fun Club  
0700 - 1100

Rock Club  
1100 - 1500

Gardening Club  
1500 - 1830

Motoring Club  
1830 - 2200

Movie Club  
2200 - 0130

The Weekend schedule has been devised accordingly:

**Fun Club:** Saturday and Sunday mornings offer a peak audience for children. Emphasis on fun and maximum viewer participation in games and quizzes.

**Rock Club:** Many of the older children will be tempted to stay on for news and gossip about their favourite Rock stars. Midday and early afternoon is a good viewing time for teenagers who tend to go out on Saturday and Sunday evenings.

**Motoring Club:** As opposed to weekday content, this will concentrate on events for motoring enthusiasts and interesting places to visit.

**Movie Club:** Late-night nostalgia for movie enthusiasts who may well have returned from a visit to the cinema. Will feature a movie-buff's weekend competition with prizes of premiere tickets and season tickets to local cinemas.

#### Weekly Magazines

The weekly sub-strands will also carry their own sub-index pages which will list the times and day of their appearance over the coming week.

This schedule takes account of the subject matter of the sub-strand. For instance, the angling sub-strand appears on a Friday to set the scene for an essentially weekend pursuit, and country pursuits appears on a Monday to include results of the weekend's equestrian events.

<u>Sunday</u>	
Railway enthusiasts	0600 - 0900/1500 - 1800
Child welfare	0900 - 1200/1800 - 2100
Popular science	1200 - 1500/2100 - 2400

<u>Monday</u>	
Cookery	} as above
Country pursuits	
Golf	

<u>Tuesday</u>	
Chess	} as above
Lifestyle	
Computers	

<u>Wednesday</u>	
Family health	} as above
Motorcycling	
Yachting	

<u>Thursday</u>	
Fishkeeping	} as above
Photography	
Boating	

<u>Friday</u>	
Soccer fan	} as above
Rural living	
Angling	

<u>Saturday</u>	
Ballroom dancing	} as above
Cage birds	
Classic cars	

The sub-strands will comprise editorial material supplied by the staff of specialist print magazines covering these interests and will accommodate regional changes where applicable.

The analysis which follows will differentiate the programming *UPDATE* will deliver between non-regional and regional strands:

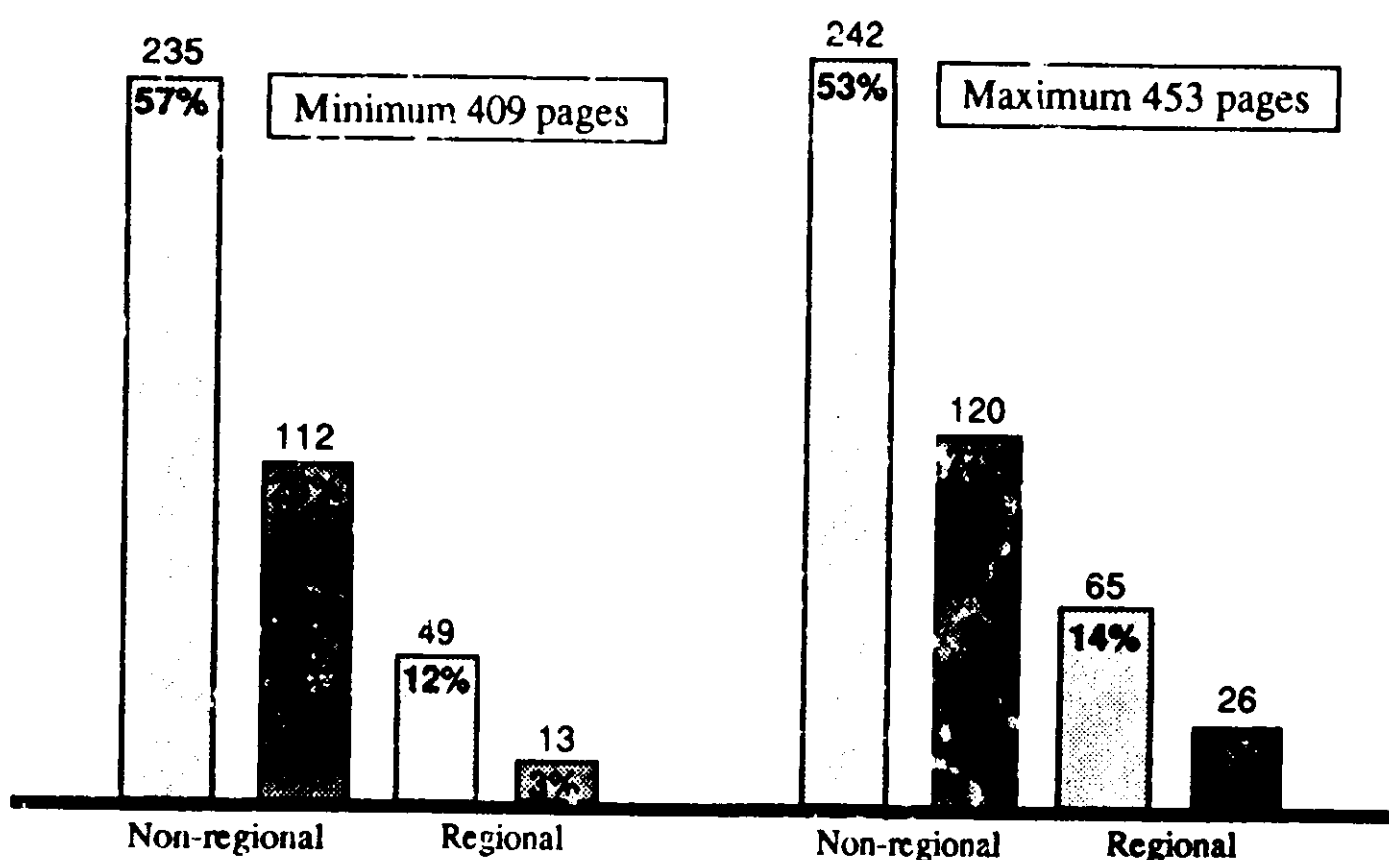
- \* Editorial non-regional pages: minimum 228, maximum 242
- \* Advertising non-regional pages: minimum 109, maximum 120
- \* Editorial regional pages: minimum 49, maximum 71
- \* Advertising regional pages: minimum 13, maximum 26.

[See Table A1(v) opposite]

Table A1(vi) that follows shows the allocation of main pages throughout the service in respect of the information strands specified within the ITC Invitation to Apply. The table shows the minimum allocation which will be made to each strand.

Table A1 (v)

**Weekday Pages**      □ Editorial      ■ Advertising



**Weekend Pages**      □ Editorial      ■ Advertising

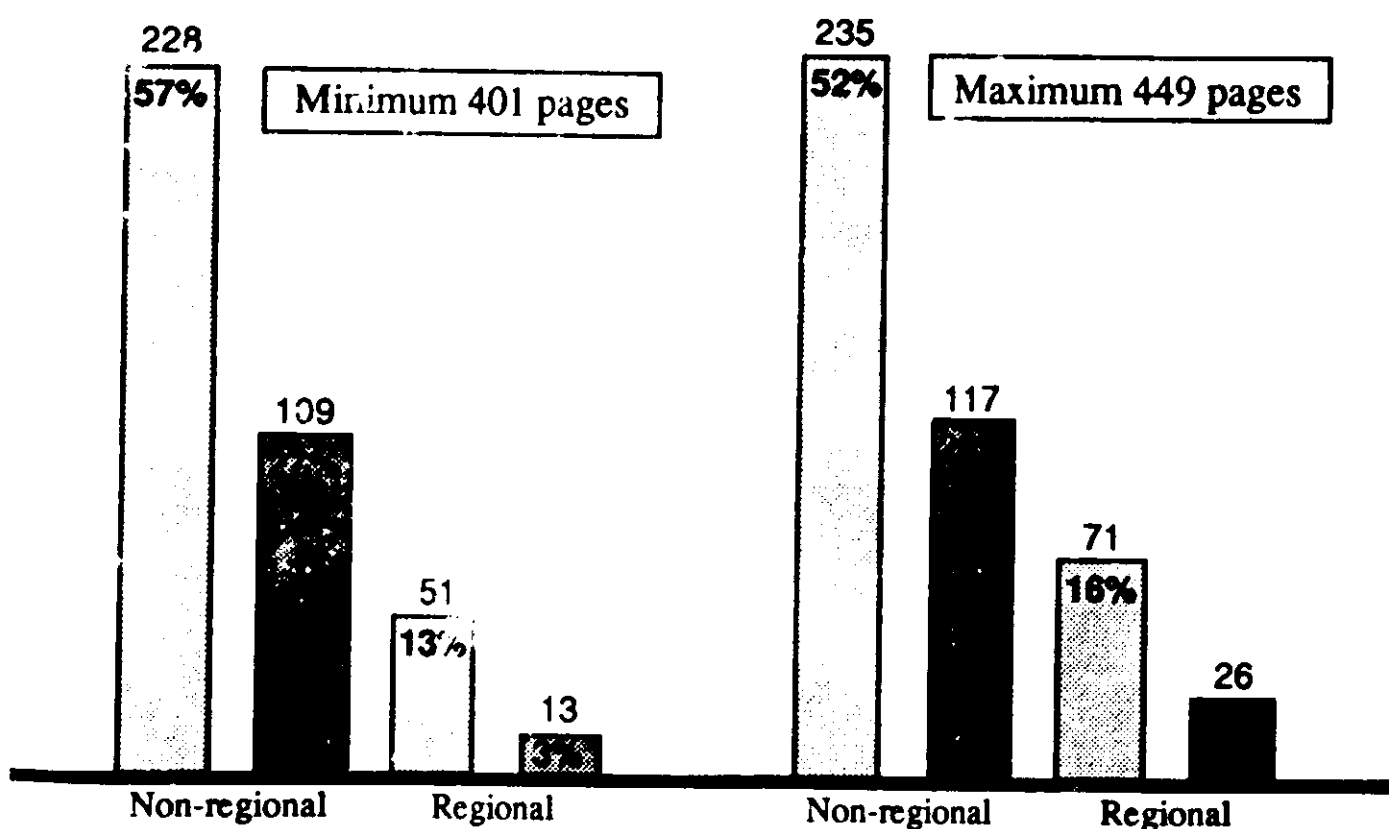


Table A1(vi)

**PROPOSALS FOR THE UPDATE PUBLIC TELETEXT SERVICE**  
**SUMMARY TABLE**

As required in Table 1 of Annex D of the Invitation to Apply

<u>Information Strand</u>	(1) <u>Number of main pages to be allocated to non-regional information</u>	(2) <u>Number of main pages to be allocated to non-regional information</u>	(3) <u>Cross-references</u>
1. News	50	10	See A1 47 for provision of maximum of 17 regional news pages.
2. Weather	6	1	
3. Sport	55	5	See A1 39 and A1 58 for provision of higher pagination at weekends - non-regional and regional.
4. Travel	18	6	Includes coverage of holidays at home and abroad (see A1 23). 4 regional pages in the Channel Islands.
5. Financial and Business Matters	10	0	See A1 37 for details of higher pagination on weekdays.
6. Arts and Leisure	35	14	Includes Teleguide (A1 20, A1 49 and A1 57) and adult pages of Pit your Wits puzzle section (A1 44). See A1 14 for breakdown of Weekday, Weekend and Weekly Magazines which share the same pages on a rotating basis and are included here only as a generic category. 19 regional pages in this category in the Channel Islands.
7. Provision for Children	7	0	See A4 7 for philosophy of children's coverage. See also A1 27 and A1 29 for screening times of Children's Club and Fun Club, which each includes two regional pages on a rotating basis (A1 53). 2 regional pages in the Channel Islands.
8. Education	2	2	Figures do not include one non-regional page for schoolchildren counted in 7 (above). See A1 42.
9. Religion	4	2	See A1 42 and A1 61 for increased coverage at weekends in both categories.
10. Other			
Home and Family	24	3	See A1 8. Figures do not include three non-regional pages for children (A4 7) and one non-regional page for the hard of hearing (below).
Farming	3	1	
Hard of Hearing	1	0	See A1 33 and A4 9.
<u>TOTAL PAGES ALLOCATED:</u>	<u>215</u>	<u>44</u>	<i>Note: All figures are minima.</i>

## **Non-regional programming**

In this section of the application, the analysis outlines our proposals for each of the programme strands detailed in each magazine of the service for the non-regional programme service.

The balance of the section is therefore organised in the following manner:

Magazine 1	News on 3 National and European weather Travel Teleguide
Magazine 2	Holidays Weekday and Weekend Magazines
Magazine 3	Home and Family
Magazine 4	News on 4 National and world weather City and business TV listings
Magazine 5	Sport Racing
Magazine 6	Performing arts Education Religion Farming Pit Your Wits Weekly Magazines

### **Magazine 1 (Channel 3)**

#### **Introduction**

Magazine 1 encompasses the non-regional programme strands related to the News on 3 service, the National and European Weather, Travel and the Teleguide. Out of the 100 pages available within the magazine, a maximum of 83 will be used with 83% of these pages being dedicated to editorial content.

Of the minimum of 62 pages of editorial within these strands, some 42 pages are dedicated to non-regional editorial (68%) which will be covered in this section. The balance of the regional editorial is covered later under regional information.

The non-regional pages are divided in our service as follows:

News on 3	20
Travel	6
Weather	4
Teleguide	12
Advertising	14

**TOTAL**

Our programme strand for these programme strands is as follows:

**Strand: News**

Type and content

Aiming to be popular in the best sense of the word, News on 3 will be fast and dynamic but not sensationalist. It will target the sort of family audience delivered by ITV's 5.40 News on ITV (and for that reason News on 3 has been given prime position on Channel 3 of the Teletext service together with the fastest access time of 5.4 seconds).

That means News on 3 will be setting a pace all other news media will find hard to match.

As well as speed, the emphasis will be on simplicity and clarity, with imaginative graphics enlivening the presentation.

In addition to comprehensive coverage of major stories at home and abroad, News on 3 will explore the human interest stories of the day, focussing on personalities rather than issues.

Main pages and variations

Editorial: 20 non-regional pages  
Advertising: Nil

The service will operate a standard national schedule throughout the week, reviewed at least hourly and updated as appropriate.

Integration in the service

Code colour: red

This major programme strand will be indexed on page 100 of the service and will have its own index page detailing the stories that are currently being covered in the service.

In addition, where a detailed study of the news story is being carried by the more analytical news service to appear on Channel 4, this will be signposted as well as any reference that might be appropriate in the City pages or other strands within the service.

Most importantly, the non-regional editorial pages will link, where appropriate, to regional information that is of relevance to the viewer as might be the case with the local impact of national unemployment statistics.

#### Main suppliers

The main suppliers of the service, and the specification of the information they will deliver is outlined in Section A7. In brief, information will be derived from the unique news supply contract we have with Independent Television News. In addition we have negotiated a feed of raw information from the Press Association.

[See Section A7]

#### **Strand: Weather**

##### Type and content

Channel 3 coverage of weather will concentrate on the United Kingdom and Continental Europe. Two weather maps will show the UK situation and prospects over the next 24 hours, updated three times a day. There will also be a two-day forecast for the UK, updated daily. Principal ferry routes across the Channel, North Sea and Irish Sea will be covered by a shipping forecast, updated three times daily. There will also be forecasts of European weather (updated daily) for the benefit of business travellers and holidaymakers.

##### Main pages and time variations

Editorial: 4 non-regional pages  
Advertising: 3 non-regional pages

##### Integration in the service

Colour coding: red

Indexed on page 100. Cross reference to Regional Weather reports that follow in Magazine 1 and to National and International Weather reports carried within News on 4 in Magazine 4. Further signposting to long-range weather forecasts for resort areas at home and abroad in Holidays strand in Magazine 2.

##### Main supplier

[See also Section A7] Meteorological Office

Teleguide will preview new programmes, introduce personalities of the day and provide background stories of major production. As well as providing comprehensive listings for up to 48 hours ahead, Teleguide will also carry two innovations:

- \* **Peaktime Planner** - evening programmes on all four channels presented side by side to enable at-a-glance choice of programmes. A similar presentation will also be available for the following evening.
- \* **Seven-day Film Guide** - a leading critic will select the best of the forthcoming films on TV over a rolling seven-day period, giving VCR owners early warning of titles not to be missed.

#### Main pages and time variations

Editorial: 12 non-regional pages  
Advertising: 18 non-regional pages

Hourly wind-up of the current day's programmes to eliminate those already screened and so progressively reduce access time. Peaktime Planner and Film Guide updated daily, Features updated twice weekly.

#### Integration in the service

Colour coding: cyan.

Indexed on page 100 and will carry its own index: cross-reference to basic TV listings in Magazine 4.

#### Main suppliers

In-house  
TV listings bureaux

**Note:** Assuming that *UPDATE* is awarded the Public Teletext Licence, we would intend to approach the Central Scheduling Organisation with a proposal to manage Programme Delivery and Control, that is STARTEXT, on behalf of the Channel 3 companies. PDC would fall naturally into the Teletext licensee's TV guide and would assist in building audiences for the licensee. In addition we believe that PDC within a popular Teletext service will encourage the videoing of programmes and therefore our proposition will be an attractive one to the Channel 3 companies. The Network Controllers Group has been informed of our proposal, and the ITVA have advised us that a decision on the matter cannot be taken until the arrangements for the Central Scheduler are in place sometime after January 1992.

## Magazine 2 (Channel 3)

### Introduction

Magazine 2 encompasses the non-regional pages related to Holidays and the Weekday and Weekend coverage of special interest groups. Holiday coverage takes the title of Getaway and since much of the advertising in this section is seen as a service to viewers, the editorial pages will concentrate on the provision of specialist information not readily available to would-be travellers.

The Weekday Magazines take the titles of:

- Community Services
- Motoring Club
- Gardening Club
- Children's Club
- Movie Club
- Rock Club.

Each of these titles will appear twice daily for a total of three hours from Monday to Friday, placed within the schedule at times most convenient for the respective target audience.

[See Section A4]

Community Services does not appear at weekends and Children's Club (aimed at the under-10s on weekdays) is re-titled Fun Club and given a different format to indicate it now caters for children up to the age of 12.

The Weekend Magazines are thus:

- Fun Club
- Rock Club
- Gardening Club
- Motoring Club
- Movie Club

All of the Weekend editions of the Weekday Magazines run to greater length and occupy time-slots appropriate to the different kinds of audience they will reach on Saturdays and Sundays.

The number of pages allocated to each of the Weekday and Weekend titles varies according to the subject matter.

Out of the 100 pages available in Magazine 2, a maximum of 76 pages will be used, with 37% of the available pages being devoted to editorial content. Of the maximum of 28 main pages used for editorial in this section, some 22 pages are dedicated to non-regional editorial content (78%). The balance of the regional editorial content is covered later under regional information.

UPDATE HOLIDAYS



Don't take health risks when planning a holiday in an exotic destination. Consult your GP six to eight weeks before you go - or visit one of the centres below.

British Airways  
021 439 9584

Vaccinations and advice  
by appointment only  
Mon-Fri 09.00-16.45

The non-regional pages are divided in our service as follows:

Getaway	12	
Special interests	3 - 10	
Advertising	30 - 38	
<b>TOTAL</b>	45	minimum
	60	maximum

Our proposals for each of these information strands are as follows:

**Strand: Getaway**

Type and content

[See example opposite] The service will operate a standard 12-page editorial schedule, covering tourist exchange rates, health hazards, changes in duty-free allowances, holiday souvenir best buys and will carry tables comparing package tour prices for similar resorts. The section will also include long range weather forecasts for resort areas in Britain and abroad.

A heavy proportion of advertising attracted to this section will be arranged in a series of advertising magazines each covering a specific type of holiday - weekend breaks in Britain, cross-Channel shopping excursion, winter holidays, cruises, Mediterranean charters, long haul destination, etc.

Main pages and time variations

Editorial: 12 non-regional pages  
Advertising: 30 non-regional pages

Updated weekly for the majority of the year but with the facility for instant updating in periods of peak holiday activity. A further eight pages will be devoted to holidays in the regions (see regional information)

Integration in the service

Colour coding: yellow

Indexed on page 100 and will have its own index page, listing advertising sections as well as editorial.

Cross-reference to Weather Reports in News on 3 (Magazine 1) and News on 4 (Magazine 4) at times of adverse weather affecting tourist routes in Britain and/or abroad.

Main suppliers

Freelance contributors.

## **Strand: Weekday Magazines**

### Sub-strand: Community Service

#### Type and content

Dedicated to maximising use of available social services, this public service magazine will be aimed as much at social workers as those in need of care. Editorial will cover changes in welfare benefits, grants newly on offer, fresh resources coming on-stream nationally and locally. One page reserved for questions-and-answers helpline. Will also list emergency telephone numbers for housebound.

#### Main pages and time variations

Editorial: 3 non-regional editorial pages  
Advertising: Nil

In addition there will be between one and three pages in this strand devoted to regional information (see below), giving a total number of main pages in Community Services of between five and seven.

Community Services will appear twice each weekday from 6.30am to 8am and from 6.30pm to 8pm. This timing reflects the aim of keeping the active professional carer informed at the beginning and end of the working day and being easily accessed by the home-bound.

#### Integration in the service

Colour coding: blue

Community Services will be one of the six rotating magazines appearing each weekday. This will be indicated on the Main Index on Page 100 during those times when it appears. At other times during the day it will be signposted on a special Weekday Magazines index, which itself will be signposted at all times on Page 100.

In addition, Community Services will be cross-promoted to and from the Home and Family strand (Magazine 3); its pages and times will be given. The editor responsible for Community Services will also be required to be constantly alert to occasional opportunities for cross-promotion from elsewhere on the *UPDATE* service.

#### Main supplier

[See Section A7]

Community Care magazine

### Sub-strand: Motoring Club

#### Type and content

Motoring for the enthusiast interested in everything from a guide to second-hand bargains to news of the latest models, from maintenance tips to bad-weather driving techniques, from international rallies to club events, from legal queries to road safety quizzes.

News of impending legislation that affects the motorist and of plans for new motorways and by-passes. Regular surveys of petrol prices in different outlets. Profiles of the top personalities of the motoring world.

#### Main pages and time variations

Editorial: 8 non-regional pages  
Advertising: 4 non-regional pages

In addition there will be four pages in this sub-strand covering motoring activities in the regions with a further page allowed for regional advertising, making 17 pages in all.

As one of the rotating Weekday Magazines Motoring Club will appear between 8 and 9 30am and 8 - 9 30pm. This ensures that the service is available when most motorists are at home. Updating will take place on average twice weekly.

#### Integration in the service

Colour coding: blue

Times of screening listed on special index for daily magazines - which is listed within the main index on page 100.

Cross references to Travel reports in News on 3 (Magazine 1) and News on 4 (Magazine 4) and to Weather reports on both channels during periods of adverse driving conditions.

#### Main suppliers

Freelance contributors  
Automobile Association  
Royal Automobile Club

[See Section A7]

### Sub-strand: Gardening Club

#### Type and content

Aimed at the amateur gardener - ranging from the flat dweller with a window box to the enthusiast with a fully landscaped garden. Expert tips covering all seasonal activities. New ideas in garden design that give maximum impact from the smallest space. Test reports on the latest tools and accessories. Answers to viewers' problems. The Monday to Friday editions of Gardening Club will pay special attention to the urban gardener, with emphasis on the care of house plants.

#### Main pages and time variations

Editorial: 8 non-regional pages  
Advertising: 4 non-regional pages.

In addition this section will have up to a maximum of six regional pages (four of advertising).

Updating twice weekly.  
Gardening Club will be screened from 9 30 to 11am and from 2 to 3 30pm each weekday.

#### Integration in to the service

Colour coding: blue.

Indexed above. Cross references to Weather Reports in News on 3

#### Main supplier

[See Section A7]

Amateur Gardening magazine

### Sub-strand: Children's Club

#### Type and content

This part of the service is aimed at children under 10 and will be screened twice per weekday in two 90-minute segments - one mid-morning for the benefit of youngsters watching at home with their mothers, the other in the late afternoon for brothers and sisters returned home from school. Exploiting the experience of Two-Can Publishing, specialists in children's publications and the sponsors of Children's Club, this section will aim to create a strong sense of involvement between what the child sees on screen and the home environment.

Many of the puzzles will have an educational flavour and will encourage the use of the Reveal button to move on to an extra degree of difficulty or to find the correct solution. For the benefit of parents there will be consumer testing of new toys and nursery equipment.

#### Main pages and time variations

Editorial: 10 non-regional pages  
Advertising: 5 non-regional pages

In addition there will be a further two pages devoted to regional coverage of children's interests.

Children's club will be screened from 11am to 12 30pm and from 3 30 to 5pm each weekday, catering for children at home and for children returned from school.

Frequency of updating: 50 per cent of pages changed daily.

#### Integration into the service

Colour coding: blue

Indexed as above.

Additionally there will be prominent signposting between Children's Club and Home and Family (Magazine 3) plus the Pit your Wits games section, the Education strand, and the child welfare sub-strand (all in Magazine 6).

#### Main supplier

[See Section A7]

Two-Can Publishing (producers of the Young Telegraph children's supplement and a wide range of children's magazines and books).

#### Sub strand: Movie Club

##### Type and content

Aimed at the committed film enthusiast - not merely the active cinemagoer but also the video addict and the lover of old movies on television. This section also caters for those interested in the history of the cinema and in films as an art form. There will be early previews of major movies before their general release plus reviews of the latest titles in the cinema and on video. Stories of films in the making and gossip about screen personalities.

#### Main pages & time variations

Editorial: 10 non-regional pages  
Advertising: 6 non-regional pages

In addition there will be between one and four editorial pages and between one and three advertising pages covering regional interests and events - subject to the level of local activity.

Frequency of updating: twice weekly.

Screened twice each weekday from 12 30 to 2pm and from 9 30 to 11pm.

Integration into the service

Colour coding: blue

Indexed as above. Cross-promotion between Movie Club and the film section of Teleguide (Magazine 1) and the 24-hour regional guide to cinema releases carried within the Performing Arts strand (Magazine 6).

Main suppliers

Contract film writer (based in Teleguide)  
Freelance contribution

[See Section A7]

Sub-strand: Rock Club

Type and content

In covering popular entertainment and music for the 12 to 20-year-olds, Rock Club embraces an audience that ranges from older school children to young adults. In many ways this is an ideal target for a Teletext service because this age group is most familiar with electronic information and entertainment and will respond most enthusiastically to the adventurous use of graphic design in this context. The whole presentation will seek to match the vibrancy and colour of a big pop event. With input from three leading pop magazines, this section will have all the latest news on the current groups, top personalities, record and video reviews, a guide to big-name concerts and the latest teenage fashion trends. *UPDATE's* immediacy will ensure that the latest charts are first seen on Teletext.

Main pages and time variations

Editorial: 10 non-regional pages  
Advertising: 8 non-regional pages

In addition there will be between one and four editorial pages and between two and four advertising pages for regional coverage - pagination varying according to the level of local activity.

Frequency of updating: features twice weekly; charts as necessary.

Rock Club will appear twice daily at times when teenagers are most likely to be at home - between 5 and 6 30pm and between 11pm and 12 30am.

Integration into the service

Colour coding: blue

Indexed as above .

Cross-promotion between Rock Club and Performing Arts (Magazine 6), Movie Club (Magazine 2) and Children's Club (Magazine 2).

Main supplier

Melody Maker  
New Musical Express  
Vox magazine

[See Section A7]

**Strand: Weekend Magazines**

Community Services is rested on Saturdays and Sundays and Children's Club is retitled Fun Club as its content is extended to cater for older children enjoying a break from school. The other four Weekday Magazines also have a longer screening time and vary their content to meet the needs of the weekend audience.

Sub-strand: Fun Club

Type and content

This replaces Children's Club on Saturdays and Sundays, taking in youngsters up to the age of 12 and occupying four hours of each morning to reach a peak audience for children. The format and content also changes to concentrate on entertainment in many different forms, including general knowledge contests, animal stories, cartoons and a science-fiction serial.

Main pages and time variations

Editorial: 10 non-regional pages  
Advertising: 5 non-regional pages

There will be a further two pages devoted to regional coverage of children's weekend events throughout the country.

Fun Club will be screened from 7am to 11am each Saturday and Sunday. Updated weekly.

Integration in the service

Colour coding: blue

Indexed and cross-referred as for Children's Club on weekdays (above).

Main suppliers

As for Children's Club on weekdays (above).

Sub-strand: Rock Club

Type and content

Weekend edition of the Monday to Friday Rock Club. Extended to four hours and immediately follows Fun Club so that older children will stay to catch up on the pop scene. Completely new material for the weekend audience with special coverage of current and impending rock concerts and tours. Box office service will give first news of availability of tickets for the top attractions.

Main pages and time variations

Editorial: 10 non-regional pages  
Advertising: 8 non-regional pages

In addition there will be between one and four editorial pages and two and four advertising pages for regional coverage - pagination varying according to the level of local activity. Updated weekly.

Rock Club will appear from 11am to 3pm each Saturday and Sunday.

Integration into the service

Colour coding: blue

Indexed and cross-referred as for Rock Club on weekdays (above)

Main suppliers

As for Rock Club on weekdays above.

Sub-strand: Gardening Club

Type and content

Weekend edition of the Monday to Friday Gardening Club.

Extended to three-and-a-half hours and occupying the late afternoon. Largely new material for the Saturday and Sunday audience, concentrating on labour-saving tips and short cuts for the weekend gardener. Also special sections on conservatories, greenhouses and patios.

Main pages and time variations

Editorial            8 non-regional pages  
Advertising        4 non-regional pages

Will appear from 3pm to 6 30pm each Saturday and Sunday. Updated weekly.

Integration into the service

Colour coding: blue

Indexed and cross-referred as the Gardening Club on weekdays (above).

Main suppliers

As for Gardening Club on weekdays (above).

Sub-strand: Motoring Club

Type and content

Weekend edition of the Monday to Friday Motoring Club.

Extended to three-and-a-half hours and occupying the early evening. Extra emphasis on the use of the car for visits to places of special interest and for weekend breaks. Also a section on touring abroad, with unusual routes to familiar destinations. Guides to good value eating places and bargain accommodation. Last-minute bookings available on cross-Channel ferries.

Main pages and time variations

Editorial            8 non-regional pages  
Advertising        4 non-regional pages

There will be a further five regional pages in this sub-strand (including one page of advertising). Updated weekly.

Motoring Club will appear from 6 30pm to 10pm each Saturday and Sunday.

Integration in the service

Colour coding: blue

Indexed and cross-referred as the Motoring Club on weekdays (above).

Main suppliers

As for Motoring Club on weekdays (above).

Sub-strand: Movie Club

Type and content

Weekend edition of the Monday to Friday Movie Club.

Extended to three-and-a-half hours and occupying the late-night slot. Very much a backward look at the cinema, posing a series of challenges of the film enthusiast's knowledge of movies and movie-makers over the years, of the stars and their private lives from the earliest days of Hollywood as well as the more recent past. Phone-in competition offers the chance to win tickets to upcoming premieres or a season ticket for a local cinema.

Main pages and time variations

Editorial: 10 non-regional pages  
Advertising: 6 non-regional pages

There will also be between one and four editorial pages covering regional interests and events - subject to the level of local activity. Updated weekly.

Movie Club will appear from 10pm to 1 30am each Saturday and Sunday.

Integration into the service

Colour coding: blue.

Indexed and cross-referred as The Movie Club on weekdays (above).

Main suppliers

As for Movie Club on weekdays (above).

**Magazine 3 (Channel 3)**

**Introduction**

Teletext has traditionally offered only patchy coverage of the home and the family. *UPDATE* is allocating a major proportion of its editorial features resources to create Home and Family as an all-embracing magazine service occupying all of the pages taken up on Magazine 3.

A maximum of 70 pages has been allocated, of which 50 per cent will be dedicated to Editorial content. Up to 80% of these pages will cover the non-regional items described in this section. The balance of regional editorial content is covered later under regional information.

The non-regional pages in our service will be allocated as follows.

Talking points arising from topical issues	4 pages
Personality profile	4 pages
Children's pages (10 to 12 year-olds)	3 pages
Shopping guide	2 pages
Health and fitness	2 pages
Home hints and improvements	2 pages
Fashion	2 pages
Beauty	2 pages
Recipes	2 pages
Personal finance	2 pages
Hard of Hearing	1 page
Advice column	1 page
Horoscope	1 page
Advertising	30 pages
<b>TOTAL:</b>	<b>58 pages</b>

### **Strand: Home and Family**

#### **Type and content**

Home and Family will be directed by *UPDATE's* Head of Features, a senior appointment to be occupied by an editor with extensive experience of women's magazines.

He/she will be able to deploy the resources of a wide range of brand-leading consumer magazines which have elected to become associated with *UPDATE*.

These will range from *Good Housekeeping* to *Woman's Own*, from *Cosmopolitan* to *Chat*, from *She* to *Marie Claire*. Contributions by their specialists on issues of the day will ensure an unsurpassed degree of expertise throughout what will be a complete magazine for the whole family.

Exploiting the immediacy of Teletext, Home and Family will always aim for a wide degree of topicality. Material received from contributing magazines will be updated to take account of developments after the print journals have gone to press. Opposing views on a controversial issue will be presented in the form of a weekly *UPDATE* Debate, with viewers encouraged to vote for or against by post or by telephone.

Regular elements of Home and Family will include: recipes, beauty and fitness tips, shopping guide to bargains, day-by-day slimming diets, home hints, personal finance, child care, agony columns, and a horoscope. *UPDATE's* special service for the deaf and hard of hearing will be included in this section so that the problems associated with this condition are dealt with in a family environment.

All material will be selected by *UPDATE's* Head of Features and processed by her editorial staff to ensure a consistent level of quality.

Main pages and time variations

Editorial: 28 non-regional pages  
Advertising: 30 non-regional pages.

In addition there will be from three to seven editorial pages and from one to five advertising pages to cover regional interests.

Minimum pagination: 62 pages  
Maximum pagination: 70 pages.

The service will operate throughout the week and will be updated daily.

Integration into the service

Colour coding: blue.

Indexed on page 100 and carrying its own index.

Cross-promoted to and from relevant items in the special interest Weekday and Weekend Magazines (Magazine 2) and several titles of the special interest Weekly Magazines section (Magazine 6).

Main suppliers

IPC Magazines  
National Magazine Company  
Two-Can Publishing

[See Section A7]

**Magazine 4 (Channel 4)**

**Introduction**

Magazine 4 brings together *UPDATE's* more analytical news service and comprehensive coverage of City and Business matters along with national and international weather and a basic TV listing.

It is planned to use a total of 85 pages per weekday - reducing to 63 at weekends. Editorial pages will occupy 79% of the service on weekdays and 75 per cent at weekends.

Five editorial pages will be devoted to regionalised TV listings (a basic service complementary to the comprehensive Teleguide in Magazine 1).

The non-regional pages will be allocated as follows:

News on 4	30	
Weather	2	
City and Business	30	(10 at weekends)
Advertising	18	(16 at weekends)
<b>TOTAL:</b>	<b>80</b>	<b>(weekdays)</b>
	<b>58</b>	<b>(weekends)</b>

## **Strand: News on 4**

### Type and content

News on 4 is positioned on Channel 4 because it will address the kind of audience attracted to ITN's award-winning coverage of news for Channel 4 Television. There will be more emphasis on foreign, political and economic matters than on Channel 3's news service.

Building on ITN's experience of creating Channel 4 News, the Teletext bulletins will be able to provide in-depth coverage of major stories, concentrating on issues rather than personalities. Special reports will focus on such matters as the funding of arts and threats to the environment. A new style of presentation of news material will make extensive use of bar charts and graphs to project statistics and explain trends. In being able to monitor its own live feed from ITN's own newsgathering operation at Westminster, News on 4 will be able to offer a unique political service in the speed and accuracy of its updating.

The big stories of the day will be covered by both News on 3 and News on 4; only the style and pace of presentation will vary according to the intended audience.

### Main pages and time variations

Editorial: 32 non-regional pages  
Advertising: 10 non-regional pages

The service will be rapidly updated on a 24-hour basis so that major newsbreaks can be accommodated late at night or early in the morning.

### Integration into the service

Colour coding: red

Indexed on page 100 and will have its own index detailing top news stories and regular elements of the service.

Cross-references to regional pages within News on 3 whenever national or international stories have local ramifications, e.g. reaction in farming areas to EC changes of agricultural policy.

### Main suppliers

Press Association  
ITN  
Teletext staff

[See Section A.]

## **Strand: Weather**

### Style and content

Detailed map showing weather situation throughout the UK and forecast of changes over the next 24 hours. Also comprehensive listing of weather conditions in main centres around the world.

### Main pages and time variations

Editorial: 2 pages  
Advertising: Nil

A national schedule throughout the week is updated three times daily.

### Integration into the service

Colour coding: red

Indexed on page 100. Cross reference to National and European Weather with: News on 3. Further signposting to long-range weather forecasts for resort areas at home and abroad in Holidays strand (Magazine 2).

### Main supplier

[See Section 7]

Meteorological Office

## **Strand: City & Business**

### Type and content

*UPDATE* will build upon the expertise developed by the financial and business staff of ITN's Teletext newsroom which has supplied Oracle for the past 16 years.

The new service will be a mixture of a) statistical information supplied by the Press Association and the Stock Exchange by direct input and b) City stories written by our experienced financial journalists.

The Stock Exchange will supply *UPDATE* with 400 share prices updated 5 times daily - the stocks and times to be selected by us. The Stock Exchange will also provide us with a real-time feed of the FT-SE Index plus the Eurotrack and Nikkei indices.

The PA will provide provide company results, foreign exchange rates, commodity prices and other data by direct transmission.

Our City journalists will produce fast, concise and accurate reports on the major events of the day including company news such as takeovers and rights issues, government statistics such as the Retail Price Index and unemployment figures, major announcements such as interest rate cuts and increases.

On Saturday and Sunday, the weekend City service will be reflective of the week that has just gone and preview the week ahead with reports on what important developments are likely and which companies will be announcing results. Closing share prices will be left on the pages for reference over the weekend.

Matters of personal finance (mortgage rates, unit trusts, pensions, savings plans) will be dealt with as part of the Home and Family strand in Magazine 3.

#### Main pages and time variations

Weekday Editorial: 30 non-regional pages  
Weekday Advertising: 8 non-regional pages  
Weekend Editorial: 10 non-regional pages  
Weekend Advertising: 6 non-regional pages.

The reduction of pages at weekends takes account of the inactivity of the financial markets.

#### Integration into the service

Colour coding: magenta.

Indexed on page 100 and will have its own index page.

Cross-reference to News on 4 when City personalities and happenings move into the public arena.

Cross-promotion to and from the Personal Finance section of Home and Family (Magazine 3).

#### Main suppliers

Press Association  
Stock Exchange  
Press releases  
ITN

[See Section A7]

### **Magazine 5 (Channel 4)**

#### **Introduction**

Magazine 5 offers sports lovers a dynamic service that is both comprehensive and totally topical.

It is planned to use a total of 74 pages on weekdays and 82 at weekends. Editorial pages comprise 81% of the weekday service and 84% at weekends.

Five editorial pages cover regional sport on weekdays, rising to 10 at weekends.

The non-regional pages are divided as follows:

Sport (weekdays)	32
Sport (weekends)	35
Racing	23
Advertising	12
	—
<b>TOTAL:</b>	67 (weekdays)
	70 (weekends)

### **Strand: Sport**

#### Type and content

The service will reflect the diversity of sporting interests.

To provide a faster, more comprehensive sports service, *UPDATE* has contracted the Press Association to supply, by direct transmission, a broad range of sports results and statistics.

The input, which will be monitored by *UPDATE*'s sports staff, means results and other information will appear on the screen more quickly than at present. And, because of the speed of input, it will be possible to carry more sports data.

The information will be processed by our own team of sports journalists to give the service a distinctive *UPDATE* style and will include football results, latest scores and tables, cricket scoreboards and averages, golf clubhouse scores, rugby results and tables, tennis scores, racing results and full coverage of ice hockey and speedway.

*UPDATE* recognise that sport attracts one of the largest Teletext audiences and the medium is ideal for relaying time-sensitive information like sports results.

In addition to sports data, our team of sports journalists will write fast, concise reports on all the important sports action, including full page coverage of all the matches played in the top two English football leagues and Scottish Premier Division every weekend and midweek during the season; highlights of the Test and County Cricket programme in the summer; full coverage of leading golf and tennis tournaments, athletics events and major boxing promotions.

For 'minority' sports coverage *UPDATE* plans to arrange for the appropriate sporting organisations to supply us with results by fax and telephone. This means, for example, that the English Basketball Association would be invited to provide league and cup results immediately after matches end.

#### Main pages and time variations

Weekday Editorial: 32 non-regional pages  
Weekday Advertising: 5 non-regional pages  
Weekend Editorial: 35 non-regional pages  
Weekend Advertising: 5 non-regional pages.

The increase of editorial pages at weekends reflects the increased number of sports events.

Additionally the number of regional pages will double to give greater exposure to local fixtures.

#### Integration into the service

Colour coding: green

Indexed on page 100 and will have its own index page.

Cross-promotion to and from sports-related specialist sections in Magazine 2 and Magazine 6.

#### Main suppliers

Press Association  
ITN  
Freelances  
*UPDATE* sports staff  
Sporting organisations.

[See Section A7]

#### **Strand: Racing**

##### Type and content

This will feature a fast results service provided by a leading bookmaker, covering horse racing and greyhound results. Results will appear on screen within a minute of races finishing. A detailed overnight declarations service will be provided by Weatherby, giving information about the following day's runners and riders. This will be fed directly into our computer before noon each day.

The service will also include racing tips by a leading national tipster, Tote details, a letters column, and racing news edited by experienced racing journalists. Racing reports will cover the day's meetings, previews of important races, news about jockeys and trainers. Tried and tested freelances will supply some of this material.

Leading bookmakers will supply pre-race betting information as part of their advertising.

Main pages and time variations

Editorial: 23 non-regional pages  
Advertising: 7 non-regional pages

Seven day service, constantly updated.

Integration into the service

Colour coding: green

Indexed on page 100 and will carry its own index page.

Cross promotion to and from Sports pages and from sports-related specialist sections in Magazine 2 and Magazine 6

Main suppliers

Press Association  
William Hill  
ITN

[See Section A7]

**Magazine 6 (Channel 4)**

**Introduction**

Magazine 6 brings together coverage of the Arts, Education and Religion together with Farming World, Pit your Wits (a strand devoted to quizzes, puzzles and competitions) and the 21 specialist interest sections which each appears for six hours weekly.

A maximum of 65 pages on weekdays and 80 at weekends (reflecting increased coverage of religion) is scheduled.

Editorial pages will occupy 74 per cent of the service on weekdays and 80 per cent at weekends. Two-thirds of a maximum of 30 regional pages will be taken up by editorial matter (as described later under regional information).

The non-regional pages will be allocated as follows:

Performing Arts	10
Education for Life	3
Religion (weekday)	4
(weekend)	14
Farming World	3
Pit Your Wits	10
Specialist titles	3
Advertising (weekday)	8
(weekend)	7
<b>TOTAL:</b> (weekday)	41
(weekend)	50

## **Strand: Performing Arts**

### Type and content

Instead of merely covering the current scene the Arts pages will wherever possible take on a pro-active role, giving the earliest news of new productions and exhibitions so that *UPDATE* viewers have the best change of being at the head of the queue. A regular element will be a listing of the opening of box office sales for forthcoming events and there will be a page reserved for top West End shows having tickets available over the next 48 hours. This will be in addition to news/previews/reviews of the latest happenings in the worlds of the theatre/dance/music/art/books. Although up to four regional pages will be used to list local arts events in every part of the country, the non-regional pages will also highlight major events taking place in the regions to bring them to the notice of a wider audience.

### Main pages and time variations

Editorial: 10 non-regional pages  
Advertising: 3 non-regional pages

In addition there will be between two and six pages (depending on scale of local activity) devoted to regional coverage.

Bulk of pages updated weekly, Box office pages updated daily.

### Integration into the service

Colour coding: black and white

Indexed on page 100 and will carry its own index page. Cross-promotion to and from daily *Movie Club* (Magazine 2) and *News on 3* and *News on 4* when arts events and/or personalities feature in the main headline.

### Main suppliers

English, Wales, Scottish and Northern Ireland Tourist Boards.  
In-house editor.  
Freelance contributors.

[See Section A7]

## **Strand: Education for Life**

### Type and content

Aimed equally at students, teachers and parents, coverage will encompass environmental concerns, social studies and consumer protection as well as academic activities. First news of availability of places on new courses and full coverage given to adult education (including summer schools/activity holidays/educational weekends). One page devoted to career guidance for 4th and 5th formers.

Main pages and time variations

Editorial: 3 non-regional pages  
Advertising: 1 non-regional page

There will also be up to three editorial pages of regional coverage, including comprehensive news of activities organised by local education authorities). Pages will be updated twice weekly.

Integration into the service

Colour coding: black and white.

Indexed on page 100.

Cross-promotion to and from Children's Club (Magazine 2), Home and Family (Magazine 3), Performing Arts (Magazine 6) and specialist Weekly Magazines as and when applicable (also on Magazine 6).

Main suppliers

[See Section A7]

Educational division of Reed Business Publishing Group

**Strand: Religion**

Type and content

In providing free-ranging coverage of the many faiths embraced throughout the UK, this section will take the title of Devotion. There will be a daily prayer relating to a topical event/feast day (all denominations featured in turn) plus an interpretation of the inspirational significance of past events on this day. The pages will also carry a guide to religious ceremonies/conferences/activities of leading figures of all faiths throughout the country. The service is expanded significantly at weekends to include a review of religious happenings over the past week and a preview of the coming week.

Main pages and time variations

Weekday editorial: 4 non-regional pages  
Weekend editorial: 14 non-regional pages

It is not proposed to carry any form of advertising or sponsored material within this section of the *UPDATE* service.

(Regional pages are increased to a maximum of 8 pages at weekends to include local as well as national listings of services).

Integration into the service

Colour coding: black and white

Indexed on page 100 and at weekends will carry own index page.  
Cross reference where applicable to What's-On guide with regional news services in Magazine 3.

**Main suppliers**

In-house editor  
Freelance contributors

**Strand: Farming World**

**Type and content**

Working on the principle that, unlike television, the Teletext service is readily accessible to the agricultural community no matter how unsociable its working hours, *UPDATE* will provide the farmer with a flow of information available throughout 24 hours. The association of Farmers Weekly and Big Farm Weekly with this information strand will deliver expertise of the highest order. In turn, the two print magazines will use Teletext as an electronic stop-press service for their readers, providing a daily update of UK and international market prices. Editorial pages will carry a wide range of news from home and abroad that affects agriculture and allied businesses - highlighting trends and events that often provide early warning of threats to the shopping budget.

**Main pages and time variation**

Editorial: 3 non-regional pages  
Advertising: 1 non-regional page

Between two and three editorial pages will be devoted to regional coverage.

News and features, updated weekly, market prices daily.

**Integration into the service**

Colour coding: black and white.  
Indexed on page 100.

Cross-promotion to and from shopping guide in Home and Family (Magazine 3) plus News on 3 and News on 4 when farming topics make the headlines.

**Main suppliers**

Farmers Weekly  
Big Farm Weekly

{See Section A7}

### **Strand: Pit Your Wits**

#### Type and content

Material provided by Britain's most successful publisher of puzzle magazines and paperbacks will be adapted for the electronic screen and wherever possible given a topical slant (for example a quiz about the Royal Family appearing during the week of the Queen's birthday, a sports word game linking with the Olympic Games, an animal puzzle coinciding with news of a reprieve for London Zoo.) Content will be aimed at all ages, with at least three pages per day for children under 15.

#### Main pages and time variations

Editorial: 10 non-regional pages  
Advertising: 2 non-regional pages

Updated daily.

#### Integration into the service

Colour coding: blue

Indexed on page 100.

Cross-promotion to and from Children's Club (Magazine 2) and weekly leisure sections (Magazine 6).

#### Main supplier

[See Section A7]

British European Associated Publishers

### **Strand: Specialist titles**

This represents the most extreme example of the fine-tuning whereby *UPDATE* plans to maximise the use of source pages and cater for the widest range of interests and enthusiasms.

No less than 21 titles make up this sector with each appearing for a total of six hours on a predetermined day of the week. The editorial resources required for such an ambitious programme are made possible by a series of liaisons with publishers of leading print magazines in each subject area.

Each magazine will make available news and feature from its latest issue and this will be adapted for Teletext purposes to provide a balanced mixture of information in its own right. But the screen is able to go beyond the limitation of words printed on paper through the ability to update with material available after the print journals go to press (some of them appearing on the bookstall only once a month). This means that our most specialised areas of coverage will be as topical as the rest of the service.

Pages devoted to chess and golf can interpret the results of the latest tournaments, the yachting pages can react to a sailing disaster, the pages for the young soccer enthusiast can report the shock transfer of a footballing idol.

Material will be selected from the sponsoring magazines by the two *UPDATE* editors sharing responsibility for editorial content and quality across the specialist titles.

The day of screening has been chosen for the convenience/relevance of the target audience, with each section appearing for three hours at different times of the day:

Main pages and time variations

Editorial: 3 non-regional pages  
Advertising: 1 non-regional page

Updated weekly.

Integration into the service

Colour coding: blue

Indexed from page 100 as generic section and will have its own more detailed index page.

Cross-promotion to and from the Weekday and Weekend Magazines in Magazine 2, Home and Family (Magazine 3) and relevant sports pages (Magazine 5).

Times of screening and main suppliers

**Sunday**

Popular science	(0600-0900 / 1500-1800) New Scientist <sup>4</sup>
Child welfare	(0900-1200 / 1800-2100) Practical Parenting <sup>3</sup>
Railway enthusiasts	(1200-1500 / 2100-2400) Railway Gazette International <sup>6</sup> Railway Magazine <sup>4</sup>

**Monday**

Country pursuits	(0600-0900 / 1500-1800) Horse & Hound <sup>2</sup>
Cookery	(0900-1200 / 1800-2100) Family Circle <sup>1</sup>
Golf	(1200-1500 / 2100-2400) Golf Monthly <sup>2</sup>

## Tuesday

Personal computers (0600-0900 / 1500-1800)  
Computer Weekly<sup>6</sup>  
Lifestyles (0900-1200 / 1800-2100)  
Homes & Gardens<sup>3</sup>  
Chess (1200-1500 / 2100-2400)  
Chess Monthly<sup>7</sup>

## Wednesday

Family health (0600-0900 / 1500-1800)  
Practical Health<sup>3</sup>  
Yachting (0900-1200 / 1800-2100)  
Yachting Monthly<sup>3</sup>  
Motorcycling (1200-1500 / 2100-2400)  
Motor Cycle<sup>7</sup>

## Thursday

Fishkeeping (0600-0900 / 1500-1800)  
Fishkeeper & Aquarium<sup>7</sup>  
Photography (0900-1200 / 1800-2100)  
Amateur Photographer<sup>4</sup>  
Boating (1200-1500 / 2100-2400)  
The Boat Owner<sup>2</sup>

## Friday

Soccer Fan (0600-0900 / 1500-1800)  
Shoot/World Soccer<sup>4</sup>  
Rural Living (0900-1200 / 1800-100)  
Country Life<sup>2</sup>  
Country Living<sup>5</sup>  
Angling (1200-1500 / 2100-2400)  
Angler's Mail<sup>2</sup>

## Saturday

Motoring nostalgia (0600-0900 / 1500-1800)  
Classic Cars<sup>2</sup>  
Dancing (0900-1200 / 1800-2100)  
Ballroom Dancing<sup>7</sup>  
Cage birds (1200-1500 / 2100-2400)  
Bird Keeper<sup>4</sup>

- <sup>1</sup> IPC Women's Magazines
- <sup>2</sup> IPC Specialist & Leisure Group
- <sup>3</sup> IPC South Bank Publishing
- <sup>4</sup> Holborn Publishing Group
- <sup>5</sup> National Magazine Company
- <sup>6</sup> Reed Business Publishing Group
- <sup>7</sup> Independent publishers/Freelance contributors

## Regional Programming

All of *UPDATE*'s regional information will be totally integrated into the whole service so that there is no hint of regional matters being of secondary importance. On the contrary, the sheer amount of regional coverage will give a distinctly local flavour to the whole of *UPDATE*'s output, creating a strong sense of involvement with viewers in every part of the country.

### Magazine 1 (Channel 3)

#### Introduction

The traditional supplier of regional news has been the local evening paper. In its modern guise it is invariably brightly packaged, briskly presented and strong on human interest. In recent times, ITV's regional news programmes have developed a warm tone of voice in covering the local scene. We saw in both cases a powerful reason for including regional news in our News on 3 strand since this is intended to be a user-friendly news service, recognising that people are most avidly interested in other people. This means there will be no change in style or manner whether dealing with names making the local headlines or with national and international personalities. News on 3 will encompass news at every level without any of the metropolitan bias which afflicts so much of the news media.

News:	Weekdays: Minimum 15 Maximum 17	Weekends: Minimum 10 Maximum 12
Travel:	4	
Weather:	1	
Teleguide:	5	
<b>TOTAL:</b>	<b>Weekdays: Minimum 25 Maximum 27</b>	<b>Weekends: Minimum 20 Maximum 22</b>

#### Strand: News on 3

##### Type and content

Breaking the 14 ITV regions into 24 distinct areas, the *UPDATE* Regional Desk will be able to ensure that local stories are most closely targeted at the appropriate audience. Through a high-speed data link providing a 24-hour, seven-day service, the Press Association will provide comprehensive coverage of 23 of the *UPDATE* regions (with Channel Television supplying information for the Channel Islands). The editors and writers on *UPDATE*'s Regional News Desk will also establish their own contacts with a range of organisations having links with the regions and will be able to monitor hour-by-hour happenings throughout the country by way of ITN's own regional bureaux.

Main pages and time variations:

Editorial: Between 10 and 17 regional pages  
Advertising: Nil

Integration into the service

Colour coding: red.

One editorial page will be devoted to a What's-On guide to events other than the arts (which will be covered in the regional pages of the Performing Arts strand in Magazine 6). In addition to being listed on the master index on page 100, the regional news pages will be carried on the special regional index of all pages relevant to the region across the strands. The What's-On page will cross-refer to the regional arts guide (Magazine 6).

Main suppliers

[See Section A7]  
Press Association  
Channel Television

**Strand: Travel**

Type and content

Road and rail information will concentrate on principal commuting and inter-city routes in the area. Advance warning of long-term roadworks and 'traffic alerts' when accidents cause delays.

Main pages and time variations

Editorial: 4 regional pages  
Advertising: Nil

Integration in the service

Colour coding: red.

Indexed on page 160 - plus the special regional index. Cross references to and from regional weather pages, and Motoring Club (Magazine 2).

Main suppliers

[See Section A7]  
Automobile Association  
British Rail  
Channel Television.

**Strand: Weather**

Type and content

Weather is a major talking point in every region and *UPDATE's* local

weather report will include an overnight updating from the Meteorological Office.

Main pages and time variations

Editorial: 1 page  
Advertising: Nil

Integration in the service

Colour coding: red.

Indexed on page 100 - plus the special regional index. Cross references to and from National and European Weather (Magazine 1) and to World Weather (Magazine 4). In adverse weather conditions also cross references to local Travel pages and Gardening Club (Magazine 2).

Main suppliers

Meteorological Office  
Channel Television.

[See Section A7]

**Strand: Teleguide**

Type and content

Full listings of regional variations on all channels for up to 48 hours ahead - plus the Peaktime Planner service which gives an at-a-glance guide to the evening programmes on all four channels, presented side by side for easy reference.

Main pages and time variations

Editorial: 5 regional pages  
Advertising: Nil

Hourly wind-up of the current day's programmes to eliminate those already screened and so progressively reduce access time.

Integration in the service

Colour coding: cyan

Indexed on page 100 - plus the special regional index. Cross reference to and from TV listings in Magazine 4.

Main supplier

UPDATE staff.  
TV listings bureaux

## **Magazine 2 (Channel 3)**

### **Introduction**

This part of the service comprises Holidays and the various special interest sections which each appears for only a limited part of the day or week. Regional main pages are allocated as follows:

Holidays: 8 pages

Specialist sections: Minimum of 1 page, maximum of 8 pages  
(depending on subject matter and type of region.)

### **Strand: Holidays**

#### Type and content

Regional coverage will comprise not only news of holiday activities within the area but details of foreign holidays and excursions available from sea ports and airports in the region. From September to April there will be a regular feature on bargain weekend breaks available at places of interest within easy reach of the main centres of population in the region.

#### Main pages and time variations

Editorial: 2 regional pages  
Advertising: 6 regional pages

#### Integration in the service

Colour coding: yellow.

Indexed on page 100 - plus the special regional index.

#### Main suppliers

Freelance contributors.

### **Strand: Specialist Sections**

#### Weekday Magazines

These comprise six titles which each appears for a total of three hours per day from Monday to Friday:

Sub strand: Community Services

Type and content:

Regional pages will carry reports of local initiatives by the social services and will list local telephone numbers for emergency services and voluntary groups.

Main pages and time variations

Editorial: 1 to 3 regional pages  
Advertising: Nil

The number of regional pages will vary according to the density of population and type of area: for example, heavily urban communities tend to have more social problems and therefore a higher level of activity.

Will be screened each weekday from 6 30 to 8am and from 6 30 to 8pm. The service will be updated on average twice a week.

Integration in the service

Colour coding: blue

Indexed on page 100 - plus the special regional index. Will also be cross-promoted from Home and Family strand (Magazine 3).

Main suppliers

[See Section A7]

Community Care magazine

Sub strand: Motoring Club

Type and content

This part of the service is aimed at the motoring enthusiast and the regional pages will enhance the 'club' atmosphere by covering the activities of the many types of motoring clubs to be found in every area.

Main pages and time variations

Editorial: 4 regional pages  
Advertising: 1 regional page

Screened each weekday from 8 to 9 30am and from 8 to 9 30pm.

Integration in the service

Colour coding: blue.

Indexed on page 100 - plus the special regional index. There will also be cross-reference to and from the regional weather page during periods of adverse driving conditions.

Main suppliers

[See Section A7]

Automobile Association/RAC

Sub strand: Gardening Club

Type and content

The regional pages will give a strong local flavour to the gardening coverage in that weather, types of soil and varieties of vegetation vary considerably from area to area.

Main pages and time variations

Editorial: 2 regional pages  
Advertising: Maximum of 4 regional pages

Screened each weekday from 9 30 to 11 am and from 2 to 3 30pm.

Integration in the service

Colour coding: blue.

Indexed on page 100 - plus the special regional index. Also cross-references to and from local weather news.

Main Supplier

[See Section A7]

Amateur Gardening magazine

Sub strand: Children's Club

Type and content

Aimed at mothers and the under-10s. Children's Club intends to stimulate actively as well as occupying its audience in front of a television screen. The regional pages will feature local events and pastimes that offer children the chance to participate rather than being merely spectators.

Main pages and time variations

Editorial: 2 regional pages  
Advertising: Nil

Screened each weekday from 11am to 12 30pm and from 3 30 to 5pm.

Integration in the service

Colour coding: Blue

Indexed on page 100 - plus the special regional index. Additionally there will be prominent signposting between Children's Club and Home and Family (Magazine 3) plus the Pit your Wits games section, the Education strand, and the child welfare sub-strand (all in Magazine 6).

Main supplier

[See Section A7]

Two-Can Publishing

Sub-strand: Movie Club

Type and Content

Regional pages will reflect the patterns of filmgoing in each area. Regular reports on the activities of local film clubs and special screenings of the classics.

Main pages and time variations

Editorial: 1 to 4 regional pages  
Advertising: 1 to 3 regional pages

Variations in the number of regional pages will depend on the size of the area and the number of cinemas.

Screened each weekday from 12 30 to 2pm and from 9 30 to 11pm.

Integration into the service

Colour coding: blue.

Indexed on page 100 - plus the special regional index. There will also be cross references to and from the preview of movies on TV in Teleguide (Magazine 1) and the 24-hour guide to regional cinema releases carried within the Performing Arts strand in Magazine 6.

Main suppliers

Contract film writer  
Freelance contributors

### Sub-strand: Rock Club

#### Type and content

The boom in nation-wide tours by rock stars and the steady growth in clubs offering popular music of many types means that most young people can now find live entertainment within relatively easy reach. The regional pages of Rock Club will be their guide to the liveliest action on offer in their own locality.

#### Main pages and time variations

Editorial: 1 to 4 regional pages  
Advertising: 2 to 4 regional pages

Regional paginations will vary according to the level of pop music activity in the area.

Screened each weekday from 5 to 6 30pm and from 11pm to 12 30am.

#### Integration in the service:

Colour coding: blue.

Indexed on page 100 - plus the special regional index. Cross promotion between Rock Club and Performing Arts (Magazine 6), Movie Club (Magazine 2) and Children's Club (Magazine 2).

#### Main suppliers

Melody Maker  
New Musical Express  
Vox magazine

[See Section A7]

#### Weekend Magazines

Community Services is rested on Saturdays and Sundays and Children's Club is re-titled Fun Club as its content is extended to cater for children up to the age of 12.

#### Times of screening for the Weekend Magazines:

Fun Club 0700 - 1100	Rock Club 1100 - 1500
Gardening Club 1500 - 1830	Motoring Club 1830 - 2200
Movie Club 2200 - 0130.	

Regional pages will reflect the change of pace and content created for weekend audiences:

**Fun Club:** Saturday and Sunday mornings offer a peak audience for children. Emphasis on fun and maximum viewer participation in games and quizzes.

**Rock Club:** Many of the older children will be tempted to stay on for news and gossip of their favourite pop stars. Midday and early afternoon is a good viewing time for teenagers who tend to go out on Saturday and Sunday evenings.

**Gardening Club:** Emphasis on the weekend gardener with lots of labour-saving tips.

**Motoring Club:** As opposed to weekday content, this will concentrate on events for motoring enthusiasts and interesting places to visit.

**Movie Club:** Late-night nostalgia for movie enthusiasts who may well have returned from a visit to the cinema. Will feature a movie-buff's weekend competition with prizes of premiere tickets and season tickets to local cinemas.

Main pages, integration into the service and main suppliers

As described for Weekday Magazines (above).

## **Magazine C**

### **Introduction**

In seeking to reflect the everyday aspirations and concerns of the family at home, this strand recognises the need to display awareness of what is going on throughout the regions.

### **Strand: Home and Family**

#### Type and content

Market research carried out for *UPDATE* showed a great desire for regional coverage of the more basic matters of concern to the family and women who work at home. Hence the provision in this section of a localised shopping guide, keeping watch on price movements in the area and highlighting opportunities to secure bargain buys. Local stockists will also be provided for national brands featured in the home, fashion and beauty pages. A report on an issue such as schizophrenia would be backed up with a list of local addresses and telephone numbers for voluntary groups and counsellors prepared to help families trying to cope with such a problem.

Main pages and time variations

Editorial: 3 to 7 regional pages  
Advertising: 1 to 5 regional pages

Regional pagination will vary according to population and size of area.

Integration in the service

Colour coding: blue

Indexed on page 100 - plus the special regional index. Cross references to and from the appropriate special interest sections in Magazines 2 and 6.

Main suppliers

IPC Magazines  
National Magazine Company  
Two-Can Publishing  
Local freelances

[See Section A7]

**Magazine 4 (Channel 4)**

**Introduction**

Since News on 4 and City coverage is intended to concentrate on national and international issues there is little provision for regional variation in this section. The exception is the allocation for localised TV listings, running to a total of five regional pages.

**Strand: News on 4**

Type and content

As under non-regional information above.

Main pages and time variations

As under non-regional information above.

Integration in the service

Colour coding: red.

Indexed on page 100.

Where major stories in News on 4 are set in the regions there will be a cross-reference to the appropriate regional news bulletin on Channel 3 for a more detailed interpretation.

Main supplier

As under non-regional information above.

Sub-strand: TV Listings

Type and content

Full details of local variations on all channels for the next 48 hours plus the Peaktime Planner page to give an at-a-glance guide to the evening's top programmes. These pages are provided in this strand to spare Channel 4 viewers wanting immediate access to TV listings the need to switch channels to reach the full-scale Teleguide on Channel 3.

Main pages and time variations

Editorial: 5 regional pages  
Advertising: Nil

Integration in the service

Colour coding: cyan.

Indexed on page 100.

Cross references to and from Teleguide on Channel 3 and listed on the index page for News on 4 and City.

Main supplier

Repeat of regional listings section from Teleguide on Channel 3.

**Strand: City and Business**

Type and content

As under non-regional information above.

Main pages and time variations

As under non-regional information above.

Integration in the service

Colour coding: magenta.

Indexed on page 100. Where main stories concern companies located in the region there will be cross references to the regional news page of News on 3 (Magazine 1) for an examination of the local impact.

Main supplier

As under non-regional information above.

## **Magazine 5 (Channel 4)**

### **Introduction**

Sport and Racing coverage reflects the increased sporting activity throughout the country at weekends by doubling the number of regional pages in use from Monday to Friday.

### **Strand: Sport**

#### Type and content

The club system that dominates British sport means most sporting activities have deep local roots. *UPDATE* sport will reflect the two dimensions of interest for the typical sports fan - (1) the need to know how his or her favourite team performed within the national context; and (2) the desire for more detail where there is special local significance. For example, a game between Nottingham Forest and Notts County would get basic coverage on the non-regional pages in showing how the result affected the rest of the First Division. But within our East Midland regional pages it would be the match of the day as a local derby between old rivals.

#### Main pages and time variations

##### **Weekdays:**

Editorial: 5 regional pages  
Advertising: 1 regional page

##### **Weekends:**

Editorial: 10 regional pages  
Advertising: 1 regional page

The extra pages at weekends will give scope for full coverage of local competitions as well as allowing for extra interest within the region for certain national sports - Rugby Union in Wales and the West, Rugby League in northern areas.

#### Integration in the service

Colour coding: green.

Indexed on page 100 - plus the special regional index. Cross references to and from specialist sections in Magazines 2 and 6 having sporting associations.

[See Section A7]

Main suppliers

Press Association  
ITN  
Freelances  
*UPDATE* sports staff  
Sporting organisations

**Strand: Racing**

Type and content

Racing coverage is intrinsically regional in that meetings are held in every corner of the UK. But the service is carried only on non-regional pages because each race is of interest to followers of the sport all over the country.

Main pages and time variations

Editorial: Nil regional pages  
Advertising: 1 regional page

Integration in the service

Colour coding: green

Indexed on page 100.

Main supplier

[See Section A7]

Press Association  
William Hill  
ITN

**Magazine 6 (Channel 4)**

**Introduction**

This is the most complex sector of the *UPDATE* service, with provision made for extensive regional coverage in five of the six strands - including a fourfold increase in the number of regional pages devoted to Religion on Saturdays and Sundays.

Regional main pages are divided as follows:

Performing arts:	from 1 to 4
Education	from 2 to 3
Religion	from 2 to 8
Farming	from 1 to 3
Weekly Magazines	from 2 to 3
Pit Your Wits	Nil

Advertising from 4 to 9

**TOTAL:** Minimum 12 Maximum 30.

### **Strand: Performing Arts**

#### Type and content

One regional page will be given to a guide to cinema releases in the region. Up to three further pages will be available for coverage of other arts activities in the area (depending on the level of those activities).

#### Main pages and time variations

Editorial:	1 to 4 regional pages
Advertising:	1 to 2 regional pages

#### Integration in the service

Colour coding: black and white.

Indexed on page 100 - plus the special regional index.

There will also be cross-references between the regional cinema guide and the daily Movie Club (Magazine 2).

#### Main suppliers

English, Wales, Scottish and Northern Ireland Tourist Boards  
In-house editor  
Freelance contributors

[See Section A7]

### **Strand: Education**

#### Type and content

Since the bulk of educational activity is centred on local authorities, the regional pages will play a leading part in our coverage of this subject. Number of pages will vary according to the level of the activity in the area.

Main pages and time variations

Editorial: From 2 to 3 regional pages  
Advertising: From 1 to 3 regional pages

Integration in the service

Colour coding: black and white .

Indexed on page 100 - plus the special regional index.

Main supplier

[See Section A7]

Educational division of Reed Business Publishing Group. Plus releases from local authorities.

**Strand: Religion**

Type and content

Number of regional pages considerably increased at weekends to carry listings of services in each region. Pagination will vary according to the size of population and the number of different faiths established in each area.

Main pages and time variations

**Weekdays:**

Editorial: 2 regional pages  
Advertising: Nil

**Weekends:**

Editorial: From 4 to 8 regional pages  
Advertising: Nil

Integration into the service

Colour coding: black and white

Indexed on page 100 - plus the special regional index. Cross reference to and from non-regional pages which increase to 14 at weekends.

Main supplier

In-house editors  
Freelance contributors

**Strand: Farming**

Type and content

Number of regional pages will vary according to extent of agricultural activity in the area. These pages will carry the latest market prices in the region and examine local issues of concern to the farmer and farming families.

Main pages and time variations

Editorial: From 1 to 3 regional pages  
Advertising: From 1 to 2 regional pages

Integration in the service

Colour coding: black and white

Indexed on page 100 - plus the special regional index.

There will be cross-references to and from the regional shopping guide in Home and Family (Magazine 3) whenever local farm prices have an impact on the household budget.

Main supplier

[See Section A7]  
Farmers Weekly  
Big Farm Weekly

**Strand: Plt Your Wifs**

There is no provision for regional variation.

**Strand: Specialist Weekly Magazines**

Type and content

Number of regional pages will vary editorially according to the local degree of activity associated with each of the 21 specialist titles (as listed for non-regional programming above).

Main pages

Editorial: From 2 to 3 regional pages  
Advertising: From 1 to 2 regional pages

Times of screening as for non-regional information above.

Integration in the service

Colour coding: blue.

Indexed on page 100 - and there will be a generic reference to the Weekly Magazines on the special regional index. In addition this strand will carry its own detailed index of times and days of screening. There will be cross references to and from the Weekday and Weekend Magazines (Magazine 2), Home and Family (Magazine 3) and Sport (Magazine 5).

Main suppliers

[See Section A7]

As for non-regional information above

## **A2 National and international news**

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

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

## **A2 National and International News**

<b>Introduction</b>	1
<b>Nature of coverage</b>	2
Market research	2
News on 3	3
News on 4	4
Special coverage	6
<b>Standards of coverage</b>	7
Impartiality	8
Accuracy	9
Authority	9
Clear standards	10
<b>Operation of the news service</b>	10
ITN	11
Agencies	12
<b>Updating the news</b>	12
<b>Newsflash provision</b>	14
<i>UPDATE's</i> News Alert	14

## A 2 National and International News

### Introduction

For over a decade, ITN has pioneered home and international news on Teletext and built up a substantial reputation for speed and accuracy. The result is that not only is ITN's service on Oracle an important source of news information for the general public, but also for decision-makers in politics, business and elsewhere.

Using in-house and agency reports, the ITN Teletext news service has been characterised by fast reaction to breaking events, concise writing and impartiality.

Its 24-hours-a-day coverage of the Gulf War featured 40-50 pages and multi-pages of rapidly updated news daily. Over half of this was derived from ITN's own correspondents in the field, giving the service a substantial amount of exclusive material.

Teletext is now a significant source of news which, through its speed of updating and continuous availability, complements the information on television, radio and in the newspapers.

ITN's Teletext service was the first public news service to announce the Thatcher resignation in 1990 and has achieved a number of other 'firsts' over the years.

As TV critic Richard Last wrote in the Daily Telegraph on December 31st, 1990:

"What were you doing when the news of Mrs. Thatcher's resignation broke on an astonished world? I was slaving over a hot video-cassette for the next day's TV review when my wife banged on the French window. 'Switch to ITN', she bawled. I did, and there was the most dramatic political story since the assassination of President Kennedy unfolding itself on my screen. The BBC caught up around five minutes later. Oracle beat them both."

This was one of the many coups that ITN's Teletext team has provided for the Oracle service over the past 16 years.

That team will form the core of *UPDATE*'s newsroom, and the Editor of Oracle News will be *UPDATE*'s Head of News and Regional Affairs. *UPDATE* will be the inheritor of ITN's pioneering application of the best in broadcast news to Teletext.

We believe that *UPDATE* alone will be able to provide a national and international news service of the quality and stature we now describe.

## Nature of coverage

*UPDATE* will expand the news service on Teletext to give the viewer a wider choice. *UPDATE* will offer two distinct news services to its viewers. A popular-appeal news on Channel 3 and a more in-depth service on Channel 4.

The News on 4 will have 30 pages, including index pages, and the News on 3 will have 20 pages, including index pages. Both will be fast, accurate and impartial. Both will carry the authoritative reputation of ITN and of ITN's 16 years providing news on public Teletext.

*UPDATE* believes this choice will cater more effectively for the very different audiences for news that exist in this country. By presenting such a choice, in terms of content and presentation, *UPDATE* will be able to attract a wide range of viewers to the news services.

## Market research

Independent market research carried out for *UPDATE* by Nidus Research showed viewers wanted more depth in news coverage and [See Appendix A] there were repeated demands for "fuller information".

The Nidus Report states:

"Women were especially prone to mention that they used Teletext most heavily of all ("Leave it on all day") when there was an epic news story -

"I must admit, if there's been a disaster, I keep tuned in as it goes on"

and men admitted to the lure of

"If something has grabbed me in the headlines, I follow through with the story"

"It might be a Stock Exchange crash, a disaster - I use it mainly if my interest has been stimulated by something else to keep up with it."

The current Oracle news service, provided by ITN, was perceived as "very much on the spot, continually updating".

The Nidus Research revealed the need for - and demand for - an authoritative provision of news at the heart of the Teletext service. The news service is central to the information that Teletext can provide, and must continue to be so if the commercial service is to remain competitive with Ceefax.

The man who saved the Mirror has left more than his newspaper group for his family to sort out. Tonight details are emerging of his fragile framework of shares & loans which could result in the sale of the Maxwell stake in Mirror Group Newspapers.

Five life  
sentences  
for teacher  
SEX TRIAL ENDS 122

PROBE INTO PENSIONS

MAXWELL FAMILY SHARES COLLAPSE 124

THATCHER STEPS UP HER CAMPAIGN 128

The research emphasised the authority and veracity which the public associate with the name of ITN, and *UPDATE*'s close association with ITN is a reassurance to the public that the standards so far set by ITN in providing Teletext news will be upheld.

Nidus' report states:

'Although the sample were unanimous in believing Ceefax to be a BBC product, a significant minority were less sure that Oracle was owned by ITV, and attributed various newspapers or Press consortia to ownership. Whatever opinion, Oracle preferrers were adamant that Teletext on these channels must preserve its independence, but preferred that authority to be of a news or journalistic background:

'We want someone with a strong grip on fact'

"An outfit that has integrity...otherwise it could be misleading."

This confirms *UPDATE*'s view that it is the news element which sets the tone for the whole service. Any potential operator of a Public Teletext Service which does not carry news with an outstanding reputation will not succeed in persuading viewers to rely on it as an information provider.

It is intended that *UPDATE*'s national and international news pages will be identified with ITN, displaying the ITN logo on each main page.

The research groups responded very positively to the idea of two distinct news services and many in the sample expressed a preference for one or the other.

In expanding and developing news on Public Teletext, *UPDATE* therefore is responding to the viewer and the viewer's requirements both for a wider range of news services and for the authority which the viewer perceives is bestowed on the service as a whole by quality news.

### **News on 3**

[See examples opposite] News on 3 will aim to be popular in the best sense of the word. It will be fast and dynamic but not sensationalist. It will target the sort of audiences attracted by ITN's News at 5 40. The basic watchwords will be simplicity and clarity, but it will still be accurate, impartial and authoritative.

It will concentrate on hard news and, in general, contain less analysis or complex background reports, but will be comprehensive both in terms of subject matter and geography.

News on 3 will tend to put greater emphasis on stories from within the United Kingdom than from overseas, but major foreign stories will be reported quickly and accurately.

News on 3 will also put more emphasis on personalities than News on 4 and will be using graphics to help make stories come alive on the screen.

On a typical day, the News on 3 headlines might feature prominently the human interest side of a consumer spending boom, latest revelation of showbiz or sports personalities, as well as a full round-up of all the day's events. For example, News on 3 will also carry the latest from the European summit or the latest about the emergence of the new Commonwealth of Independent Republics, all presented in such a way that busy viewers can feel that they have not missed anything and are aware of what has happened in the world in the past 24 hours. They will be guided by cross-references towards News on 4 for additional information on the more serious elements of the day's news agenda.

News on 3 will make use of simple motif graphics on running stories in order to identify the theme rapidly to the viewer, to build a feeling of familiarity amongst viewers, and to enhance the bright and lively atmosphere we wish to build in News on 3.

### **News on 4**

News on 4 will be targeted at the profile of viewers attracted by ITN's award-winning Channel Four News and will have stronger foreign, political and economics coverage than News on 3.

*UPDATE* will use the experience acquired in ITN's dealings with Channel 4 to present the sort of stories of interest to Channel 4 viewers.

Although both services will frequently, inevitably and quite properly touch on the same news stories, the angles they will take will bring quite distinctive perspectives to their coverage. So, for example, News on 3 might deal with the human impact on home repossessions as a result of mortgage arrears, whilst News on 4 might examine the impact of that development on Tory prospects in a specific marginal parliamentary seat.

News on 4 will make use of simple explanatory graphs and graphics wherever appropriate. For example, a bar chart to illustrate fluctuations in employment figures or Foreign Exchange rates, tables to show the results of an opinion poll. The aim will be to aid understanding and to brighten the appearance of the service.

[See examples opposite]

### **Political coverage**

News on 4 will make use of material generated by ITN's own newsgathering operation at Westminster via the Basys computer system to which *UPDATE*'s journalists have full access.

In addition, *UPDATE* journalists will, whenever debates in the Commons or Lords warrant coverage, monitor live feeds from Westminster in order to provide what we believe will be a unique political service in the speed and accuracy of its updating.

# NEWS 4 IN THE CITY

11:30 PM - 12:30 AM  
LATE NEWS

12:30 AM - 1:00 AM  
MIDNIGHT NEWS

1:00 AM - 2:00 AM  
MIDNIGHT NEWS

2:00 AM - 3:00 AM  
MIDNIGHT NEWS

M T W T F

HIGH 2 78

LOW 1 67

The pound came under renewed pressure today with no signs of Bank of England intervention.

M T W T F

HIGH 2 88

LOW 2 76

It dropped to an all time low against the German mark at 2 76 and was also down against the dollar, which picked up after its recent falls on foreign exchanges.

Political reporting will also include special coverage of General Elections, by-elections, local elections and European elections.

ITN's Teletext department has already successfully masterminded coverage of the 1979, 1983 and 1987 General Elections. Detailed constituency results were on screen within a minute of being announced by returning officers in town halls through an interface between the ITN election computer and the Teletext computer. Similar coverage is planned for the 1992 General Election.

In politics, due impartiality is paramount, and careful checks are made to ensure the major parties receive equal treatment over a period of time. During election campaigns, specific pages are used for the parties so that each receives a fair level of coverage.

Since the activities of the competing parties in an election campaign can vary in intensity from day to day, so producing natural fluctuations in coverage of the political parties, *UPDATE* will keep a detailed record of the number of pages used. A daily report will be compiled by the Head of News and Regional Affairs in order to ensure complete fairness of *UPDATE*'s coverage, both in fulfilment of our obligation to be impartial and as a specific means of complying with the requirements of the Representation of the People Act.

#### Foreign news

*UPDATE* will draw on ITN's own network of foreign correspondents as well as agency sources in order that all major running and breaking overseas news stories are covered comprehensively.

*UPDATE* journalists will access ITN correspondents' reports on ITN's Basys system and use re-written and edited versions of them to give *UPDATE*'s stories exclusive information and a distinctive flavour.

On occasions, where *UPDATE*'s news editors perceive that there is a need to explain complex developments, the reports will be treated as 'specials' and run to a number of multipages, typically five or six, giving our viewers in-depth analysis to aid their understanding of unfolding events.

ITN has bureaux permanently staffed by highly experienced correspondents in Europe, the United States, Moscow, the Middle East, Southern Africa, Hong Kong and Japan. The fruits of their original reporting will be available to *UPDATE* journalists through Basys which carries programme scripts and other background information filed by those correspondents.

#### European coverage

*UPDATE* believes it has a particular mission to reflect to its viewers events and developments in the European Community. We will endeavour to seek out the most significant elements of EC policy-making and legislating and especially their impact on the ordinary people of the UK and the rest of Europe.

In particular, *UPDATE* intends to take part in the European Broadcasting Union's Teletext page exchange scheme, which seeks to mirror the EBU's daily television news exchange. *UPDATE* believes that page exchange will be a valuable and informative news source, and we will both contribute and receive pages for publication on a regular basis in News on 4.

In addition, News on 4 will make use of information provided by the Press Association's special Brussels correspondent and ITN's newly appointed European special correspondent in order to produce a dependable service of EC news.

### **Special coverage**

ITN's Teletext service has demonstrated in the past its ability to respond to major news events with the fast-reacting flexibility required of a leading news provider. That tradition and the procedures which achieve it will continue in *UPDATE*'s news operation.

#### **Major breaking news stories.**

In the event, for example, of the assassination of a world leader, a major UK disaster or other breaking news stories of this level of importance, the following procedure will apply.

The duty news editors from the two *UPDATE* news services will take three steps:

- \* First, having assured themselves of the accuracy of the first report, they will transmit the first news so far as it is known across both channels by means of a news flash, *UPDATE*'s special News Alert, which is explained below, and on the news pages.
- \* Second, they and their teams will prepare to reduce radically all other news stories on the two services in order to accommodate full information on the event.
- \* Third (and this will be carried out at an early stage), they will inform the Head of News and Regional Affairs.

The Head of News and Regional Affairs will then take personal charge of the *UPDATE* newsroom operation to cover the event. A major consideration will be whether other pages of the service (not required in order to fulfil *UPDATE*'s commitments embodied in the Licence) should be temporarily made over to either or both of the two news services. If he judges this to be appropriate, he will need to consult the Publisher and/or the Managing Director.

In the absence of the Head of News or Regional Affairs, for example on leave, the Publisher will fill his role.

### Major planned events.

In the event, for example, of a planned major event such as a UK General Election, a US Presidential Election, a royal wedding or the Chancellor's Budget, the Head of News and Regional Affairs will again take personal charge of the newsroom operation.

Because of the planned nature of the news story, decisions on the scope of coverage will be taken in advance.

*UPDATE* has budgeted for additional staffing to cover two General Elections during the Licence period; we would derive constituency results from the ITN Basys system through a computer interface. They would be inserted in a specially created extra magazine.

Otherwise, however, such news stories will not involve additional cost.

### Events of epic significance.

*UPDATE* will respond to news stories of epic significance with appropriately expanded coverage.

An example of the way this has been achieved in the past is the Gulf War. ITN's Oracle service mounted highly successful coverage of those particular hostilities with expanded output of 50 pages updated by night and day for a period of two months. *UPDATE* will continue this policy of expanded special coverage established by ITN's Teletext service.

We have budgeted for two major emergencies of the scale of the Gulf War during the Licence period in order to accommodate extra staffing to cover such events on a 24-hour basis. We would, of course, benefit from *UPDATE*'s contract with ITN which will be supplying special coverage as the nominated news provider to Channel 3.

## **Standards of coverage**

*UPDATE* will have a simple model for the standards of its news coverage. They will reflect the standards of excellence of ITN, the sole broadcast news organisation nominated by the ITC to supply Channel 3.

*UPDATE* alone can make this claim, and can make it with confidence, for three crucial reasons:

First, key ITN staff will join *UPDATE*, including a core of journalists, the Head of News and Regional Affairs and *UPDATE*'s Managing Director.

Second, *UPDATE* alone among the applicants for the public teletext licence has access to ITN's newsgathering operation.

Third, ITN is an *UPDATE* shareholder.

The central tenets of ITN's standards of excellence are accuracy, impartiality and authority.

These standards are important to us not just because they are required by the Broadcasting Act (though clearly that is reason enough), but also because, as our market research confirms, they are what the viewers want and expect, and are what will bring new viewers to *UPDATE*'s service.

*UPDATE* is certain that a popular news service, which News on 3 will be, can and should maintain the same standards of factual accuracy and achieve the same degree of impartiality as a more in-depth, analytical news service, which News on 4 will be. That is the commitment that *UPDATE* gives.

*UPDATE* is fully aware of the requirements laid down in the Broadcasting Act and the Public Teletext Code for the news service to be impartial, as well as accurate and authoritative.

### **Impartiality**

*UPDATE* will maintain due impartiality on all issues on which it reports.

Its management is fully aware that issues of impartiality are most likely to arise in the reporting of major matters of political or industrial policy, or major matters relating to public policy.

It will be *UPDATE*'s firm commitment that on all matters of controversy, due weight will be given to the main differing views. This commitment will be implemented by the following means:

*UPDATE* will employ only experienced journalists on its staff or as freelancers. In recruiting those journalists, or in interviewing freelancers prior to their working for *UPDATE*, the editorial management will ensure that impartiality runs as a constant seam through their approach to their profession.

*UPDATE* will hold seminars for both staff and freelancers, on induction and at intervals of no less than one year thereafter, on the subject of compliance. The obligation of impartiality will be part of that training programme.

[See Section A6]

All coverage contained on the news pages will be continually vetted by senior news staff.

The content of news pages will be the daily subject of a formal review meeting led by the Head of News and Regional Affairs. Whilst it is not anticipated that instances of partiality will need to be a subject for those reviews, the management will take the opportunity through analysis of the ways in which reports were couched to educate its journalists on their obligation in the matter of fair reporting.

[See Section A6]

UPDATE's News and Current Affairs Advisory Panelists, as well as audience, three times a year to review UPDATE's performance on the issues of impartiality and other issues of quality, will be encouraged to make comments known on an ad hoc basis without waiting for the next meeting of the panel.

Accuracy

UPDATE's team has won a reputation not only for the speed with which it brings news to the nation but also for its accuracy. It has been its motto in the Teletext newsroom: 'Be first, but be right first'.

This tradition will be continued at UPDATE by the following means:

The employment only of qualified and experienced daily news journalists both on staff and as freelancers.

Through the seminars mentioned above.

Through effective editing and reviewing by senior staff.

By a constant accent on the need to check, evaluate sources and to corroborate.

- \* **Checking:** that is that all names -people and places - are spelt correctly; checking that towns and cities are correctly located; making sure quotes are spot on; getting titles right.
- \* **Evaluating sources:** we will, at all times, consider carefully the sources of information behind a story and avoid using reports where the source is, in our judgment, less than reliable. In the Middle East, for example, some factions are more prone to making erroneous statements than others. It has been important to consider this during the Lebanon hostage crisis.
- \* **Corroboration:** if a story appears to lack credibility we will seek corroboration of it through ITN or another agency. UPDATE's policy will always be to 'question' the information in ITN and agency reports. Our writers will not be allowed to utter the words used in less expert newsrooms: "Well, that's what it says on the wires..." and regard an agency as the Bible.

## Authority

The authority of a news service has to be earned.

It is only by the establishment, over long periods under different pressures, of a reputation for being consistently impartial, accurate and fast that the foundations of authority are laid.

Then, in addition, the organisation must build on that reputation by the originality of its approach and presentation, differentiating itself from other sources of news to encourage the viewer to turn to it when the best information is needed.

*UPDATE*, we believe, is unique in being able to deliver this authority.

[See Section A6]

Authority also stems from the relevance of the news provided. *UPDATE* will commit itself to being responsive to its viewers and will provide, always within the parameters of impartiality, accuracy and speed, the kind of news service the viewers want. Key mechanisms in keeping the *UPDATE* management in touch with its viewers will be the Viewer Panels and the Advisory Panels.

We believe authority also derives from writing style. Although Teletext can only deliver 90 words on a page, *UPDATE* journalists, like their Oracle ITN predecessors, will demonstrate that concise writing can deliver lucid, accurate reporting.

### **Clear standards**

*UPDATE* therefore has a clear vision of the standards for its coverage and tested practices to ensure those standards are consistently applied.

## **Operation of the news service**

*UPDATE* will resource its news service in order to achieve round-the-clock consistency and reliability in the quality it delivers.

The two news services will be staffed to ensure that at all times they can react quickly to breaking news.

A news editor will be on duty from 7 30am to 7 30pm each day, on each service, monitoring the agency wires and bulletin scripts on ITN's computerised news system Basys. The news editors will also liaise with the ITN news desks

The news editors will decide on a minute-by-minute basis the editorial priorities, following guidelines laid down by the Head of News and Regional Affairs.

The Head of News will meet twice daily with the news editors - at 9am in the morning and 3pm in the afternoon - to consider current editorial issues and their treatment by the two news services.

*UPDATE*'s Head of News has an outstanding reputation for combining a strategic vision of the direction teletext's news coverage should take with a meticulous eye for detail. He is a sleeves-rolled-up newsroom journalist, who leads by example.

At their newsroom conferences, he and his team will consistently review the previous day's output, viewer reaction, operational problems, staff performance and other issues, in order that lessons are learnt and high standards maintained. A theme of the conferences will be co-operation between the factual information strands. Hence the Sports Editor and City Editor will also attend the meetings on a daily basis.

In addition to the news editor, the News on 3 will have writers on duty from 6am to 6pm, 9am to 9pm and noon until midnight, giving maximum staffing during the busiest parts of the day.

In addition to the news editor, the News on 4 will have writers on duty from 6am to 6pm, 9am to 9pm, and noon until midnight, again giving maximum staffing during the busiest part of the day. The two services will share an overnight writer on duty from 11pm to 9am. Overnight writers will be particularly experienced because of the inherent level of responsibility involved.

The total staff on the News on 3 will be two news editors and six news writers.

The total staff on the News on 4 will be two news editors and six news writers (plus two overnight writers shared with News on 3).

*UPDATE* will recruit only experienced daily news journalists - maintaining the policy of ITN's Oracle department, drawing them from the provinces, national press, radio or television. This policy has paid dividends through sharper writing, better understanding of news priorities and faster updating than the rival BBC service Ceefax, which has employed a different recruitment policy.

We will aim for similar calibre journalists when hiring freelance writers. *UPDATE* will inherit a pool of experienced freelancers who have worked in the past for ITN's teletext service and are fully conversant with the requirements of a quality news operation. That pool will be built up carefully, and only the highest standards will be allowed.

In addition to ITN correspondents and the agencies, material will be generated by *UPDATE*'s own journalists. When necessary, they will call government ministries, major companies, the police, political parties and other organisations and individuals to garner additional information.

This has been the common practice in ITN's Oracle newsroom and we consider the capacity to generate our own news material an important aspect of the new *UPDATE* service.

*UPDATE* writers will also monitor satellite feeds of news material coming into ITN, including Eurovision, and live television broadcasts, including the proceedings in the committees and full sessions of both Houses of Parliament.

## **ITN**

*UPDATE* will have access to ITN's computerised news system, Basys, and will include rewritten and edited versions of ITN's bulletin material, such as newscaster and reporter scripts, in its two news services.

In addition to the scripts of general reporters, *UPDATE* will be able to access the scripts of ITN's Science Editor, Diplomatic Editor, Political Editor, Defence Correspondent, Industry Correspondent, Business Correspondent, Home Affairs Correspondent and Crime Correspondent.

*UPDATE* staff will also have access to scripts from ITN's bureaux in the North of England, Ireland, Scotland, South West England and Midlands.

### **Agencies**

The Press Association will supply *UPDATE* with a continuous raw feed giving comprehensive coverage of home and international news. The foreign news will feature an edited version of Reuter, Associated Press, AFP and other foreign news agencies.

The Press Association, founded 122 years ago, has one of the most comprehensive networks of correspondents and stringers in the UK. Its service is provided every minute of the year and is relied on by over 200 newspapers daily. It has won a reputation for impartial handling of the most sensitive issues and is frequently used for major announcements by, among others, the Prime Minister and Royal Family.

### **Updating the news**

Effective updating of a news service is not simply a matter of good intention. An up-to-the-minute service can only be the product of experience and organisation.

**Experience**, because the speed of delivering information must at all times be governed by the need to be accurate and impartial. It is the professional experience of *UPDATE*'s journalists and management that will ensure that the pressures to update will not squeeze out the need to be right and the need to be fair.

**Organisation**, because it is only through system and routine that updating can be guaranteed. Lines of responsibility for specific news stories must be clear and apparent. The routine of reviewing sources - the input - and reviewing the transmitted pages - the output - must be carried out at regular intervals. *UPDATE*'s journalists understand the trap to be avoided: a period of slow development in an important news story can lull the unwary into missing the sudden and key change to events.

All *UPDATE* journalists will be required to review inputs and outputs for the news stories they are responsible for as a constant cycle. However, the standard of performance will be that each news story must be reviewed at least once an hour and updated as appropriate throughout the 24 hours of the day. In practice, in most circumstances between 6am and midnight, each story will be reviewed more regularly than this.

This will be the routine in *UPDATE*'s newsroom.

At the start of the day, the news editor will brief one early writer to cover home news and one early writer to cover foreign news. This sets the pattern for the day.

This will ensure, not only clarity of responsibility but also familiarity with the day's news in specific areas. Continuity is important in order that stories are handled effectively and updated when necessary.

The news editor will 'copytaste' the various news sources, deciding what stories are to be carried on the service, and allocating specific journalists to handle specific news stories. Experience has also taught us, however, that in a fast changing news environment there is a need for flexibility. As a story builds up and a number of angles need to be covered, the news editor may allocate more than one journalist to a story. However the clear lines of responsibility will be preserved. The more senior journalist in such a story team will take overall responsibility for all pages concerned with that story, whilst the assisting journalist will have specific responsibility for individual elements and the pages covering them.

Outside the hours the news editor is on duty, the late and overnight writers in turn will take responsibility for maintaining a continuous review of all the news pages and so ensuring that stories are updated whenever significant developments are received from within ITN or via the news agencies. Again the input and outputs for each story will be reviewed at least once an hour.

The news editor or his deputy will be provided with monitoring facilities to enable him/her to keep a check on the last update time of all news pages.

All journalistic staff will be trained to input directly using our modern Softel keyboards in order that the time taken to get information 'on air' is kept to a minimum. Existing ITN Oracle staff have been trained already.

*UPDATE* will take this opportunity to introduce a service updated throughout the 24 hours of the day and night, a development which ITN has pressed Oracle to introduce over many years, and one which *UPDATE* believes is vital: the risks to the service's credibility are substantial if there can be no reaction to overnight news breaks. When necessary we will increase staffing during the night: for example in a situation like the Gulf War where most of the action takes place after midnight.

## Newsflash provision

*UPDATE* will add a new concept to Teletext newsflashes.

It will continue to operate the current 'news flash' provided by ITN's Teletext team, but will also bring in a special News Alert for big breaking events.

*UPDATE* will maintain the present practice whereby the viewer can elect to receive the latest news of importance delivered in a lower frame 'window-box' on the main service. This facility will be provided via a designated page on both Channel 3 and Channel 4.

The news flash will change on average once an hour through the day, and the news editor or his deputy will be provided with monitoring facilities to enable him/her to keep a check on the last update time of the newsflash window box. Every newsflash will carry a page reference as quickly as possible to indicate where more information can be found.

In addition *UPDATE* will introduce a totally new concept.

### ***UPDATE's* News Alert**

Whenever there is a major news development, of the kind which would warrant the Channel 3 network or the Channel 4 company interrupting their scheduled services in order to go over to ITN, *UPDATE* too will interrupt its service to bring its viewers a News Alert.

The bottom two lines on every page of the *UPDATE* service on both channels will be taken over to bring the news to the nation. The lines will be clearly delineated by an outline, a 'NEWS ALERT' logo, and will be flashing. It should be noted in passing here that *UPDATE* intends to severely limit the use of flashing on its service, and the transmission of a News Alert will be the only occasion when flashing is used on the bottom two lines of the screen.

The News Alert will give a brief line on the news event with a cross-reference to *UPDATE's* news service. For example, a News Alert might read as follows:

'NEWS ALERT. Bomb exploded in Whitehall at 10 05am. See *UPDATE* News on 3.'

The News Alert will be inserted sequentially as the pages leave the computer and will appear across the entire service for a total of two minutes.

The news editor or his deputy will determine what items should appear on News Alert on the basis of guidelines laid down by the Head of News and Regional Affairs. The general criterion will be that a News Alert should be mounted where news occurs of sufficient importance and urgency that, in the judgment of *UPDATE*'s duty news editor, a majority of *UPDATE*'s viewers would wish to interrupt their reading of the service to be informed of the event. The use of News Alerts is, therefore, likely to follow a similar pattern to the use of traditional news flashes from ITN interrupting the Channel 3 and 4 networks.

The Head of News and Regional Affairs will be informed immediately that a News Alert is mounted in order that he can judge what level of special coverage may be warranted.

### **A3 Regional information**

Detailed proposals on the amount and sources of provision of regional information are required in response to A1. The applicant should add here further details about how he will satisfy the requirement that the service is to include a sufficient amount of information which is of particular interest to persons living within different areas for which the service is provided. Taking account of the information in paragraphs 70-73, he should:

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

## **A3 Regional information**

<b>Introduction</b>	1
<b>Market research</b>	1
<b>Geographic basis of the regional service</b>	2
Technical plans	3
<i>UPDATE's</i> editorial regions	3
<b>Regional editorial service</b>	4
Quality control and <i>UPDATE's</i> regional desk	5
News, travel, weather and local events	6
Additional programme strands	7
Language	7
Cultural and religious diversity	12
Specialist interest magazines	13
The creative use of multi-pages	13
Indexing and signposting	14
Advertising and the regions	14
<b>Summary Table</b>	15

## A3 Regional information

### Introduction

*UPDATE*'s regional service has four distinctive elements:

- \* *UPDATE* will provide no fewer than 24 parallel regional services mirroring almost exactly what will be the regional structure for the Channel 3 licensees after January 1993. National Transcommunications Ltd will undertake some re-engineering of certain transmitters to allow us to address all these regions.
- \* *UPDATE* will dedicate a minimum of 49 editorial pages to each of the regions (44 in the Channel Islands) - giving up to 1171 regional pages at any given time.
- \* *UPDATE* regional pages will be integrated into the appropriate strands of information. They will not be confined to regional 'ghettos' or 'bolted on' - as they are perceived to be at present - but will be part of the main fabric of the service. For example, regional news will be found in News on 3, regional farming information will be within the farming strand. This will be the pattern throughout the service.
- \* *UPDATE*'s regional service will be available around the clock with regular updating of regional news between 7am and 7pm each day. There will be provision for updating outside these hours if there is a major breaking story in any of the regions. In addition, there will be overnight updating of the local weather by the Meteorological Office and travel information from the AA.

Our proposals go far beyond the minimum required by the ITC, but *UPDATE* is committed to providing a regional service at this level because our research shows that this is what the viewers want.

### Market research

Independent market research carried out for *UPDATE* indicates that not only is there a consistent demand from Teletext users for a substantial service of local information, but also the sample had some clear ideas about exactly what that regional information should be and how it should be served up.

[See Appendix A]

Viewers who took part in the research were spontaneously critical of the lack of regional information in every section of Teletext. It is seen as a large gap in the current service. Oracle was perceived to be London-based and oriented by many of the respondents in the research. 'The North is just a nonentity' complained one of them.

Our research also showed that viewers want not only local news, travel and weather - they also want information about local events, from cinema times to shop sales.

The Nidus Report states that two things are clear from the sample's views on regional Teletext:

'Firstly, that for real effect (maximum brand value), the regional content has to be pervasive in almost every topic so it impacts and becomes part of the fabric of *UPDATE* and secondly, that to have real credibility it must be consolidated into the main text and matter of each section, not grafted on.'

'Respondents were concerned to have this national context (as opposed simply to a local directory-type alternative) so that it gave them a reason for tuning into *UPDATE* deliberately and picking up local content as part of their main news, or information intake.

'Many respondents believed that they would develop a daily habit for tuning in, led by the critical early-morning needs for weather, travel and news headlines to plan their day and re-orient themselves, and thereafter it would become their regular favoured choice very rapidly, integrated into their daily lives, not least because:

"I'd feel *UPDATE* was there for my benefit."  
"That they are taking me and my life seriously"

In summary then, viewers want their regional information integrated into the main magazines, and covering a broad range of topics.

That is precisely what *UPDATE*'s regional service will provide.

Given that, the research indicated that Teletext would become an habitual source of all information.

*UPDATE* then has firm grounds for believing that our approach, entirely new in Teletext, will both attract and keep significant numbers of new viewers.

[See example opposite]

## **Geographic basis of the regional service**

*UPDATE* is committed to providing a regional service which goes beyond the 14 geographic regions currently identified by the ITC as the Channel 3 regions.

We plan to address sub-regions in almost all cases where the regional Channel 3 company currently provides (or proposes providing) a split editorial service to the region. In the case of Wales, we would go further than the Channel 3 licensee and subdivide Wales into North and South. With that exception, *UPDATE*'s editorial regions are defined in the area they cover as for the Channel 3 regions and editorial sub-regions.

TYNE  
SIDE

# LOCAL NEWS UPDATE

TWO MASKED raiders escaped with over £300,000 after a robbery at Barnaby's Bank in the centre of Newcastle. A bank teller was wounded as several gun shots were fired during the lunchtime raid. Frightened shoppers dived for cover.

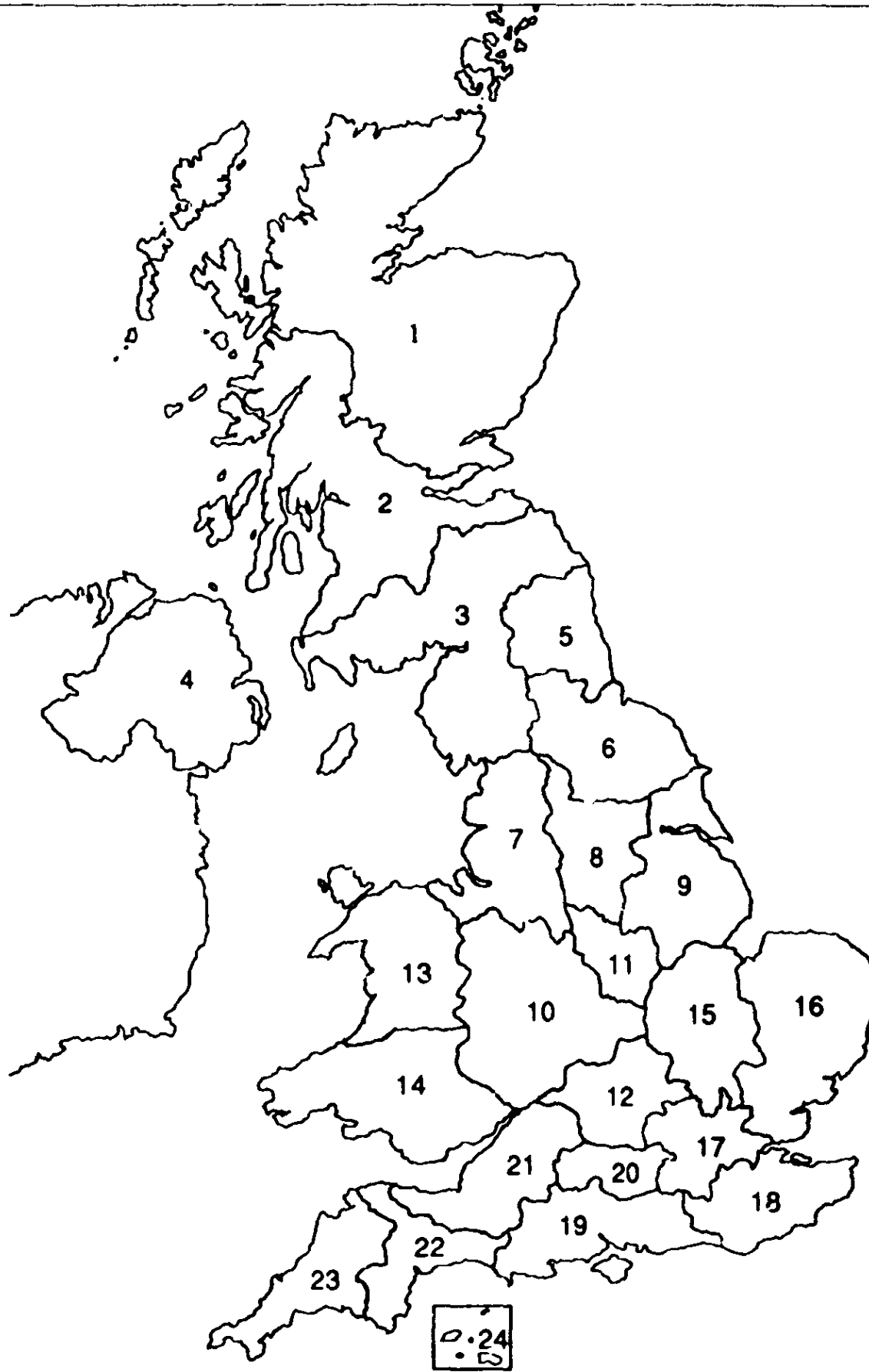
THE TOWN  
LEAF  
24.11.11

more news  
pages 161  
162

THE TOWN  
LEAF  
24.11.11

For more regional pages turn to 161

## UPDATE's Editorial Regions



- |                            |                            |                                   |   |
|----------------------------|----------------------------|-----------------------------------|---|
| 1. North of Scotland       | 7. North West England      | 13. North Wales                   | 19. South and S.E. England (Sussex / Hants) |
| 2. Central Scotland        | 8. Yorkshire (N, W, and S) | 14. South Wales                   | 20. South and S.E. England (Thames Valley)  |
| 3. Borders and Isle of Man | 9. Yorkshire (Humberside)  | 15. East of England (West)        | 21. The West of England                     |
| 4. Northern Ireland        | 10. West Midlands          | 16. East of England (East)        | 22. South West England (East)               |
| 5. N.E. England (Tyneside) | 11. East Midlands          | 17. London                        | 23. South West England (West)               |
| 6. N.E. England (Teesside) | 12. South Midlands         | 18. South and S.E. England (Kent) | 24. Channel Islands                         |

map A3(i)

We therefore envisage 24 dedicated editorial regions in the United Kingdom as outlined in table A3 (i) and shown on map A3 (i).

### Technical plans

[See Sections A9 & B] Details of the transmitter network that will be employed to deliver the service specified in this section of the document, and a more detailed commentary, are provided in Sections A9 and B.

We also outline in Sections A9 and B the technical plan which allows for the integration of regional and national pages.

*UPDATE* is confident that it will be in a position to provide the comprehensive service outlined in this section of the application from 1st January 1993. We attach (in a confidential side letter) letters from National Transcommunications Ltd and British Telecommunications plc, confirming that the service can be provided from this date.

[See Section A9] Our equipment specifications for suppliers have also been drafted to ensure that we can deliver the proposed service from the start of 1993. Details of these agreements with suppliers are outlined in Section A9 and copies of them are being supplied to the ITC in the confidential side letter.

#### *UPDATE's* editorial regions

Table A3 (i)

1	North of Scotland	13	North Wales
2	Central Scotland	14	South Wales
3	Borders and the Isle of Man	15	East of England (West)
4	Northern Ireland	16	East of England (East)
5	North East England (Tyne-side and the North)	17	London
6	North East England (Teesside and the South)	18	South and South East England (Kent)
7	North West England	19	South and South East England (Sussex/Hants)
8	Yorkshire (North, West and South Yorkshire, Nottinghamshire and Derbyshire)	20	South and South East England (Thames Valley)
9	Yorkshire (Humberside, Lincolnshire)	21	The West of England
10	West Midlands	22	South West England (East)
11	East Midlands	23	South West England (West)
12	South Midlands	24	Channel Islands

## Regional editorial service

*UPDATE* intends delivering the following minimum scheduled service to the 24 regions in order to ensure consistent quality across the whole country.

Table A3 (ii)

	Weekday	Weekend	Minimum by strands at all times of the week
News	15	10	10
Weather	1	1	1
Sport	5	10	5
Travel/Holidays	6	6	6
TV listings	10	10	10
Arts and Leisure	4	4	4
Provision for Children	(2)*	)*	(2)*
Home and Family	3	3	3
Education	2	2	2
Religion	2	4	2
Farming	1	1	1
<b>TOTALS</b>	<b>49</b>	<b>51</b>	<b>44</b>

[\* Part of rotating pages in specialist sections covered in leisure category (above).]

All will be relevant and specific to each of the 24 editorial regions at all times and this is a significant enhancement to the level of service currently provided for the regions.

The Press Association are being contracted to provide 15 pages of news on weekdays for 23 of the 24 regions and 5 pages of sport (Channel Television will supply the 24th region). At weekends, the number of news pages is cut to 10 and the number of sport increased to 10.

The Press Association will be briefed to provide coverage for each region which, to some extent, reflects the nature of the region and does not focus excessively on particular parts of it.

In the north of Scotland, for example, the coverage must be drawn from across the entire region and not just centred on Aberdeen.

In a largely rural region, the news content might reflect farming interests and concerns, and in areas with extensive coastlines the fishing, oil and other maritime activities would be represented.

Channel Television, who have produced a comprehensive Teletext service for their area during the past decade, have agreed to provide *UPDATE* with a service for the Channel Islands comparable to that to be supplied by PA for the rest of the UK regions.

[See confidential side letter]

*UPDATE* has calculated, in addition to the minimum pages in the table above, the maximum pages it could supply without unduly impacting on the perceived access time for viewers of the service. Those maxima have been embodied in supply contracts and letters of intent with suppliers.

The net result is that *UPDATE* users could have as many as 71 editorial main pages of regional information available to them at any one time across the following strands:

**Table A3 (iii)**

	Weekday	Weekend	Maximum allocation across all strands
News	17	12	17
Weather	1	1	1
Sport	5	10	10
Travel/Holidays	6	6	6
TV listings	10	10	10
Arts and Leisure	11	11	11
Provision for Children	(2)*	(2)*	(2)*
Home and Family	7	7	7
Education	3	3	3
Religion	2	8	8
Farming	3	3	3
<b>TOTALS</b>	<b>65</b>	<b>71</b>	<b>76</b>

[\* Part of rotating pages in specialist sections covered in leisure category (above).]

To guarantee consistently high standards, *UPDATE* will take its regional information from reputable national and regional sources.

### **Quality control and *UPDATE*'s regional desk**

In order to ensure that *UPDATE*'s regional service is comprehensive, relevant to each region, accurate, impartial, updated as often as developments require and that it complies with all elements of the Broadcasting Act and directives from the ITC, *UPDATE* will establish a Regional Desk. That Regional Desk will be staffed with dedicated editors, writers and general assistants from 6 am to midnight.

The editors and writers will keep in close liaison with the suppliers of hard factual information such as the Press Association, provincial tourist boards, the AA, the Meteorological Office and will closely monitor (via the Basys link) developments being covered in ITN's regional bureaux. They will also be in contact with the Channel 3 regional newsrooms.

All news stories will be subject to review and editing by journalists on this desk and may be so edited, and all stories of any significance or sensitivity will without exception be reviewed and where necessary be edited by the journalists on this desk when first filed and whenever updated.

The *UPDATE* Regional News Desk will be directly responsible for the regional news, sport, weather and travel pages, i.e. the more rapidly changing sections.

The features staff, under the direction of the Head of Features, will take responsibility for other sections within the regional service.

[See Section A5]

Both the Regional News Desk (through the Head of News and Regional Affairs) and the features staff (through the Head of Features) will be accountable to the Publisher.

[See Section A6]

An Advisory Panel to review the content and presentation of regional information will be established on award of the licence to ensure that *UPDATE* maintains high standards. The panel will be made up of representatives of the major geographical regions of the United Kingdom who will advise us on the quality and range of our regional service.

### **News, travel, weather and local events**

[See Section A7]

Full details of all information suppliers are given in Section A7 along with the means of ensuring that *UPDATE* retains full editorial control of the service. However for the sake of completeness, a summary of those provisions is provided here.

Under a 10-year agreement, the Press Association will supply news and sport for 23 out of 24 of *UPDATE*'s regions (with Channel Television supplying information for the Channel Islands). The news stories will be monitored by *UPDATE*'s Regional News Desk after they are transmitted from the Press Association via a high-speed data link. All lead stories for each region, and all stories which might be sensitive, will be reviewed and edited if necessary by *UPDATE*'s own team of regional editors and writers. A private intercom link will allow the *UPDATE* regional desk to communicate directly with the PA regional editors at any time. In addition, there will be two daily conferences at 7am and 1pm to discuss editorial issues.

Seminars on compliance, organised by the Compliance Manager and similar to those for *UPDATE*'s staff, will be held for all Press Association staff working on the regional service to *UPDATE*.

The Press Association will provide stories for 15 news pages each weekday and 10 at weekends. The stories will be updated for significant developments and replaced as new and more newsworthy stories become available. Most of the stories in each of the regions and sub-regions will be unique to that region or sub-region. News stories will be offered for adjacent regions or sub-regions only when they are relevant or of particular interest to the viewers there.

The PA will also provide five sports pages daily for each region. At weekends the number of sports pages will be increased to 10. Regional sports coverage will be a mixture of local sports news and a local extension of national sports news.

For example, football coverage would mean news about regional soccer leagues and also additional information to that being put out on the national pages about local Barclays League teams.

Other sources of regional information will include:

- \* **Channel Television**, who will contribute up to 75 pages relating to their region, as well as their own regional advertising. The agreement with Channel Television is for 10 years.
- \* **The AA** will provide national and regional road travel reports.
- \* **UPDATE** is in negotiation with **British Rail** for direct input and regular updating of data on train schedules. London Transport will supply bus and underground information
- \* All **Channel 3 regional companies'** newsrooms will be offered two main pages as part of the regional news pages. Those two pages would carry the Channel 3 company's logo, and would identify the main news stories to be covered that evening on the Channel 3 local news programme. During the evening, after the local news programme, the pages would be available to the Channel 3 regional newsrooms to update developments seen by viewers earlier. The two pages would be subject to the same editorial control by the **UPDATE** regional desk as all other regional pages.
- \* Comprehensive information for the **What's-On** sections will be supplied by the **English, Wales, Scottish and Northern Ireland Tourist Boards**. This would include information about theatre and the arts, music and dance, rural events, heritage, sport, exhibitions, crafts and Bank Holiday events.

### **Additional programme strands**

**UPDATE** believes that the information strands mentioned in the Invitation to Apply, while addressing large areas of the regional requirement, do not go far enough. We intend to extend the standard regional service and to offer additional programming strands which will take two forms:

- \* First, the provision of programmes designed to serve different language groups and cultures in communities.
- \* Second, the provision of regional information in the daily and weekly magazines aimed at serving different specialist interests.

The allocation of additional editorial programming developed for each region will not be static. We would expect to change it in response to viewer demand and even the changing seasons through the year. **UPDATE's** regional service will be responsive to its viewers' needs and interests at different times.

### **Language**

**UPDATE** accepts the need to address the issue of minority languages spoken in the United Kingdom. In Wales, as well as in central and northern Scotland, the traditional language is being preserved by a significant minority of the population.

There are also a number of communities throughout the country for whom English either remains a second language or where a loyalty is felt to a language and culture outside the United Kingdom. *UPDATE* will support efforts to retain these languages within the community.

### Welsh

In Wales, and especially for the communities of north and west Wales, *UPDATE* will provide 25 pages - covering the main news stories of the day - in Welsh. It will allow indigenous Welsh speakers to follow the day's events in their own language and will also act as a teaching aid for the non-Welsh speakers wanting to learn the language.

[See confidential side letter]

We have sought the best and most reputable information source available for this service: It will be provided by S4C. We attach a confidential side letter from them outlining the level of service they will be able to provide.

*UPDATE* will directly employ its own Welsh speaking journalist to edit this material.

### Gaelic

*UPDATE* held discussions with the Gaelic community in Scotland about the provision of a Gaelic Teletext service, but did not establish that there was currently a strong demand for such a service. However we will pursue these discussions further with the Gaelic Television Trust as soon as the Licence is awarded.

We have had preliminary discussions with the Gaelic departments of Scottish Television and could be in a position to provide a core service of at least six pages.

### Other languages

In other areas of the United Kingdom, particularly where languages of the Indian sub-continent are spoken as a first or second language by a significant proportion of the population, we will consider the provision of a similar service if the proposition is commercially and technically viable.

We will liaise, in the first instance, with the regional Channel 3 Licensees, but will also consider representations made by community groups from within these areas.

We note from the franchise application of Central Independent Television that they intend to develop a programme of Asian News which would be transmitted for ten minutes each weekday. This concept of bringing to large Asian communities information of major political, social and economic events from the Indian sub-continent could well have application for the Teletext service.

### Special current affairs coverage

Some communities within the United Kingdom have well-developed identities which need to be catered for.

### North of Scotland

The North Scotland region is among the most distinctive in the UK, embracing the country's most widespread Channel 3 licence area. The three distinctive cultures in Scotland - Lowland, Highland and Nordic - are all to be found in North Scotland. *UPDATE* will recognise and respond to the different aspects of life and work. The region is a popular one for leisure activities and we will focus attention on climbing, skiing, yachting and other outdoor pursuits. In news coverage we will reflect the importance of oil and fishing in the region. We will also cover the cultural life - not only in the big cities like Aberdeen and Dundee, but also in the smaller towns and villages.

### Central Scotland

It was a major disappointment for Teletext users in Scotland when a regional service was abruptly halted by the current Teletext franchise holder some years ago, and *UPDATE*'s Scottish regional service will more than restore this service.

Apart from news, *UPDATE* will provide substantial regional sports coverage - not just rugby and football, but also hockey, ice hockey, curling and skiing. The leisure section will feature the strong regional interest in walking and climbing. And with the debate about Scottish devolution - or even independence - continuing to bubble, *UPDATE* will aim to provide special Scottish political coverage.

### Borders and the Isle of Man

The Borders area embraces three distinct national groups - English, Scottish and Manx - and the sub-divisions within the region can be very marked, the empty grassmoors of Northumberland appear to have little in common with the post-industrial coastline of Cumbria or the Isle of Man. The Border area has no metropolitan area and a small population spread across a wide area but *UPDATE* will 'visit' each part of it in its news and feature coverage. We will not concentrate just on the few large centres like Carlisle and Dumfries but also on the small towns and villages. We will also focus attention on the rural nature of the area with our farming pages and the Lake District national park will feature strongly in the leisure section.

### Northern Ireland

*UPDATE* will above all else provide balanced and responsible coverage of life in the Province. Special care will be taken by the *UPDATE* regional desk in the editing of every word of material in our regional Northern Ireland pages

The people of Northern Ireland are extremely involved in the political process and in the daily consequences of the failure to find a solution to the Province's strife. *UPDATE*'s regional news coverage will, therefore, have a much heavier content than in most other regions. As a consequence of the violence and high levels of unemployment, voluntary groups have been set up to counter the worst effects of the troubles. *UPDATE* will take steps to ensure appropriate coverage of their work.

The region has seen a substantial growth in leisure activities during the 1980s and it now provides excellent amenities for sport, theatre, art and music. *UPDATE* will aim to provide comprehensive coverage of these activities.

#### North-East England

To give more effective regional coverage we have split the area into two sub-regions - Tyneside and the north, and Teesside and the south. This will be particularly useful in terms of news and sports coverage.

Apart from the strong sporting traditions of the region which embrace, particularly, football and athletics, the North-East has several strong Arts organisations like Northern Arts, and *UPDATE* will give them prominence in our leisure sections.

There is a strong cultural identity and a distinctive sense of being 'northern' which *UPDATE* will reflect.

#### North-West England

The interests of the North-West, as revealed in Granada research, include the recession and its impact on employment and living standards, the environment, educational facilities, crime prevention, leisure and sport (particularly football and cricket).

The population is characterised by independence of mind, a liking of plain speaking and a deep-seated pride in their own heritage. TV viewers in the North-West have a distinctively local geographic identification and identify with specific cities, towns and villages rather than a region or county.

*UPDATE* will be comprehensive in its coverage of events across the North West. Manchester and Liverpool will be prominently reported in both news and What's-On sections, but the coverage will not be excessively focussed on them.

#### Yorkshire

Yorkshire in the 90s is a cosmopolitan melting pot of culture and religion - English, Caribbean, Asian, East European. The size of the ethnic minority population is considerable in many parts of the most densely populated areas, particularly West and South Yorkshire. *UPDATE* is looking at ways of introducing special ethnic coverage by providing pages in other languages, where technically possible.

In the region, there is also a strong interest in sport, especially cricket and football, and we will reflect this in our sports coverage.

The size of the region means there are dramatic contrasts from quiet country backwaters to multi-cultural cities, from farming to heavy industry - and we have decided to establish two sub-regions to provide more localised coverage.

### Wales and the West of England

As the region has separate and distinct areas, *UPDATE* will operate with three sub-regions - the West, South Wales and North Wales - to give better coverage. As already stated, *UPDATE* will provide some news pages in Welsh. Demand by the Welsh for news about Wales is strong and the North-South split will allow *UPDATE* to provide coverage that meets viewers' needs. We will also aim to meet strong demand for regional sport - particularly rugby.

Tourism and leisure are the biggest sources of employment in the West of England and that will be reflected on *UPDATE*'s pages. Bristol dominates what is otherwise a very rural region and shares with Bath an active cultural life. *UPDATE*'s news coverage will be spread broadly across the region, focussing especially on industry, agriculture and environmental issues.

### Midlands

The Midlands has a population greater than a number of European countries and *UPDATE* believes the sort of split established by Central Independent Television is essential to provide proper regional coverage. We will, therefore, be operating separate services for the East, West and South Midlands.

Since the Midlands has a huge manufacturing base, the current economic situation is a common concern in the region, and our coverage will reflect the efforts to achieve industrial growth and the cultural revival in cities like Birmingham.

### East of England

*UPDATE* has divided the East of England into two distinct areas - East and West. We believe dualling of the regional news serves these two areas in a way which gives identity to their different priorities, concerns and interests.

The East of England is one of the fastest growing regions in the UK and new high-tech, science-based and service-dominated industries have prospered. We will record how the region weathers economic pressures as it emerges from recession.

*UPDATE* will reflect the urban-rural mix in the region through its news and feature pages.

### London

Londoners have more choice of leisure and sports activities than in many parts of the UK and *UPDATE* will reflect this in its What's-On pages.

As the nation's political, business and artistic capital, London as a region risks being overwhelmed. But our news coverage will be genuinely regional, not a copy of the national service, and will focus strongly on the capital and its suburbs.

As London is a work-oriented region and Londoners spend many hours of each week travelling to work, travel information will be a strong feature of the service.

#### South and South East England

*UPDATE* is planning three sub-regions on the lines of the Meridian proposals to give better coverage of the region.

More TV viewers in the region go to see plays, ballet, opera, concerts and art exhibitions than the national average. But there is an important contrast between the uneven location of venues providing professional entertainment and a thriving music and drama scene at community level which *UPDATE* would cover in its listings. Sailing, inevitably given the extent of coastline, is almost twice as popular as in the country as a whole and we will reflect this on our leisure pages. Gardening is an activity enjoyed by much larger numbers too - nine out of 10 homes have a garden.

#### South-West England

*UPDATE* will split the South West into two sub-regions to provide better local coverage of news and other information in a region which is one of the longest geographically in the UK. In market research, viewers have expressed a strong interest in environmental issues, health matters and education - *UPDATE* will address these concerns. There is also a strong interest in community affairs in the South West which will be reflected by *UPDATE* in its Community pages.

#### Channel Islands

The Channel regional service will be provided by Channel TV which has an excellent record for covering local news and events. The coverage will focus heavily on the principal industries - tourism, finance, agriculture, horticulture and fishing. The smallness of the region allows for a particularly close relationship to exist between those providing the service and those receiving it.

### **Cultural and religious diversity**

In addition to the standard pages allotted to religious observance - which will necessarily concentrate on and reflect the activities of the major, established church communities of the United Kingdom - *UPDATE* intends to develop a number of regional strands which address themselves to the cultural and religious backgrounds of ethnic communities in each region.

This would, for example, include providing information about Hindu, Islamic and Sikh festivals and holy days. Equally, it would offer coverage to national minorities who maintain a lively interest in their origins and culture.

## Specialist interest magazines

*UPDATE* aims to provide a service of depth and richness to each of the regions in the United Kingdom. We feel in particular that the inclusion of regional elements in the Weekday, Weekend and Weekly magazines will make the service exciting and accessible to all Teletext users, wherever they live.

Within our various Arts and specialist strands, we propose providing up to 18 pages of regional content. The aim of these pages is to develop a unique regional flavour throughout the strand. The pages will be distributed in this way:

Table A3 (iv)

	National	Regional	Total
Performing Arts	10	4	14
Home and Family	28	7	35
Weekday and Weekend Magazines	10	4	14
Weekly Magazines	3	3	6

To give an idea of the radical effect of this proposal, let us outline how the regional element will be incorporated in the weekday Gardening Magazine transmitted between 9 30am and 11am, and again (with suitable updates) between 2 00pm and 3 30pm:

If there is a warning of unseasonal frost in (say) the south west of England, a frost warning would be broadcast in that region within the weather section of the service. But a cross reference would take the viewer to a page in the gardening section. There, advice would be given on action to minimise damage to sensitive plants in the garden or greenhouse. The following morning, the information would be further updated to identify ways in which any frost damage that had occurred could be reduced.

This is not the end of *UPDATE*'s proposals for the different regions of the United Kingdom. We acknowledge that, within all the strands detailed above, there could be a significant difference in the level of information required by different regions. The balance to be struck is to provide information of enough depth, without producing a service where access to that information is slow and difficult to manage. *UPDATE* will deal with this by developing a more creative use of multi-pages:

### The creative use of multi-pages

The service will be tailored to each region to ensure that there is a proper balance between providing the maximum information to and about a given region and requiring the minimum time to access that information.

For example, a particular region may need only one page to provide a weather forecast with an acceptable level of detail. Another region, such as the north of Scotland, because of its size and topography, may need two or more pages which can be arranged as multipages.

Similar examples can be foreseen in the Travel section where the Borders region would require little more information than that provided on the main pages, but a more detailed level of information would be needed in metropolitan areas.

### **Indexing and signposting**

As well as providing a regional service under subject headings across the whole of the service, *UPDATE* will deploy an indexing and 'signposting' system which has been developed to give easy and quick access to regional information via a Regional Index Page.

*UPDATE* will signpost the regional content contained within national programme strands and identify regional content in both a subject-based and a region-based index.

### **Advertising and the regions**

*UPDATE* intends to establish an in-house sales arm which will handle both national and regional sales. However we would also be happy to see the regional Channel 3 licensees selling advertising for the Teletext service on commission.

It may also be appropriate to open up the channel of distribution to other more localised sellers of advertising space - for example local radio stations, local newspaper groups and cable stations. *UPDATE* has held discussions with a number of local radio stations and newspaper groups with a view to developing a contractual relationship subsequent to the award of the Licence.

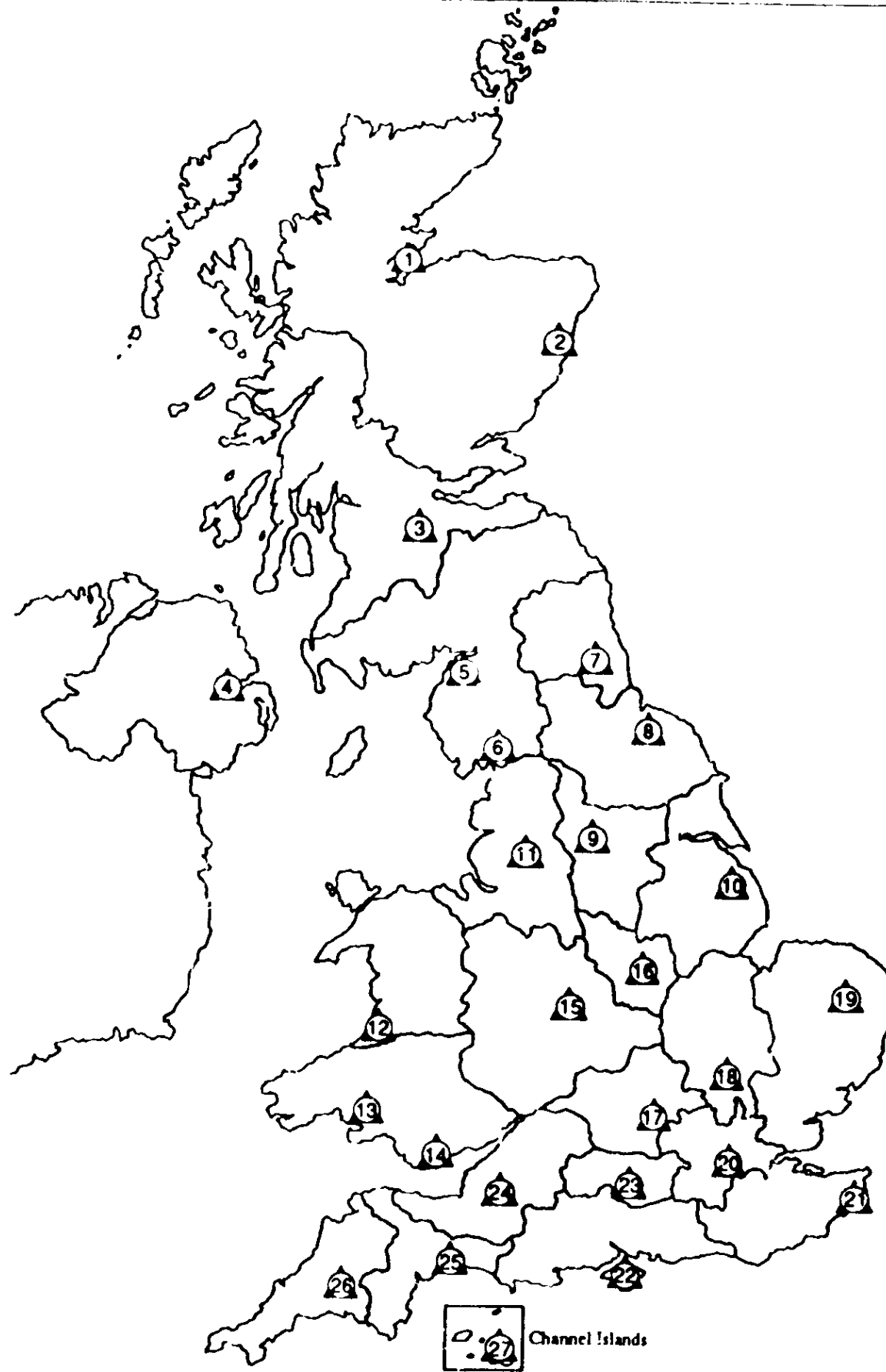
Our market research shows that Teletext viewers prefer advertisements to be of direct relevance to that part of the service they are viewing. The research underlined the fact that advertising seems less invasive and irritating if it relates to the neighbouring content.

Table A3 (v)

**PROPOSALS FOR THE UPDATE PUBLIC TELETEXT SERVICE**

Information Strand	<u>Variations between Weekday and Weekend coverage</u>				Cross references	
	(1)		(2)			(3)
	<u>Minimum Number of main pages to be allocated to non-regional information.</u>		<u>Minimum Number of main pages to be allocated to regional information</u>			
	Weekday	Weekend	Weekday	Weekend		
1. News	50	50	15	10	See A1 for provision for up to 17 regional pages	
2. Weather	6	6	1	1		
3. Sport	55	58	5	10		
4. Travel/Holidays	18	18	6	6		
5. Financial and Business matters	30	10	0	0		
6. Arts and Leisure	35	35	14	14	See A1 and A4 for breakdown of Weekday, Weekend and Weekly specialist sections here included generically.	
7. Provision for Children	7*	7*	(2)*	(2)*	* Plus 10 non-regional pages and two regional pages as part of rotating Weekday and Weekend specialist sections as above. See A4 for placing of other children's pages.	
8. Education	2*	2*	2	2	* Further page dedicated to career guidance for children (included in total shown above)	
9. Religion	4	14	2	4		
10. Other						
Women's interests	25	25	3	3		
Farming	3	3	1	1		
<b>Total pages allocated</b>	<b>235</b>	<b>228</b>	<b>49</b>	<b>51</b>	Note: All figures are minima.	

# Teletext Main Transmitters



- |               |                 |                      |                    |                    |
|---------------|-----------------|----------------------|--------------------|--------------------|
| 1. Rosemarkie | 7. Pontop Pike  | 13. Carmel           | 19. Tacolneston    | 25. Stockland Hill |
| 2. Durris     | 8. Bilsdale     | 14. Wenvoe           | 20. Crystal Palace | 26. Caradon Hill   |
| 3. Black Hill | 9. Emley Moor   | 15. Sutton Coldfield | 21. Dover          | 27. Fremont Point  |
| 4. Divis      | 10. Belmont     | 16. Waltham          | 22. Rowridge       |                    |
| 5. Caldbeck   | 11. Winter Hill | 17. Oxford           | 23. Hannington     |                    |
| 6. Kendal     | 12. Blaen Plwyf | 18. Sandy Heath      | 24. Mendip         |                    |

map A3(ii)

#### **A4 Diversity in the service**

Detailed proposals as to the amount and sources of information strands are required in response to A1. The applicant should add here any additional information as to how he intends to satisfy the requirement that the service, taken as a whole, includes a sufficient amount of information (other than news) which is calculated to appeal to a wide variety of tastes and interests. Referring to paragraphs 74 and 75 in particular, he should state any provision he intends to make for specific types of information at times appropriate to weekend as opposed to weekday or vice versa and, as appropriate, at particular times of the day. ('Weekend' shall be treated as commencing at 5.15pm on Fridays and ending at 6am on Monday.)

## **A4 Diversity in the Service**

<b>Introduction</b>	<b>1</b>
<b>Non-regional Information</b>	<b>2</b>
Weather	2
Sport	3
Travel	4
Financial & business matters	5
Arts and leisure	5
Provision for children	7
Education	8
Religion	9
Farming	9
Hard of Hearing	9
<b>Regional Information</b>	<b>10</b>
Weather	10
Sport	10
Travel and holidays	10
Financial and business news	10
Arts and leisure	11
Provision for children	11
Education	11
Religion	12
Farming	12
Jobfinder	12

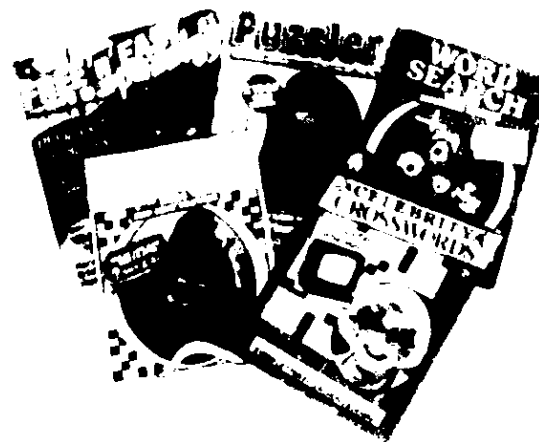
## Coverage of special interests

The publishers of some of the most popular magazines on Britain's bookstalls are contributing their resources and editorial expertise to the wide range of specialist areas planned for the *UPDATE* service.



Home and Family: the all-embracing electronic magazine for every member of the household

(Magazine 3, Channel 3)



Pit Your Wits: a wide selection of puzzles, quizzes and word games with a topical flavour

(Magazine 6, Channel 4)

Weekday and Weekend Magazines: on screen for a minimum of three hours daily throughout the week

(Magazine 2, Channel 3)

Weekly Magazines: no less than 21 specialist topics, each on screen for six hours per week

(Magazine 6, Channel 4)



## A4 Diversity in the service

### Introduction

A service can be only as diverse as its sources. *UPDATE* has assembled a range of contributors so comprehensive it guarantees the maximum use of available pages for material guaranteed to appeal to the widest range of tastes and interests.

*UPDATE*'s access agreement with ITN will provide more than a first rate national, international and regional news source. ITN will also contribute in a major way to the diversity of information on the *UPDATE* service.

Editorial material filed round the clock by ITN's specialists in the fields of Sports, Finance and Business and the Arts will be available to *UPDATE*'s journalists for inclusion in the service.

Other suppliers are of a similar reputable standing.

Computer links with the Stock Exchange will ensure comprehensive coverage of share prices. The PA (now integrated with Extel Sport) will combine with the *UPDATE* sports desk to provide the fastest and most authoritative sports service in the country. A leading organisation in the world of racing will provide a results service that is bound to be a winner.

The Meteorological Office, the Automobile Association and British Rail will supply definitive information on weather and travel. The tourist boards of England, Wales, Scotland and Northern Ireland will furnish a What's On guide to events in every town and city.

The list of our sources for information goes on.

But *UPDATE* is very much more than a news service. It sets out to entertain as well as inform, to deal with the world of leisure as well as the workplace, to look inside the home as well as regarding the outside world, to reflect the aspirations of all ages, to cater for minorities as well as the community at large.

To attain such breadth of objectives we have called upon the resources of five leading publishing houses. Between them they produce nearly 200 titles in the fields of consumer and specialist magazines, paperbacks, directories and books. Between them they sell something like 580 million copies a year. Between them they employ a large proportion of the leading editors and writers on topics ranging from interior design to show-jumping, from social welfare to angling, from conservation to fashion and beauty. Between them they will provide the expertise for 24 highly specialised sections of the *UPDATE* service which will deliver to the Teletext audience a variety of interests never before available on the medium - and far beyond the in-house capabilities of a conventional operator.

*UPDATE's* own feature editors will be recruited from compatible publishing backgrounds so that they are familiar with the methodology of the sponsoring magazine titles and can most effectively channel the available material on to the electronic screen.

The whole basis of our editorial policy and business plan lies in expanding the potential audience for Teletext by dramatically widening the scope of the service.

The qualitative research undertaken for *UPDATE* by Nidus Research revealed an enthusiastic response to the idea of a multiplicity of strands and the extra information this can provide. Women especially welcomed the wide variety of material made possible by *UPDATE's* association with the publishers of leading consumer and specialist magazines.

Rather than marketing the image of one totally comprehensive service, *UPDATE* will present Teletext as the means by which individual users can easily access material of most appeal to their own special tastes and interests.

*UPDATE* proposes to use six Teletext Magazines across the two channels, each of which will be broken down into sharply defined strands and sub-strands - with its own distinctive logo and individualised style of presentation.

Added to the colour-coding of subject matter that stems from the master index page, the aim is that each strand and sub-strand will rapidly achieve its own instantly recognisable mood and personality in the way that successful newspapers and magazines project their own brand identity.

The source of supply for each strand is detailed in Section A7. What follows is a description of the diverse range of topics which *UPDATE* will cover, broken down into non-regional and regional information.

(See Section A7)

## **Non-regional information**

### **Weather**

Weather is a good example of the need to recognise very different demands for information - overnight weather details for a suburban commuter, international weather for the business traveller, frost warnings for gardeners, long-range inter-continental weather for would be holidaymakers.

Any generic bulletin seeking to encompass all such aspects would be unwieldy as a single unit, requiring excessive access time for the user to reach the required information.

From a round-the-clock flow of information input directly from the Meteorological Office, *UPDATE* will position relevant weather details in several of its strands and sub-strands, ensuring that the information provided is tailored to the needs of its immediate audience.

SPORTS  
UPDATE

## GUSCOTT THINKS AGAIN

Only weeks after he insisted that he would remain loyal to Rugby Union, Jeremy Guscott has admitted to be "actively considering" a six-figure offer from a top Australian Rugby League club.

**WARRIOR**

Each item of weather information will be prominently cross-referred to the complementary strands (covering such topics as gardening and holidays).

#### Magazine 1 (Channel 3)

Four pages of weather news, featuring weather maps for next 24 hours, a two-day UK forecast, a shipping forecast, a European forecast.

Two pages of UK and Continental traffic information will also carry details of weather affecting driving conditions and state of cross-Channel ferry routes.

#### Magazine 2 (Channel 3)

Holiday section will include two pages of long-range weather forecasts for resort areas in Britain and abroad.

#### Magazine 4 (Channel 4)

News on 4 will include two pages carrying repeat of UK 24-hour weather maps from Channel 3 plus round-up of world weather reports.

### **Sport**

[See example opposite]

From curling in a Highland village to a grand slam tennis tournament, from basketball to World Cup soccer, from greyhound racing to the Grand National, from Rugby Union to American football.

*UPDATE's* provision for sports information will meet the needs of the most discerning of sports followers as well as the insatiable appetite of the committed fan for news and gossip of his or her favourites.

ITN's comprehensive coverage of sport for Teletext over the past 16 years has provided the service with one of its biggest and most loyal audiences. Building on that foundation, *UPDATE* will develop a much faster, more detailed results service through a computer link with the Press Association. Our sports staff will, in addition, produce lively reports on all the day's action, covering not only major sports but minor ones as well.

William Hill will provide a racing results service, covering both greyhound and horse racing. Weatherbys propose to supply an overnight declarations service - while other pages will carry Tote details, betting tips and previews of important races.

Extra pages will be devoted to sport throughout the weekend, recognising that Sunday now rivals Saturday as a big day for sport.

The level of pages allocated to racing for the Monday to Saturday programme in the UK is maintained at this level for Sunday in order that a full service of the Saturday results is available to viewers for reference and so that the coming week can be fully previewed.

*UPDATE* will also make a distinction between carrying reports and results sequences of spectator sports and providing feature material for enthusiasts who take up a participation sport as a leisure time pursuit.

As part of our link with print magazines, *UPDATE*'s specialist sections will provide a whole series of sporting sub-strands, covering activities ranging from chess to golf, from horse-riding to motor-cycling, from angling to yachting, from motoring to narrow boats.

These each appear for six hours on a predetermined day of the week as part of our rotating use of main pages.

There will be extensive cross-referring between the main sports service in Magazine 5 and the sporting sub-strands in Magazine 6 to achieve maximum awareness of this extra dimension of coverage.

#### Magazine 5 (Channel 4)

Sport:	32 pages (weekdays)
	35 pages (weekends)
Racing:	23 pages (daily)

#### **Travel**

This is another example where a generic service would fail to identify very different forms of travel - local community and inter-city, nationwide and international, business and pleasure.

*UPDATE* will place such information within the most appropriate strands across the whole service - providing overall a totally comprehensive travel service but delivered in the most relevant segments.

A major change from current practice will be the clear separation of travel and holidays. Although the former will contain news of air, rail and ferry routes to and from holiday destinations (with provision for flash reports on road congestion in and around UK resorts during the summer) the holiday section will concentrate on the leisure aspects of travel.

[See example opposite]

Advertisers will welcome this separation and viewers in search of day-to-day travel information will not be exposed to holiday advertising.

A total of 24 pages will be devoted to all forms of travel, six of them giving regional travel information.

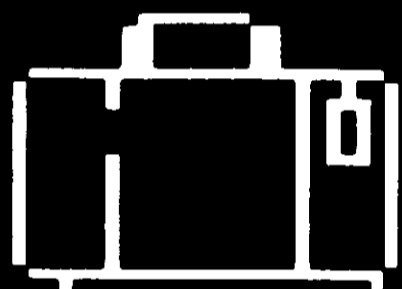
#### Magazine 1 (Channel 3)

Travel: 6 pages of road, rail, and ferry information.

#### Magazine 2 (Channel 3)

Holidays: 12 pages of supplementary information for the holidaymaker - currency fluctuations, health hazards, changes in duty-free allowances, holiday souvenir best buys, consumer tests of popular resorts, at home and abroad.

# GETAWAY



THE ULTIMATE GUIDE  
TO HOLIDAYS  
AND TRAVEL

## XMAS FUN

LAST-MINUTE  
BARGAINS 242



## Best of British Breaks

## Going it Alone

243

**DAY 1:**

HOME & FAMILY  
7-DAY CHRISTMAS DIET

**Mid-morning**

1oz (25g) bag of mixed  
nuts and raisins or  
plain peanuts, raisins.



## **Financial and business matters**

*UPDATE's* own financial specialists will join with the Press Association in providing business news coverage and analysis in depth. To that will be added Stock Exchange Automated Quotations for 400 leading securities, and a world-wide range of key financial indices including the FT-SF, the Eurotrack 100 and 200 and the ISE Nikkei.

As part of its commitment to fine-focussing on different audiences, matters of personal finance (mortgage rates, unit trusts, pensions, savings plans) will be dealt with as part of the Home and Family strand on Magazine 3. This is seen as a more appropriate environment and will bring financial information to many viewers not inclined to turn to the City pages.

The two forms of coverage will cross-refer to each other whenever applicable - for instance, a run on the pound forcing up interest rates would affect mortgage advice in the personal finance section.

### Magazine 3 (Channel 3)

Two pages of Home and Family section devoted to personal finance.

### Magazine 5 (Channel 4)

Thirty pages each weekday of financial and business reportage and analysis.

Reduces to 10 pages at the weekend to reflect inactivity in financial markets.

## **Arts and leisure**

Coverage of the performing arts will place strong emphasis on activities in the regions, taking in theatre, cinema, dance, music and art - amateur productions as well as professional.

The main arts section in Magazine 6 will carry ten non-regional pages per day, with up to four regional pages available for local coverage - including a regionalised cinema guide. Further coverage of leisure is ensured by the Weekday and Weekend Magazines devoted to gardening, motoring, popular music and the cinema (in Magazine 2) and by all but two of the 21 Weekly Magazines in the system's Magazine 6 being concerned with leisure pursuits and hobbies.

In reserving Magazine 3 exclusively for our Home and Family, *UPDATE* recognises the breadth of interests displayed by the modern woman, including health and fitness, nutrition, home improvements, the environment, design, dress-making and child welfare.

[See example opposite]

Once again we can deliver information of the highest calibre through our association with brand-leading journals having special knowledge in such fields.

#### Magazine 2 (Channel 3)

Four of the six Weekday Magazines (each screened twice daily) will cover leisure interests.

Motoring Club	8 pages (0800 - 0930 / 2000 - 2130)
Gardening Club	8 pages (0930 - 1100 / 1400 - 1530)
Movie Club	10 pages (1230 - 1400 / 2130 - 2300)
Rock Club	10 pages (1700 - 1830 / 2300 - 2430)

These titles are transmitted for longer periods and in some cases to a new format on Saturdays and Sundays to provide for the different of audience available at weekends. Their times of screening to become:

Rock Club:	1100 - 1500
Gardening Club:	1500 - 1830
Motoring Club:	1830 - 2200
Movie Club:	2200 - 0130

#### Magazine 2 (Channel 3)

Average of ten pages per day of Home and Family will deal with women's interests (as outlined above).

#### Magazine 6 (Channel 4)

Ten pages devoted to news/previews/reviews of the latest happenings in the theatre/dance/music/art/books.

Nineteen of the specialist Weekly Magazines (each screened for a total of six hours once a week) cater for a wide range of leisure interests and enthusiasms:

Railways, popular science	(Sundays)
Country pursuits, cookery, golf	(Mondays)
Personal computers, lifestyles, chess,	(Tuesdays)
Yachting, motorcycling	(Wednesdays)
Fishkeeping, photography, boating,	(Thursdays)
Soccer, rural living, angling	(Fridays)
Motoring nostalgia, ballroom dancing, cage birds	(Saturdays)

## **Provision for children**

*UPDATE's* plans for this strand of the service are based on our close collaboration with Two-Can Publishing who produce high quality magazines, supplements, books and paperbacks for every sector of the children's market - from pre-school tiny tots to young teenagers.

We have heeded their advice that there is no such thing as a children's publication which will sell across the market. The youngster of the 1990s strongly resents the stereotypes conventionally applied to children - and from the age of 10 onwards will positively resist anything which is labelled as 'for children'.

This means that although provision for children is a substantial element in our service the material will be packaged in a variety of ways. Young people (usually the boldest users of the remote control device) will find things to interest them throughout the service. In no way will they ever feel confined to a children's ghetto.

The most obvious plank is the Children's Club, deliberately so-called because it is aimed at the under-10s. This will be screened twice each weekday in two 90-minute segments - one mid-morning for the benefit of young children watching at home with their mothers, the other in the late afternoon for children returned home from school. Much of the content will be instructional, including the use of the screen as an electronic blackboard in teaching smaller children how to spell. On Saturdays and Sundays this section changes its title to Fun Club and undergoes a change of format to acknowledge that its audience wants to enjoy the weekend. The content, too, is widened to accommodate the interests of children up to the age of 12. Fun Club is screened for a continuous four hours on Saturday and Sunday mornings when young audiences are at their peak.

Home and Family is aimed at every member of the household and that includes children. The over-10s will find three main pages dedicated to their interests throughout every day, featuring amazing facts, mystery riddles, jokes and cartoons.

All children enjoy puzzles and word games, and so many of them will find their way to the Pit Your Wits strand in Magazine 6 where at least three main pages will cater for younger competitors.

The more precocious of the over-12s will call up the Rock Club in Magazine 2 for the latest gossip about their favourite recording stars.

Others will turn to the Movie Club (also Magazine 2) for news of the latest videos for rental.

Fourth and fifth formers beginning to plan their careers will be able to call up Education for Life (Magazine 6) for vocational information.

Most children have a passion for sport and will enjoy the more graphic presentation planned for the sports page. Girls will particularly welcome the Weekly Magazine coverage of riding and the Arts coverage of ballet.

Some 17 main pages will be consciously aimed at children up to the age of 15 by way of Children's Club, Home and Family, Pit Your Wits and Education. But we are confident that children of all ages will find material of interest to them throughout the service.

#### Magazine 2 (Channel 3)

Children's Club will occupy ten pages each weekday, screened from 11am to 12.30pm and from 3.30 - 5pm.

Fun Club is screened from 7 - 11am each Saturday and Sunday.

#### Magazine 3 (Channel 3)

Three pages of Home and Family aimed at children over 10.

#### Magazine 6 (Channel 4)

Three pages of Pit Your Wits will be devoted to puzzles and general knowledge quizzes aimed at children of all ages.

One page of Education for Life will concentrate on career guidance for fourth and fifth-formers.

### **Education**

In labelling this part of the service 'Education for Life', *UPDATE* is again declining to place education within its conventional pigeon hole. Education for life recognises that learning is a continuous process embracing all ages - that education involves parents and teachers as well as students. It also recognises that education is not merely a matter for academics.

Education for Life will promote greater understanding of the environment, of the social needs of the community and the rights of the consumer in a society dominated by mass marketing.

In being able to provide for prolonged study of material presented on the screen and in the capacity for recall of pages already examined, Teletext is an ideal medium for educational purposes and *UPDATE* intends to exploit this potential to the full.

Since education is centred on the local authority, heavy emphasis will be placed on regional coverage of courses and career openings within the area.

#### Magazine 6 (Channel 4)

Three non-regional pages will be devoted to education by *UPDATE*.

## **Religion**

In such a richly diversified society, religion also cannot be placed within a traditionally defined slot. Preferring the generic title of 'Devotion', *UPDATE* will celebrate the many faiths that have taken their place within the community.

As well as national coverage of spiritual issues and religious debate, Devotion will use its regional pages to reflect the beliefs and aspirations of the various ethnic groups as expressed within local society. Devotion will carry six pages per weekday (two regional) but will expand at weekends to become a major feature of the service with 14 national pages and between four and eight regional pages (according to size of the area and ethnic mix). The extra pages will include a review of the past week and highlight significant events and festivals of the coming week - again on a regional and national basis.

### **Magazine 6 (Channel 4)**

Four pages weekdays; 14 at weekends.

## **Farming**

The farming community is another part of the population whose irregular hours of working deny them easy access to television and radio.

Our Farming World strand in Magazine 6 will provide a 24-hour, seven-day service to the farmer and his family, updated daily with UK and international market prices. The availability of up to three regional pages will enable the farmer to relate to market conditions in his own area.

Since price movements in agriculture directly affect the family budget, there will be a close link between this aspect of Farming World and the Home and Family strand (Magazine 3).

### **Magazine 6 (Channel 4)**

Three pages daily.

## **Hard of Hearing**

*UPDATE* will provide a special page and multi-pages for the deaf and hard of hearing within the Home and Family strand. This will be edited by a member of the deaf and hard of hearing community. It will feature information about sub-titled TV programmes, sub-titled videos, educational opportunities, current issues for the deaf and hard of hearing and social activities.

The section will be updated twice during the week and again at weekends and input will be encouraged from national and regional organisations promoting the interests of the deaf and hard of hearing.

### **Magazine 3 (Channel 3)**

1 page daily.

## **Regional information**

Coverage of regional affairs will be an integral element of the *UPDATE* service, blended into all strands where relevant.

### **Weather**

#### Magazine 1 (Channel 3)

One page of regional forecasts within the News on 3 weather report.

One page of travel information will include weather affecting driving conditions.

#### Magazine 2 (Channel 3)

Gardening Club (transmitted twice per weekday for a total of three hours) will include 'weather alerts' when adverse conditions pose a special threat to gardeners.

### **Sport**

#### Magazine 5

Five pages of regional coverage weekdays will expand to ten pages at weekends to give intensive coverage to local fixtures and to reflect regional weighting of interest in particular sports (Rugby Union in Wales and the West, Rugby League in the north of England, ice hockey in Scotland).

### **Travel and holidays**

#### Magazine 1 (Channel 3)

Four pages of regional travel news, covering principal inter-city and local commuting routes by road and rail. Accident alerts and all-clear flashes provided by local A.A traffic bureaux.

#### Magazine 2 (Channel 3)

Two pages of regional holiday news, including international flight movements from regional airports during the tourist season.

### **Financial and business news**

No separate pages are planned for regional coverage within the City and business strand (Magazine 4 on Channel 4) but PA's regional coverage will encompass financial and commercial stories from provincial centres. These will be placed within the Regional News on Channel 3.

## **Arts and leisure**

### **Magazine 1 (Channel 3)**

Teleguide will carry five pages devoted to regional variations in TV listings for all channels.

### **Magazine 2 (Channel 3)**

Weekday and Weekend Magazines covering gardening, motoring, cinema and popular music will each carry a minimum of one regional page, expanding to four pages according to the level of local activities.

### **Magazine 3 (Channel 3)**

From three to seven regional pages of Home and Family will examine activities and interests of special appeal to women and their families.

### **Magazine 4 (Channel 4)**

Five pages of regional variations in TV listings on all channels (provided here to spare Channel 4 viewers the inconvenience of switching to the full-scale Teleguide on Channel 3).

### **Magazine 6 (Channel 4)**

One to four pages of regional coverage in the Performing Arts section. The number of pages will vary according to the level of local activities within individual regions. One further page carries a regionalised guide to cinema releases.

Specialist Weekly Magazines covering leisure activities will devote a minimum of two pages to regional coverage, expanding to three pages as required.

## **Provision for children**

### **Magazine 2 (Channel 3)**

Children's Club and Fun Club will each devote two pages daily to regional coverage of children's entertainment, events, activity centres.

### **Magazine 6 (Channel 4)**

One page of local job opportunities for school leavers in Education for Life.

## **Education**

### **Magazine 6 (Channel 4)**

Two to three pages devoted to regional coverage according to the level of activities by local education authorities.

## **Religion**

### **Magazine 6** (Channel 4)

Two regional pages each weekday, expanding to a maximum of 8 pages at weekends, to carry listings of local services.

## **Farming**

### **Magazine 6** (Channel 4)

One to three pages daily, depending on level of agricultural activity in the area.

## **Jobfinder**

### **Magazine 3** (Channel 3)

*UPDATE* intends to continue with the Jobfinder service presently carried on Oracle and will place this within the Home and Family to bring employment opportunities before every member of the family. Jobfinder is currently an advertising feature produced by the Department of Employment. *UPDATE* intends to discuss with the DoE the possibility of expanding the service and the inclusion of suitable editorial material. There will be cross references to and from the regional page on job opportunities for school-leavers in the Education strand (Magazine 6).

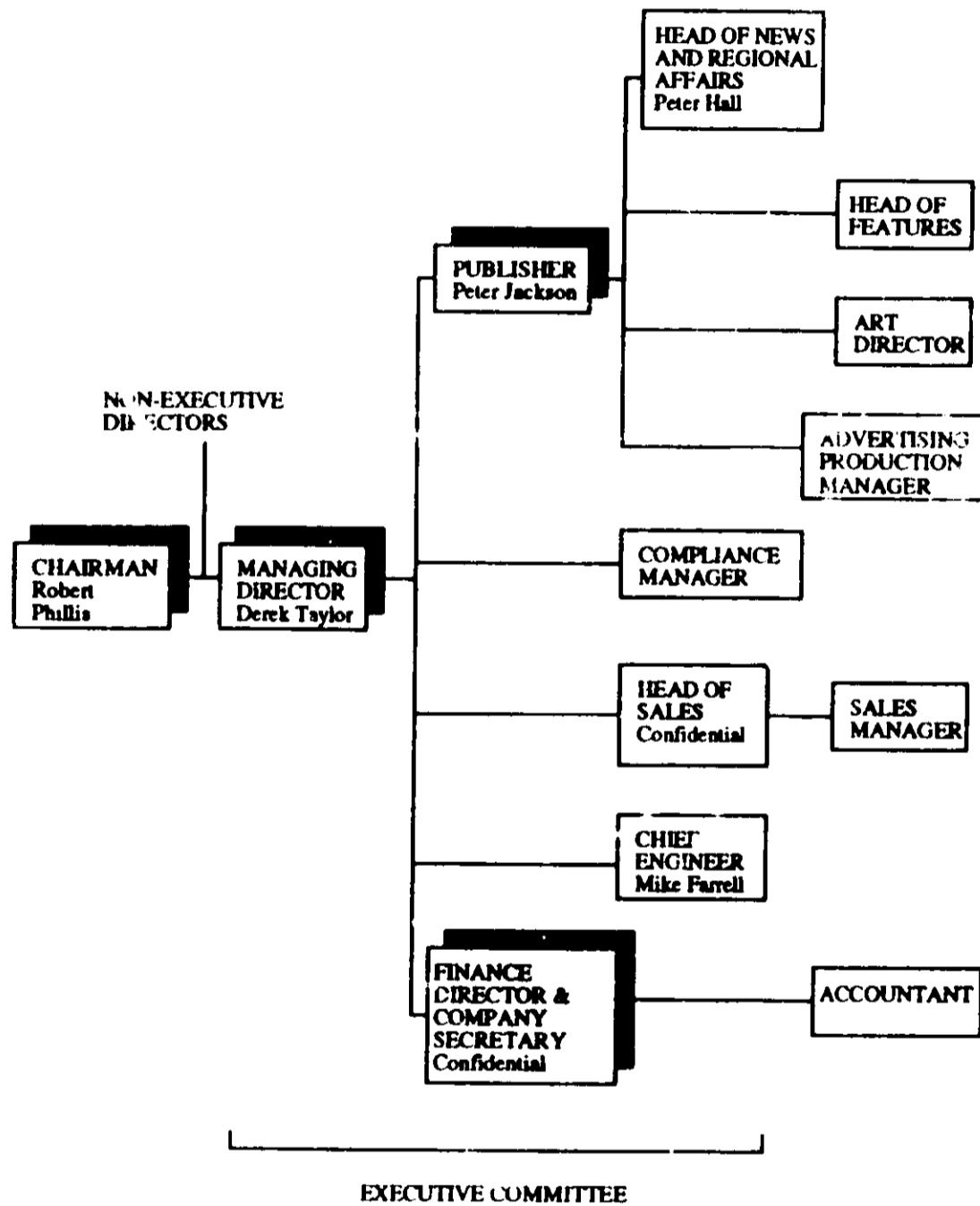
## **A5 Organisation and staffing**

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

## **A5 Organisation and staffing**

<b>Introduction</b>	<b>1</b>
<b>Organisation structure</b>	<b>1</b>
The Board	1
Chairman	1
Non-executive directors	1
Managing Director	2
Executive Committee	2
Major Client Committee	2
Publisher	2
Finance Director	3
Head of Sales	3
Chief Engineer	4
Head of News and Regional Affairs	4
Compliance Manager	4
Personnel	5
Non-executive posts and their holders	5
Executive posts and their holders	7
<b>Staff communications</b>	<b>16</b>
<b>Staff by Teams</b>	<b>16</b>
Contracts of employment	16
News on 3 and Weather	17
News on 4 and Weather	17
Business and Finance	18
Sports	18
Racing	18
Regional	19
Unit 1	20
Unit 2	20
Unit 3	20
Unit 4	21
Graphic design	21
Sales	21
Advertising production	21
Engineering	21
Finance	22
Secretaries	22

**Chart A5 (i)**  
**UPDATE's management**  
**reporting structure**



**DIRECTORS** indicates Directors of Update Teletext Limited.

## **A5 Organisation and staffing**

### **Introduction**

*UPDATE's* internal organisation has been structured so as to enable the Company to implement its proposals for the Teletext service as efficiently and effectively as possible.

All of *UPDATE's* executives have been selected for their record and achievement in the broadcasting or publishing industries. *UPDATE's* ambition to create a new generation of Teletext requires senior personnel who are leaders in their field, and that is what we have secured.

### **Organisation structure**

[See Table A5 (i)]

The structure is designed with short lines of reporting in order that decisions and consequent actions are taken promptly and appropriately.

#### **The Board**

The Board will consist of the Chairman, four non-executive directors, the Managing Director, the Publisher and the Finance Director.

The Board will meet not less frequently than once a month, when the Executive Directors will report on the company's financial performance and make recommendations on the direction of *UPDATE's* future activities.

The Chairman and the Managing Director will formally meet at least weekly.

#### **Chairman**

The Chairman will hold a non-executive position on the Board, though by virtue of his experience and standing will be in a position to offer significant guidance to the management.

#### **Non-executive directors**

[See Section C]

The four other non-executive directors, who represent the shareholders, have a broad range of experience within the broadcasting industry, and will make a significant contribution on a regular basis to the success of the business.

## **Managing Director**

The Managing Director will be *UPDATE's* Chief Executive Officer responsible to the Board of Directors of Update Teletext Limited for all elements of the business, in particular its profitability throughout the licence period within the framework of the Licence and of the Teletext Code and any other directives issued by the ITC, and within the bounds of law and of accepted business practice.

The heads of the company's four main areas of operation will be directly accountable to the Managing Director. They are:

- \* the Publisher;
- \* the Finance Director;
- \* the Head of Sales; and
- \* the Chief Engineer.

In addition, the Compliance Manager will report directly to the Managing Director.

The function of each of these executives within the organisation structure is dealt with below.

## **Executive Committee**

The Managing Director, those executives reporting directly to him, and the Head of News and Regional Affairs will together form the Executive Committee. Because of the relatively small size of the company, these executives will be in regular daily informal contact. However, as members of the Executive Committee, they will also meet formally at least weekly under the chairmanship of the Managing Director. The Executive Committee will review the financial performance and other activities of the business, develop business strategy, and decide upon and monitor appropriate executive action, including staff policies.

## **Major Client Committee**

In order to maximise all opportunities of winning and keeping major new advertisers and sponsors, the Managing Director, the Head of Sales and the Publisher will form a committee whose function will be to identify major potential clients, approach them to advertise or sponsor on *UPDATE*, finalise contracts with them and then manage the relationship with those clients so that they stay with *UPDATE*.

## **Publisher**

Although public Teletext is obviously part of the broadcasting industry, it has some key characteristics which also align it with more traditional print publishing. Its text and still images are the currency of newspapers and magazines. Most significantly, Teletext's advertising and editorial material often appear simultaneously before the viewer, though separately identified. We believe that this factor especially demands an integrated management of all output, editorial and advertising.

Although this could be achieved simply by drawing together the reporting lines for editorial and advertising at the Managing Director, *UPDATE* believes that integration must be achieved at the operating level, minute by minute. This is vital in complying with the requirements of the Licence: editorial and advertising must be consistently separated on the page; consistency in the quality of all presentation, both advertising and editorial, must be retained as a key element in securing the unity, integrity and overall quality of the service.

*UPDATE* therefore will appoint a Publisher, who just as in the print and publishing industry will be responsible at Board level for all output on the service, both editorial and advertising. In practical terms this will be achieved by separating the management of selling advertising space from the management of producing the advertisement on screen. The latter, which will include the graphic design of classified and display advertising as well as its scheduling and placement on screen, will all be the ultimate responsibility of the Publisher (the selling of advertising space being the responsibility of the Head of Sales).

In the area of sponsorship, it is *UPDATE*'s policy to secure wherever possible sponsors who can provide editorial material of a level of quality such that it will enhance the service. It will be entirely appropriate therefore that agreements and relations with sponsors are handled by the Publisher.

The Head of News and Regional Affairs, the Head of Features, the Art Director as well as the Advertising Production Manager will report directly to the Publisher.

### **Finance Director**

The Finance Director, who will also act as Company Secretary, will represent the finance function on the Board. The Finance Director will be responsible to the Managing Director for the production of regular and frequent information for the management and financial accounts of the Company, for the purchase and sales ledgers, and for the staff and systems to produce that information.

### **Head of Sales**

The Head of Sales will be responsible to the Managing Director for selling *UPDATE*'s classified and display advertising space, both nationally and regionally. Hence the Head of Sales will be responsible for most of the Company's revenue generation.

We regard the sale of classified advertising, both nationally and in the regions, as the core of *UPDATE*'s revenue. The consistent and determined attention to selling classified space is the foundation of the business. It will be the first responsibility of the Head of Sales to secure that foundation, as well as managing the sale of display advertising.

## Chief Engineer

The Chief Engineer will be responsible for the cost and quality of all of *UPDATE*'s plant, equipment and premises and for the arrangements with telecommunications operators for the whole of *UPDATE*'s technical network, that is the contribution network from suppliers and the distribution network to the transmitters. The maintenance of this network error-free and capable of delivering the engineering quality required in the Licence is regarded by *UPDATE* as being of critical importance.

As well as *UPDATE*'s own Chief Engineer who will be assisted by a Support Engineer, ITN's maintenance engineers will be available at all times to assist in the event of technical emergencies, providing instant and expert effort. ITN's acclaimed engineering expertise will be of special benefit overnight and at weekends. Managing this contractual relationship with ITN will be a key area of the Chief Engineer's function. A copy of the agreement with ITN is attached to Section D.

[See end of Section D]

The Chief Engineer will also be responsible for the activities and profitability of any ancillary subtitled business which *UPDATE* may set up.

## Head of News and Regional Affairs

News and regional output, because of their importance to the service *UPDATE* will provide, will be the responsibility of a member of the Executive Committee (see above), the Head of News and Regional Affairs. The Head of News and Regional Affairs will also be directly responsible for business and financial news, sports, racing, weather and daily travel information.

## Compliance Manager

Because of the overriding importance which *UPDATE* places on complying absolutely with the requirements of the Licence, the Teletext Code and any other directives from the ITC, a Compliance Manager will be directly accountable to the Managing Director for the Company's procedures to ensure compliance at all times with such directives. The Compliance Manager will also have responsibility within the Company for viewer liaison, for public relations, and for giving initial legal advice to the executive team, for example drawing up and reviewing standard contracts which *UPDATE* will negotiate with suppliers and customers. Section A6 contains full details of *UPDATE*'s compliance procedures.

[See Section A6]

## Head of Features

The Head of Features, as well as taking overall responsibility for the nine strands of features material, will be editor of the unit which produces the Home and Family and the holiday magazine, Getaway. The editors of the other three features units (see below in this section) will report to the Head of Features.

### Advertising Production Manager

The reasoning behind making advertising production the Publisher's responsibility has already been set out above. The advertising production department will be sited centrally at *UPDATE*'s premises in order to be physically close to the sales staff on the one hand and the editorial department and the graphic designers on the other. The Advertising Production Manager will be accountable to the Publisher for the day to day scheduling of advertisements within the page areas defined by the Publisher and Managing Director. The Advertising Production Manager will also be responsible for the advertising production staff.

### Art Director

Because of the importance which *UPDATE* attaches to lively and clear presentation, *UPDATE* will appoint its own Art Director, who will be responsible to the Publisher for maintaining the highest level of design throughout the *UPDATE* service, including advertising.

The Art Director will liaise with existing advertisers to help in achieving an improved presentation of their pages and will be available to new advertisers to help them maximise the potential of the medium.

### Sales Manager

The Sales Manager will assist the Head of Sales in all responsibilities, will deputise for the Head of Sales during absences, and will take direct responsibility for display advertising.

### **Personnel**

*UPDATE*'s management will benefit in its personnel responsibilities from its close relationship with ITN.

A full range of personnel functions will be provided for *UPDATE* by the ITN Personnel Department on an arms length contract, details of which are attached in the confidential side letter. Functions provided will cover employee record-keeping, assistance and advice on recruitment, disciplinary and grievance procedures, industrial relations advice and assistance, guidance and administrative support on training, advice on compensation practices, and guidance on matters relating to equal opportunities and health and safety.

[See letter at end of Section D]

### **Non-executive posts and their holders**

#### Chairman of Update Teletext Limited: Robert Phillis

Robert Phillis is currently Chief Executive of Independent Television News.

From 1976 to 79, he was Director of Personnel and Industrial Relations, and subsequently Managing Director of Sun Printers Limited, and then from 1979 to 82, Managing Director of Independent Television Publications Limited, publishers of TV Times.

In 1982, he became Managing Director of Central Independent Television, and then in 1987 Group Managing Director of Carlton Communications. Robert Phillis continued as a non-executive director of Central during his period at Carlton until taking up the position of ITN's Chief Executive in February 1991.

**Public Appointments:**

Robert Phillis has served on the Boards of ITN (prior to becoming Chief Executive), Independent Television Publications, and the Independent Television Companies Association.

He was Chairman of the ITV Network Programme Committee from 1984 to 1986 and Chairman of the ITV Film Purchase Group from 1985 to 1987.

He is currently a Director of the International Council of the American-based National Academy of Television Arts and Sciences, a Director and Trustee of the Television Trust for the Environment and a Fellow of the Royal Society of Arts. He is the current Chairman of the Royal Television Society.

The four non-executive directors representing the shareholders are:

**David McCall, CBE, Chief Executive of Anglia Television**

David McCall is one of the most experienced and influential figures in independent television. An accountant by profession, he has worked in the television industry for thirty years. He joined Anglia Television in 1968 from Grampian Television and was appointed to the Board in 1970.

He became Chief Executive of Anglia's television operation in 1977 and Group Chief Executive in 1986.

For two years, until 1988, he was Chairman of the industry's national body, the Independent Television Companies Association, and has played a major role in ITV's financial affairs as Chairman of the ITVA's Standing Committee on Finance.

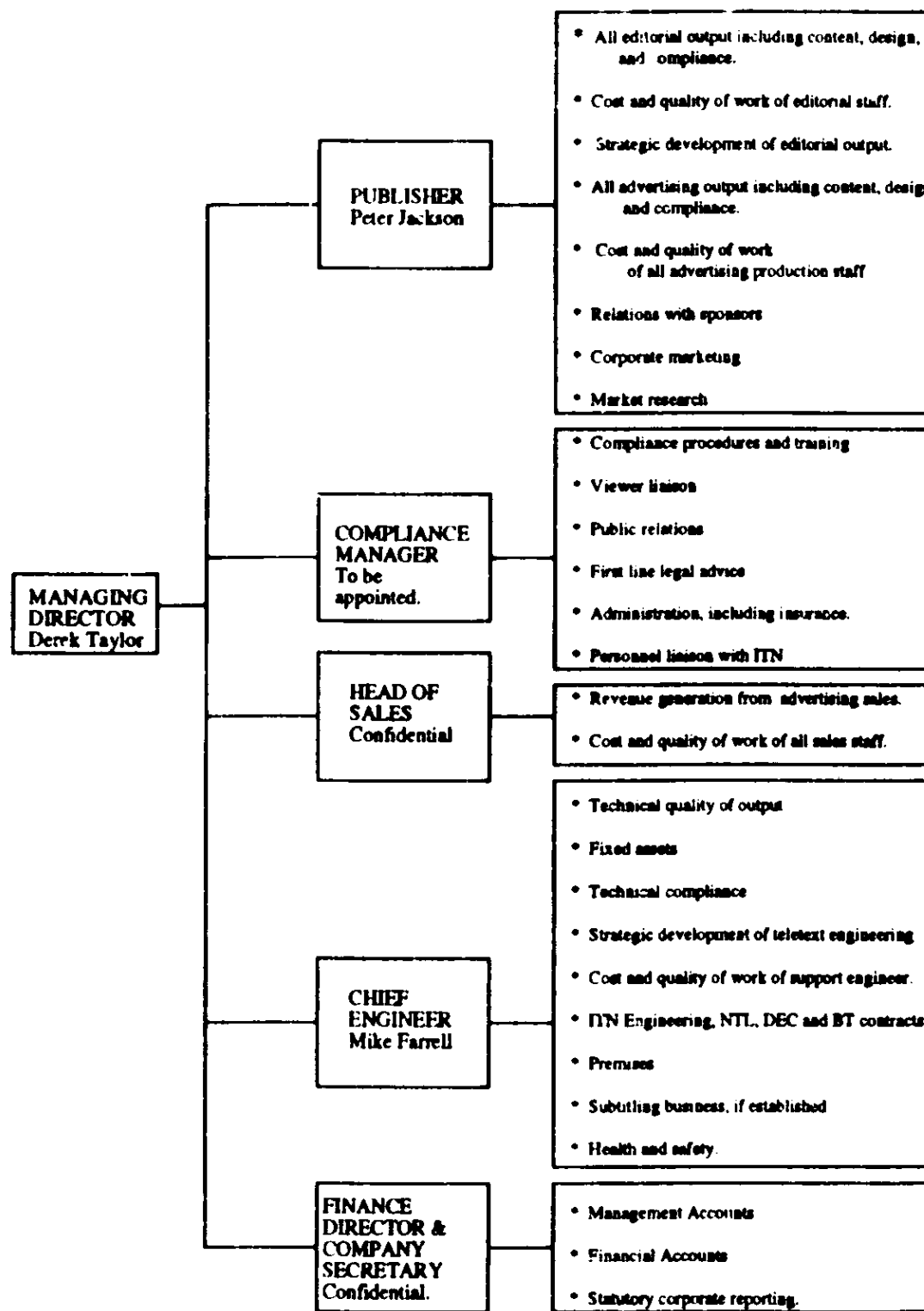
He served on the Board of Independent Television Publications, and was a founding Director of Channel Four and of British Satellite Broadcasting. He is currently on the Board of ITN, and is a Fellow of the Royal Television Society.

In 1988, David McCall was awarded the CBE for services to television.

**Richard Emery, Commercial Director of Independent Television News**

Richard Emery became Sales Controller of Anglia Television in 1977, and then took up a similar position with TVS in 1983. In the following year he became Director of Sales at Central Independent Television. During this period he chaired the ITV Central Promotions Sub-Committee and the ITV Marketing Committee.

**Chart A5 (ii)**  
**UPDATE's General organisation**  
 indicating distribution of functions



In 1989 he was joint founder of Television Sales and Marketing Services Limited, a company with exclusive rights to sell television airtime for Central and Anglia Television. He was joint Managing Director of TSMS until taking up his current position with ITN in 1991.

Roger Laughton, Chief Executive of Meridian Broadcasting

In 1965 Roger Laughton began his career at the BBC as a producer-director. In 1981, he became Head of Network Features for BBC Television and then Head of Daytime Programmes.

In 1988 he was appointed Director, Co-productions at BBC Enterprises when he doubled co-production income in two years. He left the BBC in 1990 to head MAI Broadcasting, which in partnership with Central Independent Television and SelecTV formed Meridian Broadcasting.

Now that Meridian has won the South of England Channel 3 franchise, Roger Laughton is its first Chief Executive.

Angus J Macdonald, Managing Director of Scottish Television

From 1969 to 1985, Gus Macdonald worked for Granada Television, first as Editor of World in Action, then as Head of Current Affairs, Regional Affairs and then of Features. In 1986 he moved to Scottish Television as Director of Programmes.

For six years from 1982, he was Channel Four's 'Ombudsman' for viewers' complaints.

From 1988 he increasingly took on industry-wide responsibilities, including Chairmanship of the ITVA Children's Programming Group.

Governor of the National Film and Television School and Visiting Professor of Film and Media Studies at Stirling University, he became Managing Director of Scottish Television in 1990, and led the Company in its successful franchise bid.

**Executive posts and their holders**

[See Chart A5 (ii)]

Managing Director of Update Teletext Ltd: Derek Taylor

Responsible to the Board for:

- \* Delivering the profits of the Company on or exceeding the targets agreed with the Board, thereby maximising the return to shareholders.
- \* Ensuring that *UPDATE* keeps the Public Teletext Service Licence by complying with its terms and with all other directives of the ITC.
- \* Ensuring that the Company's liquidity ratio remains at all times favourable.

The Managing Director's key activities will include:

- \* Reporting to the Board on the company's financial and all other activities, and making recommendations on future action.
- \* Supervising the Company's compliance with the Licence and other ITC directives.
- \* Agreeing targets on cost and quality with those executives who report to him, reviewing their work within the overall strategy of the Company, creating an environment which enables them to achieve those targets, reviewing performance, and rewarding accordingly.
- \* Developing and pursuing, in conjunction with other executives, an effective strategy for growing the business.
- \* Liaising with the ITC.
- \* Leading the Company's negotiations with major customers and suppliers.
- \* Effectively communicating the Company's needs, strategies and actions to the staff.
- \* Reviewing with the Publisher the pages available for advertising.
- \* Chairing the Executive Committee and the Major Client Committee.
- \* Attending Advisory Panels.

#### Derek Taylor's career

Derek Taylor is currently Senior Development Executive, Independent Television News. Responsible for identifying, analysing and advising on new business opportunities, and for other special projects.

Educated Christ Church, Oxford University. Law Moderations (1966).  
BA (Honours) in Modern History (1968).

Career at ITN before present position (1968-90).

1968-74: Editorial trainee, Assistant News Editor, Home News Editor (then the youngest in ITN's history), Special Programme Producer.

1974-84: Reporter and Specialist Correspondent: During this period, reported wide variety of events in U.K., Europe, North America and Middle East. Reported five wars. Was Rome correspondent 1979, and then ITN's first Middle East correspondent, setting up bureau in Tel Aviv.

1984-86: Editorial Manager. Responsible for smooth running of ITN's three newsrooms. Project Manager on the computerisation of the main newsroom.

1986-90: Head of Operations: In charge of technical newsgathering, and responsible for 200 professional staff, chiefly field camera crews and communications engineers. Main achievements: departmental management and administration numbers halved. More efficient newsgathering crewing introduced; first national newsgathering organisation to multiskill ENG crews by single operator cameras with lights. Newsgathering productivity doubled.

1987-91: Special Projects: April 87-November 89: responsible for company's staff communications; introduced Team Briefing companywide. November 89-March 90: full-time client member of McKinsey's team working on company's Five Year Business Plan. March 90-June 90: managed company's revenue budget-setting process. November 90-March 91: led team on restructuring company's organisation. October 91- led team bidding for Public Teletext Service Licence.

Derek Taylor is an all-rounder with special expertise in the management of business and financial projects. He has been equally effective leading teams of journalists, engineers or accountants. He has pioneered staff communications systems at ITN through a period of rapid change. Derek Taylor's ability to direct and unite a team of disparate disciplines will be of key importance in the success of *UPDATE*.

A copy of Derek Taylor's letter of appointment is provided separately to the ITC in a confidential side letter. He will be employed on a three year contract.

{see confidential side letter}

The Publisher: Peter Jackson

Responsible to the Managing Director for:

- \* Overall quality of *UPDATE*'s editorial output
- \* Managing the cost of the editorial output
- \* The compliance of editorial matter, advertisements and sponsorship arrangements with the Licence and other directives of the ITC.
- \* Strategic development of the editorial product, including its presentation.
- \* The graphic quality and scheduling of advertisements.
- \* Corporate marketing and sponsorship.

The Publisher's key activities will include:

- \* Controlling the cost and quality of work of the Head of News and Regional Affairs, the Head of Features, the Advertising Production Manager and the Art Director.
- \* Deciding sensitive issues of compliance in editorial matters.
- \* Receiving reports on editorial compliance and taking corrective action.
- \* Attending Executive Committee and Major Client Committee meetings.
- \* Devising systems for developing consistent quality in the service as efficiently as possible.
- \* Reviewing with the Managing Director the pages available for advertising.
- \* Commissioning and using market research.
- \* Supervising the graphic style of advertisements.
- \* Attending the Advisory Panels
- \* Liaising with the main editorial sponsors.

**Peter Jackson's career**

Since 1987, founder and Chief Executive of Grayling Publishing Limited, a company specialising in creating new editorial concepts for major publishers in the UK, France, Germany and the US. British clients include Reed International, EMAP, Haymarket Publishing, BBC Enterprises and DC Thomson.

During this period was also UK Editorial Director of Headwater Communications, a cross-media consultancy based in London and New York.

**Experience and achievements:**

1966-68: Launch Editor of Drive Magazine for Reader's Digest and the Automobile Association.

1968-79: Launch Editor of TV Times as the national programme journal of ITV, along with the launch of Look-in as a junior programme journal.

1979-81: Deputy Managing Director and Editor-in-Chief of Independent Television Publications Limited.

1981-85: Publisher of Rupert Murdoch's magazine operations in the UK, launching Sunday Magazine as a supplement to the News of the World, re-launching the Sunday Times Magazine and creating Road & Car Magazine in association with the RAC.

1985-87: Managing Director and Publisher of News International-Hachette Limited. Introduced Elle Magazine to Britain and launched SKY Magazine as a pan-European youth title.

Peter Jackson is uniquely qualified for this post, with an already distinguished career in print publishing combined with his knowledge and experience of the broadcasting industry through his editorship of the TV Times. Peter Jackson is regarded as the country's leading expert in the launching and marketing of print magazines.

[See confidential side letter]

Peter Jackson will be employed on a three year contract and his letter of appointment is included in a confidential side letter.

#### Finance Director and Company Secretary (Confidential)

Responsible to the Managing Director for:

- \* Producing timely, accurate and clear financial and management accounts.
- \* Ensuring that payables and receivables are handled consistently in the best overall interests of the Company.
- \* The statutory responsibilities of corporate reporting.

The Finance Director's key activities will include:

- \* Controlling the cost and quality of the work of the Accounts staff.
- \* Advising on a frequent and regular basis the Managing Director and other executives of the Company's performance and projected performance especially against budgeted profit and loss and cashflow.
- \* When necessary securing borrowing at the most advantageous price to the company.
- \* Fulfilling the role of Company Secretary.
- \* Advising on compliance issues when on call.
- \* Attending the Executive Committee.

Update Teletext Limited will have appointed a Finance Director (the details of whose name and career are supplied in a confidential side letter) who will hold this position during the initial establishment of the new company. He has a background in financial and business consultancy. He will assist the Managing Director in finding and recruiting a permanent Finance Director before the launch of the service.

[See confidential side letter]

#### Candidate profile

The successful candidate for the permanent position will be an experienced Financial Controller with audit experience and a reputation for meticulous attention to the accuracy of detail.

**Head of Sales: (C)**

Responsible to the Managing Director for:

- \* Ensuring that the advertising is on or exceeds target.

The Head of Sales' key activities include:

- \* Selling and supervising the selling of advertising space.
- \* Meeting, negotiating with, and generating the confidence of advertising customers.
- \* Controlling the cost and quality of the work of the sales team.
- \* Liaising with the advertising sales departments of sponsoring magazines and any other external sales houses.
- \* Attending the Executive Committee and the Major Client Committee.

[See confidential side letter]

The name of the person selected for this post, who will be employed on a three year contract, is contained in a confidential side letter.

That person is an experienced and highly regarded and successful salesperson from the print industry, a team-builder, who is renowned for the ability to train others.

**Head of News and Regional Affairs: Peter Hall**

Responsible to the Publisher for:

- \* The quality of News on 3, News on 4, sport and racing, weather, travel, City and regional coverage.
- \* Managing the cost of those strands.
- \* The compliance of those strands with the Licence and the ITC's directives.

Key activities of the Head of News and Regional Affairs:

- \* Controlling the cost and quality of work of Editors of the two news services, City, Sport, and the Regional Editors.
- \* Ensuring compliance in his areas of responsibility.
- \* Liaising and negotiating with news agencies, regional editorial suppliers and other contributors, such as those for daily weather and travel information.
- \* Attending the Executive Committee.
- \* Attending News and Current Affairs Advisory Panels.

Peter Hall's career

Peter Hall has been Editor and Manager of the Oracle News Service at ITN since 1980. Responsible for controlling the editorial quality and cost of the Oracle service which includes home, international, financial and sports news output which attract some of the largest Teletext audiences. Also has additional responsibilities for ITN's World News television programme for overseas and airline audiences.

Career at ITN before present position:

1977-78: Bulletin scriptwriter, Oracle writer.

1979-80: Deputy Editor, Oracle

Career prior to joining ITN:

1969-74: Reporter, Sub-editor and columnist with Yorkshire Post Newspapers in Leeds.

1974-77: Home and Foreign News sub-editor with the Press Association in London.

Peter Hall is the UK's foremost editor of news and other factual material on Teletext. Under his leadership at ITN, Teletext has regularly beaten all other media in breaking major news to the nation.

[See confidential side letter]

Peter Hall's letter of appointment is attached in a confidential side letter.

Chief Engineer: Michael Farrell

Responsible to the Managing Director for:

- \* Ensuring the service's output is uninterrupted by technical problems.
- \* The efficient and effective use of the Company's fixed assets.
- \* The provision of telecommunications networks.
- \* Compliance with the technical requirements of the Licence and other directives from the ITC.
- \* The strategic development of Teletext technology to the financial benefit of the Company.
- \* The premises.
- \* The profitability of any subtitling business.
- \* The discharge of the Company's moral and legal obligations to guard the safety of its staff and visitors to its premises in a secure and healthy environment.

The Chief Engineer's key activities will include:

- \* Advising on and effecting the purchase of appropriate plant and equipment.
- \* Advising on technical compliance and implementing effective compliance procedures.
- \* Controlling the cost and quality of the work of the Support Engineer and those subcontracted to maintain the Company's plant and equipment.
- \* Maintaining accurate asset records.
- \* Negotiating with equipment, transmission and telecommunications suppliers.
- \* Supervising the company's arrangements for secure and safe premises.
- \* If *UPDATE* sets up such a business, controlling the cost and quality of the work of subtitling staff, and meeting and negotiating with clients and potential clients of the subtitling business.

#### Michael Farrell's career

Currently an independent consultant and project manager in the Teletext and broadcast data systems fields.

#### Experience and achievements

1976-78: Chief Engineer at Mclinare Limited, responsible for the planning and installation of new studio complex.

1978-79: Technical Director of Compact Colour TV Limited.

1979-82: Site Manager at Digital Equipment Co. Limited, responsible for ITN, Thames TV and BBC TV Teletext systems.

1982-90: Chief Engineer with Oracle Teletext Limited, directly involved in the development and expansion of the Oracle service and Teletext system. Oversaw the increase in data broadcast transmission capacity from 4 to 11 FBI lines, and the introduction of line 335 for subtitle distribution. Represented Oracle and the ITVA on many national and international committees, including first chairperson of the ITVA technical working group TWG8

Key achievements: as representative of the ITVA at the EBU produced the disk file format for the international exchange of subtitle data. Produced the first comprehensive study with detailed recommendations for programme subtitling on Channel 3.

Through the IBA chaired Data Line Working Party, introduced the concept of Programme Delivery and Control of VCRs using Teletext. This led to the introduction in the UK of the STARTEXT system.

Mike Farrell continues to be the industry's acclaimed pathfinder in all elements of Teletext engineering. What makes him even more valuable is his ability to relate engineering opportunities to business needs and communicate that to others.

[See confidential side letter]

Mike Farrell's letter of appointment is attached in a confidential side letter. He will be employed on a three year contract.

#### Compliance Manager

The Compliance Manager will be responsible to the Managing Director for:

- \* The effectiveness of the Company's procedures for ensuring compliance with all aspects of the Licence, the Teletext Code and all other directives from the ITC.
- \* Managing the Company's relations with viewers and the Broadcasting Complaints Commission.
- \* The Company's first line public relations.
- \* Ensuring that the Company's contracts with suppliers and customers are in order.
- \* Ensuring that the Company's administrative support is efficient and effective.

The Compliance Manager's key activities will include:

- \* Advising the Managing Director and other executives on compliance requirements.
- \* Establishing and monitoring the Company's procedures for ensuring compliance.
- \* Training other executives, staff and suppliers who have to implement the compliance procedures.
- \* Writing and keeping up to date the Company's Compliance Guidelines.
- \* Responding to viewers and the Broadcasting Complaints Commission.
- \* Convening and acting as secretary to the Viewer Panels.
- \* Drawing up contracts and liaising with the Company's lawyers.
- \* Overseeing the Company's administrative procedures and liaising with the ITN Personnel department where necessary.
- \* Managing the Company's Insurance cover.
- \* Attending the Executive Committee.

#### Appointment of the Compliance Manager

On winning the licence, the Managing Director will commission an Executive Search agency to find suitable candidates with a view to making an appointment in the Autumn of 1992.

The profile of the successful candidate is likely to be that of a qualified solicitor capable of mastering administrative details; a good communicator.

### **Staff communications**

*UPDATE's* policy will be to keep its staff regularly and consistently informed on developments within the company so far as is consistent with commercial confidentiality. Whilst the size of the Company will necessarily mean daily informal contact between management and staff, *UPDATE* will take routine steps to ensure that the staff know what is happening in their company. These will include monthly Team Briefing and regular company-wide meetings at which the Managing Director will be available for questions.

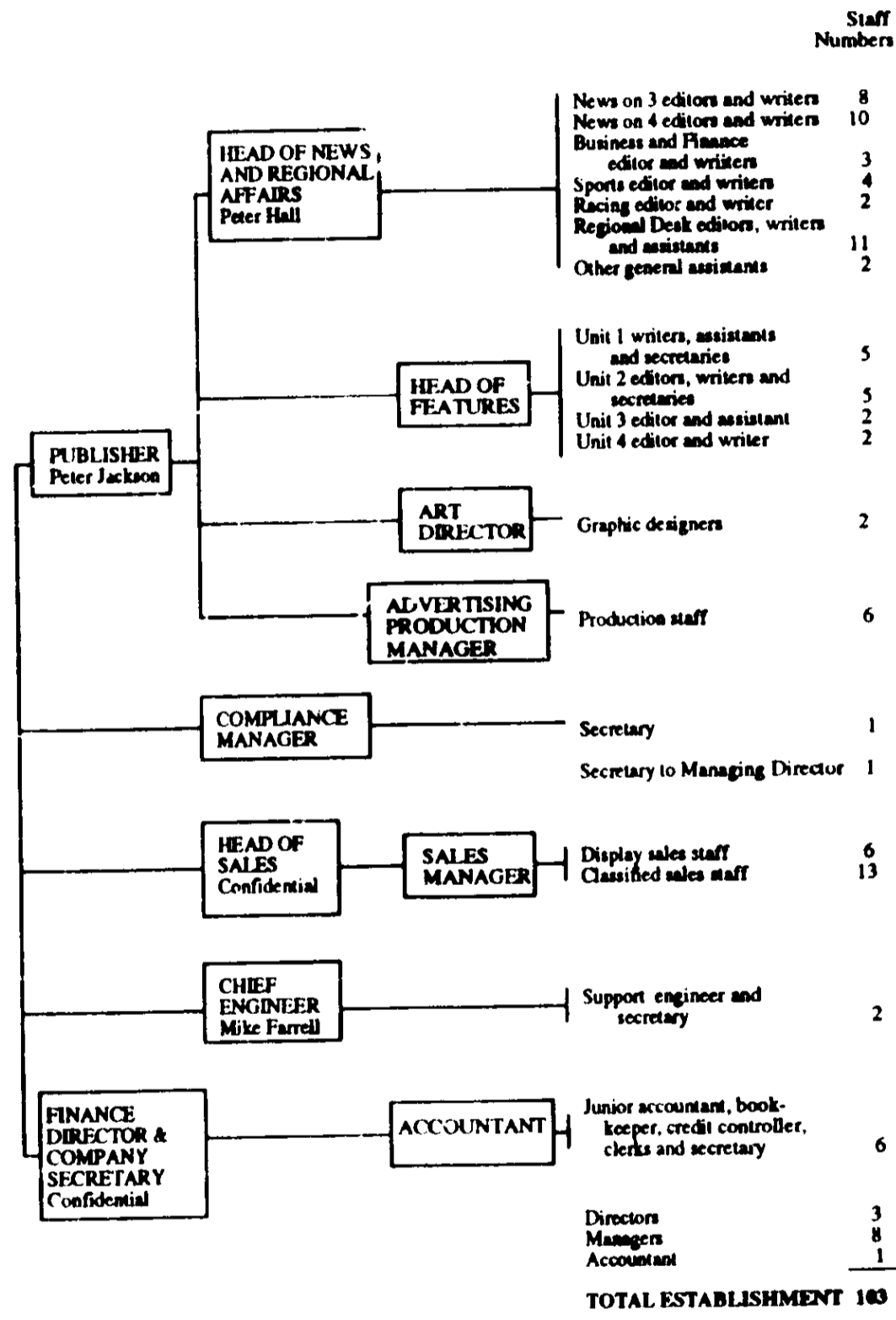
### **Staff by teams**

It is intended that *UPDATE's* Managing Director, Publisher, Head of Sales, Chief Engineer and Head of News and Regional Affairs will take up their appointments within three months of the award of the Licence, and will have as one of their immediate key tasks the recruitment of the managers and staff for whom they are responsible. The Managing Director and the Acting Finance Director will recruit a Finance Director who it is intended will take up the appointment during the Autumn of 1992. The Accountant will be appointed immediately on announcement of the award of the licence. With that announcement expected before the end of March, there will be adequate time to appoint staff so that they can be trained and familiarised with *UPDATE's* operations, and be ready for launch day on January 1st 1993.

### **Contracts of employment**

Staff will be employed on contracts which define their commitment to a certain work pattern rather than to a defined number of hours or days per year. For example, the commitment might be to work normally from 10am to 6pm Monday to Friday, or for example to work normally seven 12-hour days in each fortnight. Five weeks holiday a year will apply to all staff positions. Teletext output is reasonably constant during the year, and hence working patterns are predictable. Paid overtime working will not therefore be a part of employment contracts. Time off in lieu will be given where staff work any additional days.

**Chart A5 (iii)**  
**UPDATE's management and**  
**staff reporting structure**



[See Section A6]

It will be *UPDATE*'s policy to build up a pool of loyal freelances, who have the knowledge, skills and experience to slot into the relevant *UPDATE* team quickly and effectively. We shall develop the skills of freelances by giving on-the-job training and by requiring freelance staff to attend seminars on compliance; we shall attract the right calibre of freelances by paying market rates and by building a reputation for giving fair consideration to freelance staff in recruitment to staff positions.

[See Chart A5 (iii)]

The following account of numbers of staff and working patterns is given according to the teams into which they are organised for the sake of efficiency and effectiveness; they do not necessarily coincide with information strands as defined by the Invitation to Apply.

### **News on 3, Travel and Weather**

A core of staff on *UPDATE*'s news services is expected to come from ITN's current team serving Oracle Teletext's news service.

News on 3 will be staffed for 24 hours each day. A news editor will be on duty each day of the week from 7 30am to 7 30pm. News writers will come on duty at 6am, 9am and noon finishing at 6pm, 9pm and midnight, respectively. This will give maximum cover during the busiest news periods of the day.

News on 3 will share an overnight writer with News on 4 to provide cover during the night. He/she will be on duty from 11pm to 9am.

This pattern of working requires an establishment of two news editors and six news writers (the overnight journalist is included in the News on 4 establishment). In addition, in order to cover five weeks holiday per year per member of staff and allowing for 5% absence for sickness and compliance seminars, freelance cover is needed for 208 working days.

Except for the inputting of alphanumeric data, all keyboard inputting will be carried out by the journalists. *UPDATE* will employ no specialist keyboard operators. General assistants will carry out research as well as data entry.

### **News on 4 and Weather**

News on 4 will be staffed for 24 hours each day. A news editor will be on duty each day of the week from 7 30am to 7 30pm. News writers will come on duty at 6am, 9am and noon finishing at 6pm, 9pm and midnight, respectively. This will give maximum cover during the busiest news periods of the day. News on 4 will share an overnight writer with News on 3 to provide cover during the night. He/she will work from 11pm to 9am.

This pattern of working requires an establishment of eight news writers and two news editors. In addition, in order to cover five weeks holiday per year per member of staff and allowing for 5% sickness and attendance at compliance seminars, freelance cover is needed for 260 days.

Except for the inputting of alphanumeric data, all keyboard inputting will be carried out by the journalists.

## **Business and Finance**

The City service will be staffed from 7am to 7pm each day, Monday to Friday.

A City editor will be on duty from 7am until 4pm five days a week, with a City writer on duty from 9am until 7pm.

This pattern of working requires an establishment of one editor and two writers. Any absences will be covered from within this establishment.

Any City updates required between 7pm and 7am will be entered by news staff. Because there is little need to update City pages over the weekend, review and preview financial information will be pre-prepared by the City staff during the week and be automatically transmitted over the weekend. Friday's share prices will also be left on screen for reference. Any emergency updates will be carried out by the weekend news staff.

## **Sports**

The sports service will be staffed from 8am to midnight each day, with any major updates required before 8am being handled by the news staff.

Each day a sports writer will be on duty from 8am to 8pm and a second writer (or the editor) from noon till midnight, giving substantial cover for the busiest sports news periods.

This pattern of working requires an establishment of one sports editor and three sports writers. In addition, in order to cover five weeks holiday per year per member of staff and allowing for 5% sickness and attendance at compliance seminars, freelance cover is needed for 104 working days.

## **Racing**

One writer will be on duty from 10am to 7pm Monday to Saturday inclusive. This pattern requires an establishment of two racing journalists, one the editor, but means no freelance cover is necessary.

They will cover each other's holidays and there will also be some hours available for the planning and development of the racing service.

The small amount of Sunday racing will be covered by the Sunday sports staff. Saturday's results will be left on screen for reference.

Note: A general assistant will be on duty each day from 7am to 7pm to assist with inputting across News on 3, News on 4, Business and Finance, Sports and Racing. This will require an establishment of two general assistants. Absences will not be covered by bringing in extra staff.

## **Regional**

Regional news and sport will be provided by the Press Association in Teletext page format. All news stories will be subject to editing by *UPDATE*'s regional editors and writers, and stories of any significance or sensitivity will invariably be so edited.

[See Sections A4 and A7]

Other material covering areas such as local events, regional weather and regional travel conditions will be provided either in Teletext format, or as alphanumeric data or as raw information. All such material will be subject to editing by a team of editors, and writers on *UPDATE*'s regional desk.

General assistants will input any alphanumeric data to set formats under the supervision of the duty regional editor. One will be on duty each day from 6am to 6pm.

One editor will be on duty each day of the week from 6am to 6pm, and the other from noon to midnight. One writer will be on duty each day from 7am to 7pm and another from 9am to 9pm. (The overnight writer will service both national and international news and also regional news.)

This pattern of working requires an establishment of four regional editors, four writers and two general assistants. In addition, in order to cover five weeks holiday per year per member of staff and allowing for 5% absence for sickness and attendance at compliance seminars, freelance cover is needed for 104 working days for the editors, 104 for the writers and 52 for the general assistants.

*UPDATE* will employ one Welsh speaking writer from 9am to 5pm on a five day week, reporting directly to the Head of News and Regional Affairs and based at S4C in Cardiff. That writer will translate certain pages of regional material for the Welsh sub-regions into the Welsh language, and will input and update pages of the Welsh language magazine.

[See Section A3]

## **Features**

The nine Feature strands will be grouped into four units to achieve flexibility of responsibilities between the section editors and to maximise familiarity throughout the operation in covering for colleagues absent through holidays, training or sickness.

**Weekday working:** normal hours will be from 9.30am to 5.30pm but the five writer/sub-editors will participate in a late-shift roster to ensure that a journalist remains on duty to provide cover across all features strands until 10pm.

**Weekend working:** the writer/sub-editors will also join with four of the section editors in operating a monthly roster whereby one editor and one writer/sub-editor are on duty throughout the weekend - joined by one of the two designers (who will be employed on the basis of a seven day fortnight).

## **Unit 1**

Unit 1 will work on Home and Family (including the 12 travel pages of the holiday section known as Getaway).

The Head of Features will be in direct charge of this unit and will be responsible for commissioning material from the associated print magazines in IPC, National Magazine Company, Two-Can Publishing and British European Associated Publishers, plus supervising the input from contract freelances.

Other staff will comprise two writer/sub-editors, an editorial assistant (having special responsibility for holiday editorial coverage) and a secretary. In order to cover five weeks holiday per head per year and an average of 5 per cent absence through sickness or attendance at compliance seminars, freelance cover will be needed for 111 days per year.

## **Unit 2**

Unit 2 will comprise the Weekday, Weekend and the Weekly Magazines. Two commissioning editors will work in close collaboration with each other, and will be supported by two writer/sub-editors and a secretary.

Source material for these pages will be provided by a total of 22 associated print magazines, four titles contributing to the Weekday and Weekend Magazines (each providing a maximum of 14 pages per day) and 18 titles contributing to the Weekly Magazines (each providing a maximum of six pages per week).

The two *UPDATE* editors will be responsible for liaising with the respective editors of the print magazines, for selecting the material to be carried on the Teletext service and for applying quality control to the copy provided, reviewing and editing that material.

The two writer/sub-editors will maintain day-to-day contact with the associated magazines, ensuring that material is supplied to the specialised style and format and that the pages are updated as more topical material becomes available.

Freelance cover for holidays, sickness and compliance seminars: 74 days per year.

## **Unit 3**

Unit 3 will bring together the Arts, Education, Devotion, Pit Your Wits and Farming sections which will be supervised by one editor, with an editorial assistant. The editor will be responsible for commissioning material from associated print magazines and from specialist freelances.

Freelance cover for holidays, sickness and compliance seminars: 74 days per year.

## **Unit 4**

Unit 4 will consist exclusively of the Teleguide section, served by a dedicated five-day week TV editor plus a writer/sub-editor and a freelance film writer previewing TV films.

Freelance cover for holidays, sickness and compliance seminars: 74 days per year.

## **Graphic design**

To fulfil *UPDATE*'s commitment to improving the visual presentation of Teletext, the editorial structure includes a dedicated Art Department, comprising an experienced Art Director and two designers.

The two designers will work a seven-day fortnight and will be available to create graphics for the News, Sport and City sectors as well as the Feature pages and for advertisements.

Freelance cover for holidays, training and sickness: 52 days per year.

## **Sales**

Thirteen classified advertising sales staff operating by telephone at the Company's premises and six display advertisement sales staff will all work five day weeks 9 30am to 6pm.

Both the classified tele-sales staff and the display staff will sell regionally and nationally. The numbers of staff in both categories have been set at levels which, in the judgment of our highly experienced Head of Sales, will be adequate for these purposes.

Absences due to holidays, sickness or attendance at compliance seminars will not need to be covered by any freelance arrangements.

## **Advertising production**

Six advertisement inputters will be employed on a five-day week pattern of working, reporting to the Advertising Production Manager. This establishment takes into account expected absences due to leave, sicknesses or attendance at compliance seminars, so no freelance cover is assumed.

Occasional weekend working will be scheduled where for example sports organisations who advertise require updated advertisements to coincide with their events. In such cases the advertising production staff will be given days off in lieu of these extra days.

## **Engineering**

One Support Engineer on a five-day week will report to the Chief Engineer for the daily maintenance and operation of the engineering systems. Outside of these hours and in the event of a multiple emergency, ITN maintenance staff will at all times be available.

A secretary will in addition to general administration act as a central clearing point for enquiries.

## **Finance**

*UPDATE* will have a Finance Department of sufficient size and expertise to ensure that all accounting functions are carried out in an accurate, efficient and timely manner.

It is envisaged that a qualified accountant will report to the Finance Director, and be responsible for a team which will produce, inter alia, weekly cash flow statements and sales reports, monthly management accounts and annual financial statements. The Accountant will also be responsible for taxation and other financial compliance matters.

Assisting the Accountant will be:

- \* a part-qualified accountant who will assist in the preparation of management accounts,
- \* a credit controller who will ensure that debts are recorded and collected promptly and that the appropriate credit checks are carried out on new customers (two clerks will work with the credit controller), and
- \* a book-keeper who will be responsible for maintaining accurate books of account with the assistance of a clerk.

*UPDATE* will have a stand-alone Finance Department with the skills and capacity to handle all necessary accountancy functions with the single exception of payroll, which will be sub-contracted to the ITN payroll office on an arms length contract

Finance staff will normally work a five-day week. When additional working is required, time off in lieu will be granted in compensation.

## **Secretaries**

One secretary will work with the Managing Director. A secretary will assist the Compliance Manager in answering viewers letters and other duties of the Compliance Manager.

The Publisher will draw on assistance from the two secretaries attached to the Features Units. One secretary will work with the Finance Director and the Head of Sales, and another will assist the Chief Engineer. The Head of News and Regional Affairs will draw secretarial help from the pool of General Assistants working in his area of responsibility.

The secretarial establishment will therefore be six.

**Chart A5 (iv)**  
**UPDATE's establishment**

	Managers/ Accountant	Editors	Writers	Designers	Display sales	Classified sales	Production	Engineer	Assistant/ Clerk	Secretaries	TOTALS	
Directors	3									1	4	
Compliance Manager	1									1	2	
News on 3		2	6								8	
News on 4		2	8								10	
Business & Finance		1	2								3	
Sport		1	3								4	
Racing		1	1								2	
Regional		4	5						2		11	
Head of News/regional	1										1	
General Assistants									2		2	
Features Unit 1	1		2						1	1	5	
Features Unit 2		2	2							1	5	
Features Unit 3		1							1		2	
Features Unit 4		1	1								2	
Graphic design	1			2							3	
Advertising Production	1						6				7	
Sales	2				6	13					21	
Engineering	1							1		1	3	
Finance	1								6	1	8	
<b>TOTALS</b>	<b>12</b>	<b>15</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>13</b>	<b>6</b>	<b>1</b>	<b>12</b>	<b>6</b>		
											<b>TOTAL STAFF</b>	<b>183</b>

## **A6 Compliance**

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

- (i) how the organisation of compliance will be arranged in terms of the structure described under A5 above;
- (ii) the procedure he intends to adopt to handle complaints from the public; and
- (iii) in the event that sub-licensing is agreed by the ITC, the arrangements which will be put in place to ensure that the ITC's Codes and any directions are complied with by the sub-licensee.

## **A6 Compliance**

<b>Introduction</b>	<b>1</b>
<b>Compliance procedures</b>	<b>1</b>
<b>Publishing standards</b>	<b>2</b>
<b>Structure for compliance: responsibility of line management</b>	<b>2</b>
The Managing Director	2
The Compliance Manager	3
The Publisher	4
Head of Sales	4
The Chief Engineer	5
The Finance Director	5
<i>UPDATE's</i> own	
Compliance Guidelines	5
Compliance seminars for staff	6
A Duty Manager night and day	6
<b>Compliance in relation to information suppliers</b>	<b>7</b>
Contracted quality	7
<i>UPDATE's</i> regional desk	8
Compliance seminars for information suppliers	8
Liaison meetings with suppliers	9
<b>Advertisements and sponsorship arrangements</b>	<b>10</b>
Procedure for approval of advertisements	10
The amount of advertisements	11
The placing of advertising space	11
Externally sourced advertisements	12
Hard copy of advertisements	13
Sponsorship arrangements	13
Advertising Advisory Panel	14

<b>Viewer Liaison</b>	<b>14</b>
<b>Maintaining quality: the role of Advisory and Viewer Panels</b>	<b>15</b>
Viewer Panels	15
Advisory Panels	16
<b>Technical compliance</b>	<b>17</b>
Structure of engineering compliance	17
The Teletext system	17
Records of material transmitted	18
Sub-contracting and security	18
Subliminal techniques	19
Monitoring the system	19
<b>Advisory panel letters</b>	

## A6 Compliance

### Introduction

Update Teletext Limited is aware of the critical importance of the obligation upon the Teletext licensee to adhere to the relevant sections of the Broadcasting Act (in particular regarding good taste, decency, accuracy and impartiality) and other codes, guidelines and directions from the ITC as well as the terms of the Licence.

*UPDATE* will fulfil that obligation through the excellence of its key staff, the performance of its equipment and especially through appropriate procedures.

[See Section A5]

The calibre of *UPDATE*'s key staff is dealt with in A5.

The suitability and reliability of *UPDATE*'s equipment is dealt with below under 'Technical compliance'.

### Compliance procedures

The following are the key elements of *UPDATE*'s procedures for ensuring that its output is in compliance with the ITC's directives at all times:

#### Structure for ensuring compliance

- \* Responsibility will rest squarely with line management and ultimately with the Managing Director.
- \* A Compliance Manager will be appointed to oversee compliance procedures.
- \* *UPDATE*'s own Compliance Guidelines will indicate sensitive areas and the means of dealing with issues in those areas.
- \* Seminars will be held to familiarise all editorial, sales and advertising production staff with the Compliance Guidelines and with ITC requirements.
- \* A member of *UPDATE*'s Executive Committee will be on duty or on call at all times of the day or night.

#### External information suppliers

- \* Special compliance seminars will be held for key information suppliers.
- \* Regular and frequent liaison meetings will be held between *UPDATE*'s editors or managers and key information suppliers.

### Advertising and sponsorship

- \* An Advertising Advisory Panel will be set up to provide independent expert advice on advertising claims.

In addition to sections on the structure for ensuring compliance, external information suppliers and advertising and sponsorship, Section A6 will also have sections on publishing standards, procedures for handling complaints from the public, the role of *UPDATE*'s Viewer and Advisory Panels, and *UPDATE*'s plans for ensuring technical compliance.

*UPDATE* has no plans at this stage to sub-license any part of the service. Compliance of sub-licensees is therefore not an issue.

### **Publishing standards**

The specific standards to be applied by *UPDATE* to its published output on the Public Teletext Service reflect the terms of the 1990 Broadcasting Act. In particular *UPDATE* will ensure that:

- \* Nothing will be included which offends against good taste or decency, or is likely to encourage or incite to crime or to lead to disorder or to be offensive to public feeling.
- \* The news service provided by *UPDATE* will be presented with due accuracy and impartiality
- \* Due impartiality will be preserved on matters of political or industrial controversy or relating to current public policy.
- \* Responsibility will be exercised in *UPDATE*'s religious service to avoid any improper exploitation of viewers' susceptibilities or any abusive treatment of the views or beliefs of those belonging to a particular religion or religious denomination
- \* No technical device will be included which, by using pages of very brief duration or any other means, might exploit the possibility of conveying a message to, or otherwise influencing the minds of, viewers without their being aware of what has occurred.

### **Structure for compliance: responsibility of line management.**

#### **The Managing Director**

*UPDATE*'s Managing Director will be responsible for ensuring that all *UPDATE*'s output both editorial and advertising complies with the Licence, the Broadcasting Act and all directives from the TTC.

This principle will apply throughout *UPDATE*'s organisation and operations. Compliance will not be a matter hived off to be dealt with by 'experts' in some specialist department. Compliance can effectively be brought about only by the decisions and actions of individual staff members. Hence, those with the direct responsibility for the quality of work of those staff will also be responsible for making sure that those staff act at all times in such a way that what *UPDATE* broadcasts is strictly in line with the requirements of its Licence, of the Act and all directives from the ITC. Staff will be made aware (by the means detailed below) of sensitive areas, and will be taught the simple rule: if in doubt, refer.

The line of reference will be straightforward:

- \* in the first instance, to the department's manager or duty editor,
- \* then (if the issue cannot be resolved) to a member of the Executive Committee (the Compliance Manager in particular will be able to offer interpretation of the Code and all other relevant documents),
- \* or/and then to the Managing Director.

If, after referral to the Managing Director, serious doubts remain as to whether any item in the *UPDATE* service infringes any rules or codes, the advice of the ITC will be sought to resolve the issue. Where necessary, legal advice may also be sought.

### **The Compliance Manager**

Because of the central importance which *UPDATE* places on its obligation to comply with the Licence, the Broadcasting Act and all directives from the ITC, a Compliance Manager will be appointed who will be directly responsible to the Managing Director.

It must be stressed again at the outset that it will not be the function of the Compliance Manager to ensure that *UPDATE*'s output is in compliance. That will be the responsibility of the line managers and the operational staff for whom they are responsible. The Compliance Manager will have two functions of central importance to *UPDATE*'s compliance responsibilities:

- \* to establish and maintain effective procedures by means of which line managers can ensure compliance in their areas of output, and,
- \* to give advice and interpretation to line managers on issues of compliance.

The Compliance Manager will also be responsible for viewer liaison (see below), and will have a number of secondary responsibilities unconnected with compliance.

[See Section A5]

## **The Publisher**

*UPDATE* recognises that issues of compliance can arise from the juxtaposition of editorial and advertising copy on the Public Teletext Service, for example the risk of an offence against good taste being created by the insensitive positioning of an advertisement against certain news items. *UPDATE*'s appointment of an experienced Publisher, at Board level in the Company, responsible for both editorial and advertising output on screen is designed to guarantee that no issue of compliance falls between two stools. *UPDATE* believes that no other arrangement can offer such a guarantee to the regulator.

[See Section A5]

Therefore *UPDATE*'s Publisher, who is accountable to the Managing Director for all of the content of the service's output, both editorial and advertising, will as an integral part of that accountability, be required to ensure that all editorial and advertising production staff are aware of their obligations to ensure compliance and act accordingly. The Publisher will carry out this function in the first instance by ensuring directly that the Head of News and Regional Affairs, the Head of Features and the Advertising Production Manager know their duties to ensure compliance. Their central duty will be to educate their own staff to identify when sensitive issues arise and to refer those issues to their line manager or, if out of regular hours, to a duty or on-call manager (see below). In the second instance, the Publisher will through direct contact with all operational staff observe and monitor the effectiveness of the compliance procedures in action.

The Publisher will be responsible for all editorial content. On the relevant pages, especially the two news services, it will be his duty in particular to preserve due impartiality on matters of political and industrial controversy or issues of public policy, as laid down in the 1990 Broadcasting Act. It will also be his duty to ensure that nothing appearing in the service offends against good taste or public feeling, is likely to encourage or incite crime, or to lead to disorder, or to be offensive to public feeling.

The Publisher will also be responsible for ensuring that all advertising copy, design and scheduling complies with the Code of Advertising Standards and Practice.

The Publisher will in the first instance decide on the allocation of pages for advertising and will seek the approval for the Managing Director for that allocation.

## **Head of Sales**

The Head of Sales, whilst not directly responsible for the content of advertising on air (which is the responsibility of the Advertising Production Manager reporting to the Publisher), will nevertheless be required to be fully cognizant with the Licence, the Code of Advertising Standards and Practice, the Teletext Code and all directives from the ITC.

The Head of Sales will ensure that the Sales Manager is familiar with the Teletext Code and can recognise when sensitive issues arise and know to whom to refer in those circumstances. This requirement will be made in order that *UPDATE* be as efficient as possible in dealing with advertisements which might potentially be in breach of the Teletext Code at the outset when the sale of advertising space is taking place.

### **The Chief Engineer**

The Chief Engineer will be accountable to the Managing Director for the compliance of the service's output with the technical standards required in the licence. The Chief Engineer will ensure that his support engineer and the ITN Chief Engineer (whose maintenance staff will be assisting the *UPDATE* engineers) are fully familiar with those standards and, where any doubt arises as to whether those standards can be maintained, the procedure for consulting the Chief Engineer or in his absence the Support Engineer.

### **The Finance Director**

The Finance Director will be required to be familiar with the Licence, the Teletext Code and all directives from the ITC. The Finance Director will on occasions be required to act as duty manager on call (see below), and will then have to take decisions on compliance issues. He/she will also be responsible for ensuring the financial compliance of the Company, for example, that the appropriate percentage of qualifying revenue is paid at the due time.

### ***UPDATE*'s own Compliance Guidelines**

Whilst members of *UPDATE*'s Executive Committee will be required to be fully familiar with all elements of the Licence, relevant parts of the Broadcasting Act and directives from the ITC, other staff in the editorial, advertising production and sales departments will be required to be familiar with those documents as they are relevant to their function in the organisation. The range of relevance may vary for example from a junior telephone sales assistant's need to know which categories of advertisement need to be referred to the manager, to, at the other extreme, a news editor's need to be fully aware of the obligations involved with being impartial.

It will therefore be a key task for the Compliance Manager during the start-up period to draw up sets of written guidelines directly relevant to the different functions in the editorial, advertising production and sales departments, in relation to the Codes and Licence conditions. The Compliance Guidelines will be practical and clear. In particular, the Guidelines will indicate that where issues are in doubt or believed in any way to be sensitive, they must be referred immediately to the manager or senior editor on duty in that department or to a member of the Executive Committee.

### **Compliance seminars for staff**

As part of their induction process on joining *UPDATE*, all editorial, advertising production and sales staff will attend a seminar to ensure that they are aware of the Company's compliance obligations in general and the specific part they have to play in fulfilling those obligations. The seminars, which will be of at least two hours duration each, will introduce *UPDATE*'s own Compliance Guidelines relevant to the particular employee's responsibilities and will provide an opportunity to ensure that the employee understands the Guidelines and knows what is expected of him/her.

The Compliance Manager will be responsible for organising the seminars and for a core of the tuition. In addition, according to the functions of those attending the session, the Publisher and/or the Head of Sales and/or the Chief Engineer will also take part in the tuition.

In order to emphasise the importance of the issue of compliance, the Managing Director will invariably introduce each seminar.

Refresher seminars will be held for all staff at least once a year, and on an ad hoc basis whenever new directives are issued by the ITC.

No freelance staff will be employed by *UPDATE* unless and until they have attended a compliance seminar. *UPDATE* will build up a pool of freelances on whom it can draw and will invite those freelances to attend compliance seminars for staff at *UPDATE*'s expense as part of their training process.

### **A Duty Manager night and day**

In regular office hours, each department's manager or senior editor will be on hand to give advice on and take decisions on issues of compliance. Usually there will be several members of the Executive Committee on hand to whom more difficult issues can be referred, and the Managing Director will also ensure that at least one member of the Executive Committee is always present during office hours.

Outside those hours, overnight and at weekends, in order that sensitive issues of compliance can be handled by *UPDATE* staff immediately, effectively and with confidence a member of the Executive Committee will always be available on call by means of a radio pager. There will be a roster of Executive Committee members on duty administered by the Compliance Manager.

The current duty managers' roster will be provided to the ITC so that in the event of a specific direction's being issued from the ITC outside normal office hours, *UPDATE* can ensure the immediate and effective implementation of that direction.

All members of the Executive Committee will be required to be fully familiar with the Code, relevant parts of the Broadcasting Act, the Licence and any other directives from the ITC.

## **Compliance in relation to information suppliers**

*UPDATE* will maintain full editorial control over its service.

Information from outside suppliers falls into four categories according to the way in which compliance will be ensured:

Firstly, raw material. Example: the Press Association as a source for national news. Because such material will be edited and formatted by *UPDATE*'s own journalists, compliance will be ensured through *UPDATE*'s own structure (see above).

Secondly, material formatted ready into Teletext pages. Example: IPC and other sponsoring magazines into *UPDATE*'s specialist magazines. Again because all such material will be viewed by *UPDATE*'s own journalists prior to transmission, compliance will be ensured through *UPDATE*'s own structure (see above). However, in order that compliance issues be effectively avoided when information is supplied in this way, key editors from those print magazines will be invited to attend compliance seminars (see below).

Thirdly, alpha-numeric data input direct by the supplier to the transmitted page. Example: share prices from the Stock Exchange. The restricted nature of such data means that there is little scope for inadvertent departure from compliance, and the accuracy of the data is the chief issue. The authority and standing of the suppliers are the best guarantees of accuracy. *UPDATE*'s editors will have the ability to edit such material at all times. However, *UPDATE* is fully aware of the impact on the market which inaccurate share price information could have, and for that reason our editors would not change information supplied by the Stock Exchange if they thought an error had been made, but would immediately advise the Stock Exchange of their suspicions.

Fourthly, editorial material formatted and capable of being input by the supplier direct to the transmitted page. There will be two instances on *UPDATE*: Channel Television, and the Press Association's regional service to *UPDATE*. Compliance will be ensured in the following ways:-

### **Contracted quality**

The supply agreement with the Press Association prescribes a level of quality at least commensurate with that on the ITN news service currently supplied to the service.

The contract with Channel Television will prescribe a level of quality consistent with the requirements of the Licence.

### **UPDATE's regional desk**

*UPDATE's* own team of editors, on duty on the regional desk from 6am to midnight, will review and where necessary edit all news stories of any significance or sensitivity which are supplied by the Press Association or Channel Television. *UPDATE's* overnight editorial representative will be available to edit any changing news stories overnight

[See Section A5]

A Basys terminal and a dedicated, private intercom. link between *UPDATE's* own regional desk and the special *UPDATE* regional newsroom at the Press Association will provide constant means of communication between *UPDATE's* and PA's editors. In addition, it is intended that two fixed-time conferences, via intercom, will be held each day at 7am and 1pm. Similar telephone conferences will be held with Channel Television.

These means of communication will enable *UPDATE's* regional editors at any time of day or night to discuss with PA and with Channel Television in advance of transmission and where necessary to edit or approve or reject the following categories of news story: all lead stories for each region; all sensitive stories.

Sensitive stories will be defined as: all material to be broadcast to Northern Ireland, all political news stories, any other running news stories which *UPDATE's* regional duty editor judges to be sensitive (examples might be a child abuse case, or an industrial dispute where feeling is running high).

### **Compliance seminars for information suppliers**

Seminars on compliance, organised by the Compliance Manager and similar to those for staff (see above), will be held for all Press Association staff working on the regional service to *UPDATE*, and for senior editors of Channel Television. Key editorial staff of the print magazines who supply information to *UPDATE* on a regular basis will also be invited.

The aim of the seminars will be to ensure that staff working for key information suppliers are aware of *UPDATE's* compliance obligations in general and their specific relevance to the part of the service to which the particular supplier is contributing. The seminars, which will be of at least two hours duration each, will introduce the particular set of *UPDATE* Compliance Guidelines which are relevant to the supplier's contribution and will provide an opportunity to ensure that the staff employed by the supplier working on *UPDATE's* behalf understand the Guidelines and know what is expected of them.

In the same way as for the staff seminars, the Compliance Manager will be responsible for organising the seminars and for a core of the tuition. In addition according to the functions of those attending the session, the Publisher and/or the Head of Sales and/or the Chief Engineer will also take part in the tuition.

In order to emphasise the importance of the issue of compliance, the Managing Director will invariably introduce each seminar.

Refresher seminars will be held at least once a year, and on an ad hoc basis whenever new directives are issued by the ITC.

### **Liaison meetings with suppliers**

Regular and frequent meetings will be scheduled and held between representatives of *UPDATE* and editors responsible for supplying *UPDATE* with editorial material. These liaison meetings will deal with two areas.

- Firstly, the specification of the editorial matter to be provided (including a review of that provided in the past period)
- Secondly, compliance. The liaison meetings will be an opportunity to discuss any issues where the compliance of material with the Licence, Codes or the Act is in doubt, and hence to emphasise and re-emphasise the importance of compliance to *UPDATE* and to educate the suppliers in *UPDATE*'s needs concerning compliance.

[See Section A7]

It is intended that liaison meetings will be held as follows:

**The Press Association Regional News:** weekly attended by the Head of News and Regional Affairs for *UPDATE* and the PA's Head of Teletext Services; quarterly between the Publisher and the Head of News and Regional Affairs for *UPDATE* and for PA the Editor-in-Chief and the Head of Teletext Services.

**The dedicated intercom. link between the duty editors of *UPDATE*'s regional desk and the PA's *UPDATE* Regional News Service** will provide a constant opportunity to deal immediately with any compliance issues (see above).

**Channel Television:** at least quarterly attended by the Head of News and Regional Affairs and either the Managing Director or the Publisher for *UPDATE* and the Managing Director of Channel Television (during his routine visits to London).

**Sponsored Weekly, Weekday and Weekend magazines:** weekly meetings attended by the *UPDATE* Features Unit Editor and the relevant editorial staff of the print magazine; quarterly between the Publisher and the Features Unit Editors for *UPDATE* and, from the sponsoring magazines, the relevant editorial staff and the Editors of the print magazines.

Similar meetings of similar frequency will be held with other major suppliers, for example, the Automobile Association and the Meteorological Office.

## **Advertisements and sponsorship arrangements**

Responsibility for ensuring that *UPDATE*'s advertising and sponsorship comply with the rules established by the ITC for the transmission of advertisements and sponsored material, in particular the Code of Advertising Standards and Practice and the Teletext Code, will rest with the Publisher, a Board Director of *UPDATE*. Routine decisions on the compliance of advertising will be the responsibility of the Advertising Production Department which reports through the Production Manager to the Publisher.

Display advertisements placed by any new advertisers will invariably be reviewed by the Publisher.

Sponsorship, being a long term arrangement by its nature, will be the direct responsibility of the Publisher.

*UPDATE* will make all arrangements necessary to allow the Commission to preview any advertisement or class of advertisements they specify.

We believe that the arrangements outlined below meet the criteria laid down by the ITC. However, in the light of experience or at the request of the ITC (or any other body recognised in this respect) *UPDATE* will develop these arrangements as appropriate.

### **Procedure for approval of advertisements**

*UPDATE*'s Publisher, who is accountable to the Managing Director for all of the content of the service's output, both advertising and editorial, will be responsible for ensuring that all advertising copy, design and scheduling complies with the Code of Advertising Standards and Practice (as varied by the Teletext Code).

The Publisher will decide on the overall allocation of pages for advertising and will seek the approval for the Managing Director for that allocation.

The Publisher will be required to ensure that all advertising production staff are aware of their obligations to ensure the compliance of advertising with the relevant Codes and to act accordingly. The Publisher will carry out this function in the first instance by ensuring directly the Advertising Production Manager knows his/her duties to ensure compliance, central to which will be the duty to educate his/her own staff to identify when sensitive issues arise and to refer those issues to the Production Manager. In the second instance, the Publisher will through direct contact with all production staff observe and monitor the effectiveness of the compliance procedures in action.

In addition, the Head of Sales will be required to be fully versed in the provisions of the Licence, the Code of Advertising Standards and Practice, the Teletext Code and all directives from the ITC.

The Head of Sales will ensure that the Sales Manager is familiar with the Teletext and Advertising Codes and can recognise when sensitive issues arise and know to whom to refer in those circumstances. This requirement will be made in order that *UPDATE* be as efficient as possible in dealing with advertisements which might potentially be in breach of the Teletext Code at the outset when the sale of advertising space is taking place.

### **The amount of advertisements**

In order to ensure that *UPDATE* complies with requirements over the total amount of advertising which is permitted to be carried, pages available for the placement of advertisements will be determined by the Publisher and then approved by the Managing Director. *UPDATE* will ensure that the advertising does not exceed the limits in the Teletext Code. Complete records will be kept detailing the number of pages of advertising and their location for a period of a minimum of 90 days following transmission.

Any potential infringement of these rules will be taken up and resolved through the Publisher and, if necessary, through the compliance mechanisms set up by the service.

### **The placing of advertising space**

There is no doubt that a number of elements in the schedule we are proposing will be less suitable for the transmission of advertising than others in differing degrees.

Obvious examples are the News pages which detail the lead stories of the day, particularly where the editorial content is of some gravity. Pages which are dedicated to religion and those related to Community Services are other examples of pages where advertising might not be appropriate. Therefore, the decisions on allocation of advertising space will be reviewed on a daily basis bearing in mind any sensitivity there may be to the placement of the particular editorial content that is being scheduled that day.

In addition, a number of strands will prove more popular to advertisers than others. *UPDATE*'s policy will be to encourage the specific placement of advertising, particularly fractional advertising (i.e. part-pages) in the most appropriate strands.

[See section A.1]

However, as well as ensuring that the overall balance of advertising to editorial content is maintained for the service as a whole, *UPDATE* will also ensure that advertising within particular strands is maintained at levels acceptable to the ITC.

*UPDATE* will ensure that at all times the placement of advertisements complies with the rules laid down by the ITC, most specifically in the Public Teletext Code. But it is also the intention to remain within the spirit of the rules outlined for the Channel 3 and Channel 4 television channels.

For instance, we will ensure that adverts for any adult products are neither shown at any time within the children's programming strands, nor in the other areas of the schedule before the Channel 3 watershed time of 9pm, which is used for the rest of the Channel 3 and Channel 4 services. Our Teletext database management system will allow automatic time-programming of advertisements to facilitate this.

*UPDATE* will create its on-screen presentation in such a manner that there will be no confusion for the viewer in distinguishing between editorial material, sponsored material and advertisements.

In order that advertising may be readily recognisable as such, in particular on pages containing editorial material, the physical separation of advertisements and editorial will be established either by means of a line or through the use of different colours to differentiate that area of the screen which includes advertising material.

### **Externally sourced advertisements**

*UPDATE* intends to sell its own advertising for the regions, although it will retain the option of selling to the regions through sales houses on a commission basis. That option will be exercised from the start of the service in the Channel Islands. Although advertisements will be input to a subsidiary Teletext system by Channel Television, they will not be transmitted to screen without being previewed by the Advertising Production Department. Channel Television will also be required to provide information on a daily basis about the total number of all pages (main and multipages) on its service occupied by advertising. Channel Television, which will also supply regional editorial material for the Channel Isles, will not be allowed by its contract with *UPDATE* to schedule to advertising more than 35% of the total number of main pages devoted to regional editorial and advertising taken together.

*UPDATE*, as the broadcaster, will retain ultimate control over the advertisements which are broadcast and their scheduling, and accepts all responsibility for advertisements transmitted under the Public Teletext Licence.

Where advertising is sold on commission by outside sales houses, those sales houses will be provided with their own guidelines on the Codes of Standards and Practice in Advertising and the relevant provisions of the Teletext Code. However all advertising sold in this way will be passed through *UPDATE*'s Advertising Production Department, and it is this department which will have sole responsibility for clearing advertisements sold through third parties. Although sales houses and external advertisement sales departments will be informed of *UPDATE*'s obligations, it would not be practical or effective to expect them to be the guardians of *UPDATE*'s obligations. There will therefore be no reliance on the sales houses themselves to conform with the relevant codes. That responsibility will remain the sole preserve of *UPDATE*.

The in-house system for monitoring the volume and placement of advertisements will also cover the provision of externally sourced advertisements. We will maintain records, which will be made available to the appropriate authorities on request, for the same period as for the national advertisements.

## Hard copy of advertisements

*UPDATE* will maintain hard copy of all advertisements transmitted and all substantive changes made to those advertisements for inspection by the ITC or other authorised persons for a minimum period of 90 days following the final transmission of the advertisement.

## Sponsorship arrangements

In order to create a Public Teletext Service which is able to provide editorial material of high quality, appealing to a wide range of interests at a viable cost to *UPDATE*, we are proposing that the content of a number of strands is provided by specialist print magazines.

[See Section A1]

*UPDATE* will structure the relationship with the print magazine suppliers as follows.

Each print magazine will supply the editorial material either free to *UPDATE* or at a discount, and will also through the pages of its publication promote the associated *UPDATE* information strand. In return, the magazine will receive: an approved sponsor's credit properly placed on each Teletext main page and a fractional advertisement at the end of the sponsored section, which will be provided free to the print magazine or at a discount.

This advertising and the sponsor's credit, together with any other advertising, will not exceed 30% of the area of any one page.

Full editorial control will remain with *UPDATE* through the following mechanisms:

The contract between *UPDATE* and the magazine publisher will specify that *UPDATE* has the absolute right to reject or alter editorial material submitted by the sponsoring magazine. There will be no legal commitment on the part of *UPDATE* to utilise such editorial material although, in practice (provided the material meets *UPDATE*'s quality requirements), all the editorial material within a sponsored strand would be likely to be originated by the sponsoring magazine. *UPDATE* will nonetheless retain the right to commission material from other sources.

*UPDATE* will employ a sufficient number of editors charged with specifying to the relevant magazines the editorial material to be submitted, and then with approving, rejecting or editing the incoming material before transmission.

Scheduling will remain *UPDATE*'s sole preserve.

Advertising space associated with such sponsored strands, in addition to the fractional advertising mentioned above, will be sold on *UPDATE*'s behalf by the sponsoring magazine on the basis of an agency commission.

## Advertising Advisory Panel

In order to ensure that any claims made by advertisers are accurate and fair, the sales staff will be instructed to refer certain potential advertisers to the Sales Manager or to the Head of Sales. Such potential advertisers are in particular those dealing in medical, scientific or technical products or services. The procedure will be for the Sales Manager or the Head of Sales to require the advertiser to supply documentary or if necessary other evidence to validate the advertiser's claims about the product or services.

To assist the *UPDATE* management in assessing this evidence, reference will be made to the ITVA. In addition, *UPDATE* will retain the services of an experienced general practitioner, an academic general engineer and a science academic. As well as being available on an occasional basis to advise the *UPDATE* management on the veracity of claims made by advertisers, they will also come together to form one of the specialist Advisory Panels (see below)

## Viewer liaison

The Compliance Manager will be responsible for relations with viewers, responding to complaints and other communications from members of the public.

The procedure to be adopted by the Compliance Manager will be as follows:

- \* He or she will answer viewers' telephone calls and letters, maintaining a log of viewers' comments and observations. This will be passed on either to the Head of News and Regional Affairs, the Head of Features (with copies supplied to the Managing Director and the Publisher) or the Chief Engineer (with copies supplied to the managing Director).
- \* Outside normal normal office hours the Compliance Manager will arrange for an answer phone to receive recorded comments and invite viewers to leave their call-back number or address for a response.
- \* Where appropriate, he/she will refer members of the public to the relevant statutory body.
- \* The Compliance Manager will be responsible for filing written records of complaints from the public for a period of two years, complete with any response thereto, and for making such records available to the ITC should they so request.

*UPDATE* supports the role of the Broadcasting Complaints Commission, and undertakes to comply with any direction relating to a finding by the Commission on any complaint about an item in the service.

*UPDATE's* Chief Engineer will set up a telephone technical support line. The number will be publicised on *UPDATE's* pages so that viewers, dealers, television rental and repair companies can raise any reception or other technical problems that they may be experiencing with the service. When the Chief Engineer or Support Engineer are unavailable to answer queries direct, a telephone answering system will field those calls in order that they may be responded to in detail at a later time.

We shall install a British Telecom MINICOM system to enable hearing-impaired viewers who also have this device connected at their homes to communicate with us. This will be publicised through our special pages for the hearing-impaired.

## **Maintaining quality: the role of Advisory and Viewer Panels**

*UPDATE* is determined to ensure that the provision of information is both significant and relevant to the viewer and is sufficiently authoritative, given the limitations of the medium, to satisfy representative experts.

In order to facilitate this, we will establish two forms of panels.

Firstly, viewer panels. *UPDATE* will monitor on a quarterly basis a representative cross-section of viewers' opinions of our service.

Secondly, advisory panels. These will comment on specific elements of the service and will include experts from within the field of information under review.

### **Viewer Panels**

We have already established for market research purposes, eight viewer panels representative of the UK population. We intend to maintain and, if necessary, expand the number and range of such viewer panels. These will help to ensure that we can judge the quality, popularity and relevance of our current service, and ascertain the likely response of the public to any new initiatives we may consider. We have taken the full cost of these viewer panels into our financial projections.

The viewers represented on each panel currently are as follows:

Females	Age 16-24 (BC1)	Females	Age 35-50 (BC1)
Females	Age 25-34 (C1C2)	Females	Age 55+ (C2D)
Males	Age 35-44 (C2D)	Males	Age 16-24 (C1C2)
Males	Age 45+ (AB)	Males	Age 25-34 (BC1)

The profiles of these panels will be reviewed at least annually and particular importance will be placed on ensuring a representative spread of panels from around the UK.

The panels will be operated for us by a reputable and independent research company to ensure that both consistency and impartiality is maintained throughout with the *UPDATE* Publisher commissioning the work and reviewing the results with the complete Executive Committee.

### **Advisory Panels**

We will establish, on award of the Licence, a minimum of five advisory panels to review the content and presentation of our material to ensure that *UPDATE* maintains the high standards that will be expected of the service across a number of important specialist strands. In addition, our regional advisory panel will be made up of representatives of the major geographical regions of the United Kingdom, who will advise us on the quality and range of our regional service.

These advisory panels will cover the following areas:

- News and Current Affairs
- Advertising Claims (see above)
- Children and education
- Religion
- Regional.

As an indication of the standing of the individuals we would include on each advisory panel, we have drawn up the following panel to review our news and current affairs output. Each of the individuals named has an important perspective to bring to the service, and they have agreed that their names can be included in this document.

#### **News and Current Affairs Advisory Panel**

##### **Non Executive Members**

Sir David Nicholas	- Former Chairman of ITN
Professor Tom Nossiter	- London School of Economics
Ms. Brenda Dean	- General Secretary, Sogat '82

##### **Executive Members**

Managing Director of *UPDATE*

*UPDATE*'s Head of News and Regional Affairs.

The three Non Executive members of the News and Current Affairs Advisory Panel above have all indicated their willingness to serve and their letters to that effect are included at the end of this section.

[See end of Section A6]

It is intended that all panels contain a majority of members who are both external to the service, as well as being acknowledged experts in their fields. *UPDATE* will be represented on all the panels by the Managing Director, who is responsible for all broadcast material, together with the relevant senior executive for that programme strand. The Compliance Manager will act as Secretary to the panel and the Chair will be taken by one of the non-executive members of the panel.

The panels will sit three times a year at least, review the output of the previous period and advise on any significant developments that are under consideration for the future.

## Technical compliance

To ensure compliance with the technical requirements of the Public Teletext Code and the Licence, an effective system will be engineered to provide the *UPDATE* service uninterrupted throughout the year. Detailed attention will be paid to the reliability and security of the system by purchasing equipment of proven reliability and suitability, and by putting into place maintenance and fault-finding procedures which the experience of our Chief Engineer in consultation with ITN's Engineering Department has taught will be effective.

## Structure of engineering compliance

The Chief Engineer, who will report directly to the Managing Director of *UPDATE*, will be responsible for all technical aspects of the service. In order to ensure that the distribution and transmission of the service does not produce technical interference with any television broadcasting service or any other wireless telegraphy transmission, the Chief Engineer will represent *UPDATE* at any technical liaison meetings where coordination between the different sections of the broadcast and communications industry is required. In the general interest of furthering the Teletext service, the Chief Engineer will represent *UPDATE* on any industry body that has influence over the technical development of the media.

The Chief Engineer, assisted by an experienced support engineer, will be able to call on ITN's Engineering department, who will be contracted to assist with first line maintenance support 24 hours a day every day of the year. In addition, *UPDATE* will be able to rely on the full technical resources available to the ITN organisation as a whole.

The *UPDATE* Chief Engineer and support engineer will be responsible for performance monitoring, first line system maintenance, database management and systems operation tasks as required to ensure full compliance with the ITC rules of operation. A daily log will be kept. *UPDATE* will provide for the ITC such technical performance data as the Commission shall from time to time request, and recordings of transmissions which they might require in order to monitor the technical performance of the service.

## The Teletext system

The technical detail of the *UPDATE* system is described fully in section A9 and section B. The following is provided here as a brief overview:  
(see sections A9 and B)

The heart of the *UPDATE* Teletext service is a powerful core Teletext database management system at ITN's headquarters at 200 Gray's Inn Road. The database will comprise all the Teletext pages used for transmission of the service, along with a large number of general storage pages and archived Teletext material.

The core-system will transfer pages for transmission from its central database to a number of unique regional databases, maintained on the Teletext transmission systems. Each Teletext transmission system will maintain a database of pages only for transmission in its own region. The Teletext transmission systems will perform the task of outputting pages in the form required by the Licence and the Public Teletext Code.

*UPDATE* will ensure that the service complies with the Rules of Operation for the use of CCIR Teletext System B specification, or any other technical specification agreed from time to time with the ITC.

### **Records of material transmitted**

The core-system will maintain an archive copy of all transmitted Teletext pages for a minimum of 90 days (longer if so required by the ITC or other operational considerations).

Subject to agreement with the ITC, we propose that this will be achieved by using an archive database stored initially on the hard disk system of the central computer, and periodically transferred to industry standard computer magnetic tape. These tapes will then be stored in a secure and controlled environment.

The archive database will keep a record of all pages transmitted in each editorial region. Whenever a page is included for transmission, and whenever it is updated, a copy of the page will be written to the archive file. A time-stamp indicating the precise date and time that the page was included or modified will also be written to the archive file.

The archive database will consist of a series of archive files, each holding a variable number of page records. A new archive file will be created each day for each region.

Records will be written to the archive file sequentially, ensuring that they cannot be changed once written. Archive page records will contain the magazine name and number, also the page name and number. The ID of the user who updated the page will be recorded along with the time of the alteration of the page.

*UPDATE* will undertake to provide the ITC with the necessary software (and if necessary the hardware) to enable the tapes to be easily read (decoded). The archive tapes will be available to the ITC on demand.

### **Sub-contracting and security**

Where an organisation such as Channel Television is appointed to provide editorial material for part of the service, the mechanism used for the delivery and control of the data from the information supplier's input terminals or sub-system database to the Teletext transmission system will be identical with that used for information providers to the *UPDATE* service. This mechanism is described in detail in Section A9, but in summary:

[See section A9]

All Teletext page data will be input first onto the (central) core-system database, before subsequent transfer to the transmission system. The core system will then control the transfer of these pages to the appropriate database of each transmission system. Whilst the normal procedure is that data is transferred automatically from terminal to core system to transmission system, this configuration does allow for intentional interruption, or deliberate delay to the forward distribution of the data.

Direct terminal (or computer system) connection to the transmission system will not be available to any information provider, including most *UPDATE* staff. Because the complete system database will be held on a central computer, and all input destined to be broadcast as part of the *UPDATE* service will be fed directly into this central computer, total control of all transmitted data throughout the network, including any information suppliers, will be possible. The system is designed to allow *UPDATE* staff to intercept, examine and, if necessary, modify or remove any page prior to broadcast from the transmission system.

The system will be capable of organising selected pages of input as 'electronic mail' to be placed in editors' 'electronic in-trays'. Once pages are delivered to editors in this way, they can be immediately alerted to the fact that there is new 'mail' waiting. They can then review and, if necessary, edit these page prior to authorising onward distribution to the transmission systems.

By using system management tools, such as password protection and user ID allocation, information suppliers (and indeed all users) will be restricted in the specific pages or sections of the database that they can modify.

These arrangements will ensure compliance with the requirements of the Teletext Code, by preventing any unauthorised tampering with the data and material to be transmitted.

### **Subliminal techniques**

*UPDATE* will ensure that no subliminal techniques will be used in the broadcasting of the service.

### **Monitoring the system**

By a System Manager's terminal attached to the Local Area Network, statistical data about the total transmitted database will be rapidly available. Parameters such as individual page access times, frequency of updates, total numbers of single source pages and multipages, totals of full page and fractional advertisements, will be available instantly to *UPDATE*'s staff, thereby enabling them to monitor the system effectively and ensure compliance with the relevant Codes.

RECEIVED 9 JAN 1991

[REDACTED]

[REDACTED]

[REDACTED]

Jan 7 1992

Glyn Mathias  
ITN Press Office  
200 Gray's Inn Rd  
London WC1 3XZ

Dear Glyn,

This is to confirm formally my acceptance of ITN's kind invitation to me to become a member of the advisory panel in connection with ITN's application for the licence for the Public Teletext Service on Channel 3 and Channel 4. I am honoured to be invited and I wish the application every success.

*Yours sincerely,*

[REDACTED]

—

# The London School of Economics and Political Science



Professor T.J. Nossiter  
Department of Government

Houghton Street  
London WC2A 2AE  
Telephone: 071-405 7686  
Telex: 24655 LSELON G  
Fax 071-831 1707

Direct line: 071-955 7435

7 January 1992

Mr Glyn Mathias  
Head of Public Affairs  
ITN Ltd  
200 Graye Inn Road  
London  
WC1X 8XZ

Confidential - By Fax

Dear Mr Mathias

Further to our discussions, I write to say that I would be very happy to act as an advisor in connection with your application for the licence to transmit public teletext.

I have admired your work, in my professional capacity as a specialist in media studies, over several years and have every confidence in your ability to provide a first class service.

I have dictated this to my secretary from Hong Kong and would be grateful if you could confirm receipt on the following fax number:-  
010 852 858 3398

Yours sincerely

PP



GRAPHICAL PAPERS  
& MEDIA UNION

Mr. Glyn Mathias,  
Head of Public Affairs,  
Independent Television News Ltd.,  
200 Gray's Inn Road,  
LONDON, WC1X. 8XZ

20th December, 1991

Dear Glyn:

Further to the telephone call from [REDACTED] in my office today, I am writing in response to your letter of 13th December, 1991.

I am pleased to confirm that I agree to be a member of the Advisory Panel and for my name to go forward in the application you are making for a licence for the Public Teletext Service on Channels 3 and 4.

No doubt you will let me have further information in due course.

Yours sincerely,

[REDACTED]

GENERAL SECRETARY TONY DUBBINS  
KEYS HOUSE, 63-67 BROMHAM ROAD, BEDFORD MK40 2AG  
TELEPHONE 0234 351521 FACSIMILE 0234 270580

## **A7 Information supply**

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

## **A7 Information Supply**

<b>Introduction</b>	<b>1</b>
<b>Maintaining editorial control of externally sourced information</b>	<b>1</b>
Raw information feeds	2
Pre-formatted information	2
Alphanumeric data input direct	2
Press Association's regional provision	3
Technical delivery of information	4
<b>The suppliers of information</b>	<b>5</b>
<b>The standing of key suppliers</b>	<b>8</b>
ITN	8
Press Association	9
IPC Magazines	9
National Magazine Company	9
Two-Can Publishing	9
Reed Business Publishing Group	10
British European Associated Publishers	10
Channel Television	10
S4C	10
Meteorological Office	10
Stock Exchange	10
English, Wales, Scottish and Northern Ireland Tourist Boards	10
<b>The sources by information strand</b>	<b>11</b>
News	11
Weather	14
Sport	14
Travel	15
Financial and business matters	16
Arts and leisure	17
Provision for children	21
Education	21
Community Services	22
Religion	22
Farming	23
For the hard of hearing	23
<b>Written agreements</b>	<b>23</b>

## A7 Information Supply

### Introduction

*UPDATE* is partly owned and closely associated with Independent Television News Limited, which has developed a strong reputation for the provision of a quality news service to both Channel 3 and Channel 4 as well as the current Teletext licence holder.

The cornerstone of *UPDATE*'s editorial policy is to build on that core strength of a quality news service by associating with information providers of similar brand-leading standing within their respective fields.

ITN has also built up an enviable reputation for successfully controlling the editorial content of its programmes when information is supplied by a number of different sources. The experience has been put to effective use by the current ITN Teletext team who have established mechanisms in place for ensuring that the team retains editorial control of the information broadcast.

This process has worked successfully over the last 16 years, during which ITN has contributed a quality news service to the current licence-holder. It is anticipated that many members of that team will join *UPDATE*; its editor is committed to doing so, and will become *UPDATE*'s Head of News and Regional Affairs. ITN's tradition of imposing its own high standards of editorial authority on information suppliers will therefore be inherited by *UPDATE*.

In order to extend the provision of a quality information service over a broader range than news, we will need to use sources of information which are capable of delivering a similar quality level of service. *UPDATE* has established a comprehensive series of supply agreements, in the form of contracts, heads of agreement or letters of intent at this stage, with a number of media companies. They all have one element in common: they are leading information suppliers in their own fields.

### Maintaining editorial control of externally sourced information

Although some of the information supplied from external sources, including the core provision for *UPDATE*'s regional service, will be delivered in a format that can be broadcast direct to air, a central tenet of the service is the retention of editorial responsibility by *UPDATE* prior to transmission. The manner in which this is undertaken and the built-in safeguards are detailed in Section A6 on Compliance, but for completeness the key elements are noted here.

[See Section A6]

Information from outside suppliers falls into four categories according to the way in which editorial control will be maintained.

### **Raw information feeds**

Firstly, raw material. Examples: the Press Association, as a source for national news, and the ITN database. Because such material will be edited and formatted by *UPDATE*'s own journalists, editorial control is not at issue.

### **Pre-formatted information**

Secondly, material formatted ready into Teletext pages. Example: IPC and other sponsoring journals into *UPDATE*'s Weekly, Weekday and Weekend Magazines. Because all such material will be edited and scheduled by *UPDATE*'s own journalists, there is no issue concerning editorial control. This state of affairs has been achieved by the agreed insertion of the following elements into the contract with IPC.

- \* The contract between *UPDATE* and the magazine publisher will specify that *UPDATE* has the absolute right to reject or alter editorial material submitted by the print magazine. There will be no legal commitment on the part of *UPDATE* to utilise such editorial material although, in practice (provided the material meets *UPDATE*'s quality requirements) all the editorial material within a sponsored strand will be likely to be originated by the sponsoring magazine. *UPDATE* will nonetheless retain the right to commission material from other sources.
- \* *UPDATE* will employ a sufficient number of editors, charged with specifying to the relevant magazines the editorial material to be submitted, and then with approving, rejecting or editing the incoming material before transmission.
- \* Scheduling will remain *UPDATE*'s sole preserve.

The IPC arrangement is intended to form a model for agreements with Reed Business Publishing Group, British European Associated Publishers, Two-Can Publishing and the National Magazine Company.

### **Alphanumeric data input direct**

Thirdly, alphanumeric data input direct by the supplier to the transmitted page. Example: share prices from the Stock Exchange. *UPDATE*'s editors will have the ability to edit such material at all times, and will retain the absolute right to reject all or any part of such data.

The relevance of the data will be established in the specification of the supply contracts, and any departure from the specified relevance will quickly be obvious and apparent to *UPDATE*'s editors.

The possible inaccuracy of the data therefore is the only issue in theory. However, in practice, all organisations who provide such data will have a vested interest in its accuracy, for example, the AA in traffic hold-up information or the Stock Exchange in share price fluctuations.

Therefore, the authority and standing of the suppliers are the best guarantees of accuracy (see below). Nevertheless, *UPDATE* editors will constantly monitor data provided in this way by suppliers.

In addition, monthly liaison meetings will take place to review performance of the supplier.

### **Press Association's Regional Provision**

Fourthly, editorial material formatted and capable of being input by the supplier direct to transmitted page. There will be two instances on *UPDATE*: The Press Association's regional service to *UPDATE*, and Channel Television. Editorial control will be maintained in the following ways:-

[See Section A6]

[See confidential side letter]

- \* The supply contract with the PA, which is attached in a confidential side letter, prescribes a level of quality at least commensurate with that provided in the past by ITN to Oracle.
- \* The contract also states that PA will follow reasonable editorial and grammatical criteria which *UPDATE* will incorporate into a Style Book.
- \* Staffing of the PA regional service is defined by the contract in terms of:
  - the editors, who will be a Head of Teletext Service, a Regional News Editor, a City and Financial Editor and a Sports Editor,
  - the number of staff hours per year to be devoted to the service, which is 26,320 equating to some 17 staff, and
  - the proportion of staff who will be assigned to work principally on the service.
- \* *UPDATE*'s own team of dedicated regional editors and writers, on duty on the regional desk, will review and where necessary edit at least all significant or sensitive news stories supplied by the Press Association, and in practice many others in addition. 'Significant' will denote all lead news stories for all regions. 'Sensitive' will mean all news stories for transmission in Northern Ireland, all political items, and any other news stories which *UPDATE*'s regional duty news editor judges to be sensitive (a child abuse case, or an industrial dispute where feeling is running high are examples).
- \* There will be continual communication between *UPDATE*'s regional desk and the PA's regional newsroom (provided by a dedicated, private intercom.), enabling *UPDATE*'s regional editors at any time of day or night to discuss with PA in advance of transmission any news story, and where necessary to edit or approve or reject it. (Daily conferences with Channel Television will be held by telephone)

- \* Regular and frequent meetings will be scheduled and held between representatives of *UPDATE* and the PA editors responsible for supplying *UPDATE* with editorial material. These liaison meetings will deal with the specification of the editorial matter to be provided (including a review of that provided in the past period). Liaison meetings will be held as follows: The Press Association Regional News; weekly attended by the Head of News and Regional Affairs for *UPDATE* and the PA's Head of Teletext Service; monthly between the Publisher and the Head of News and Regional Affairs for *UPDATE* and for PA the Editor-in-Chief and the Head of Teletext Service. (Quarterly meetings will be held with Channel Television's Managing Director)
- \* Where necessary, *UPDATE*'s own editorial staff will seek to check and corroborate information received from the Press Association or from Channel Television. Furthermore, because of the intention by *UPDATE* to integrate regional information into the mainstream magazines, not only will the Head of News and Regional Affairs be responsible for the quality of regional editorial supply, but the editor for each information strand will also be responsible for the total output of programming for that strand.
- \* The Head of News and Regional Affairs (or, in his absence on leave or through sickness, the Publisher) will be on call via a radio pager at all times outside normal business hours to be consulted where the duty editor or overnight writer are in any doubt about the content of any news stories filed. This is a tested procedure which will be carried over from ITN.
- \* Finally, in addition to the above on the issue of compliance, seminars, organised by *UPDATE*, will be held for all Press Association staff working on the regional service to *UPDATE*.

### Technical delivery of information

Those contracted suppliers who provide editorial information direct to *UPDATE* (i.e. suppliers of Teletext page formatted material, alphanumeric data and the Press Association regional provision) will do so by means of an automated data transfer link between the contracted company and *UPDATE*'s central editorial base in London. The benefit of such a link is speed and immediacy, enabling *UPDATE*'s service to be updated promptly and to react fast to unfolding events

[See Section A9]

The pre-formatted pages will be placed in an *UPDATE* editor's 'electronic in-tray' and the editor will be alerted that the pages are waiting to be edited.

[See Section A6]

*UPDATE* will ensure that the data transmitted remains secure through the provision of a number of safeguards.

In summary:

- \* The system will enable *UPDATE* staff to intercept any page input from suppliers.
- \* Password protection and user ID allocation will restrict information suppliers to specific pages of the database.

## The suppliers of information

The following table lists the suppliers planned at this stage for each strand.

All of the strands will be supplied in part and at times by original research from *UPDATE*'s own editors and writers working on them. Where one of the principal sources of information in the strand is such research by *UPDATE* journalists, then that is indicated below.

(See confidential side letter)

Copies of all contracts, heads of agreement and letters of intent listed below are being provided to the ITC in a confidential side letter.

Table A7 (i)

Strand	Supplier	Form of agreement	Term
<u>News</u> National and international	ITN	Access Agreement	10 years
	Press Association	Supply Agreement	10 years
	<i>UPDATE</i> journalists		
Regional	ITN	Access Agreement	10 years
	Press Association	Supply Agreement	10 years
	Channel Television	Heads of Agreement	10 years
	S4C	Letters of Intent	
<u>Weather</u> National	Meteorological Office	Letters of Intent	
Regional	Meteorological Office	Letters of Intent	
	Channel Television	Heads of Agreement	10 years

<b>Strand</b>	<b>Supplier</b>	<b>Form of agreement</b>	<b>Term</b>
<b>Sport</b> National and international	ITN	Access Agreement	10 years
	Press Association	Supply Agreement	10 years
	Soccer World (IPC Magazine)	Heads of Agreement	3 years
	William Hill	Letters of Intent	
	Weatherbys Race Card	Letters of Intent	
<b>Regional</b>	ITN	Access Agreement	10 years
	Press Association	Supply Agreement	10 years
	Channel Television	Heads of Agreement	10 years
	S4C	Letters of Intent	
<b>Travel</b> National and Regional	AA	Letters of Intent	
	London Transport	Letters of Intent	
<b>Financial and Business</b>	ITN	Access Agreement	10 years
	Press Association	Supply Agreement	10 years
	Stock Exchange	Letters of Intent	
	Reed Business Publishing Group	Letters of Intent	
<b>Arts and Leisure</b> Arts	English, Wales, Scottish and Northern Ireland Tourist Boards	Letters of Intent	
	UPDATE: journalists		
	ITN	Access Agreement	10 years
	Freelance contributors		

Strand	Supplier	Form of agreement	Term
Leisure:	IPC magazines: Amateur Gardening Angler's Mail Amateur photography Bird Keeper Country Life Homes and Gardens Horse and Hound New Scientist Vox Practical Parenting Family Circle Golf Monthly Homes and Gardens Practical Health Yachting Monthly The Boat Owner Classic Cars Melody Maker New Musical Express Shoot/Soccer World	Access Agreement	3 years
	Reed Business Publishing Group: Railway Gazette Community Care Computer Weekly	Letters of Intent	
	British European Associated Publishers.	Letters of Intent.	
	TV listings bureaux Freelance contributors		
	Automobile Association Royal Automobile Club		
Children.	Two-Can Publishing	Letters of Intent	
Education	Reed Business Publishing Group	Letters of Intent	
Religion	Freelance contributors. Religious organisations		

Other:

Home and Family:

National Magazine      Letters of Intent  
Company:  
Good Housekeeping  
Cosmopolitan  
Country Living  
Harpers and Queen  
SHE  
House Beautiful  
Company  
The Antique  
Collector

IPC Magazines:      Letters of Intent

Chat  
Essentials  
Living  
Marie Claire  
Me  
Options  
Woman  
Woman and Home  
Woman's Journal  
Woman's Own

Farming:

Reed Business      Letters of Intent  
Publishing Magazines  
Farmers' World  
Big Farm Weekly.

## The standing of key suppliers

All sources of information in *UPDATE*'s service, whether central or more peripheral to that service, will be provided by suppliers who are widely regarded as expert in their particular field.

### ITN

ITN's 36-year reputation as a world leader in television news was confirmed with the ITC's nomination of ITN as the sole provider of national and international news on Channel 3. ITN's range of broadcast news products is demonstrated by its production of news programming with a range from Channel 4 News and Channel 4 Daily through News at 12 30, the 5 40 and News at Ten.

ITN's newsgatherers win frequent public acclaim. Every year for the past 10 years the industry's top awards, from the Royal Television Society, for either best foreign news story, best UK news story or journalist of the year have gone to ITN.

ITN's own sources in news, sport and other factual areas are provided exclusively to *UPDATE* and are not being made available to any other Public Teletext applicants.

### **Press Association:**

The Press Association, which will be a source of national and international news, sport and financial information for *UPDATE*, and which will be providing Teletext-formatted pages in these same areas for *UPDATE*'s regional news service, has over 1,000 stringers around the UK with not a single town of any size uncovered.

Its service is provided for every minute of the year and forms the comprehensive core of almost every publishing and broadcasting news organisation in the UK.

The PA, founded 122 years ago, has won a reputation not only for the vast scale of detail it brings to its reportage of every geographical, social and political element of life in the UK, but also for its impartial handling of the most sensitive issues.

Its operating success is matched by its financial stability. PA has an annual turnover now of over £30 million a year and assets valued at around £30 million.

### **IPC magazines**

IPC, which will be the source of much information in the leisure and family interest strands of *UPDATE*, is Britain's largest publisher of consumer magazines with an unrivalled portfolio of over 50 titles. Seventy-five percent of adults in the UK buy or read an IPC magazine during the year, giving an annual circulation of over 500 million.

### **National Magazine Company**

The National Magazine Company, which will be one of the chief contributors to *UPDATE*'s Home and Family magazine, publish the brand leader print magazines Good Housekeeping, Cosmopolitan, Country Living, Harpers and Queen, SHE, House Beautiful, Company and The Antique Collector. The Company's broad range of titles includes a 25% share of the UK's women's monthly magazine market.

### **Two-Can Publishing**

The major contributor to *UPDATE*'s provision for children will be Two-Can Publishing.

Since its foundation in 1987, Two-Can has rapidly become a leading UK producer of high quality print material for children.

Two-Can specialises in a vigorous and popular mixture of entertainment and education for children. It has produced a range of over 60 book titles, and now creates three leading children's magazines: Playdays, the UK's main weekly activity magazine for pre-school children; Animal World, a bimonthly magazine covering the care and welfare of animals; and the highly acclaimed Young Telegraph newspaper for 8 - 12 year-olds with a weekly circulation of around 1.3 million.

### **Reed Business Publishing Group**

The Reed Business Publishing Group, who will be contributing to the Home and Family, Community Services, Education for Life and Farming World magazines on *UPDATE*, are Europe's largest business publishing group.

### **British European Associated Publishers**

The leading publisher of puzzle magazines, producing 12 titles with annual sales in excess of 1.5 million, will supply many of *UPDATE*'s quizzes and puzzles.

### **Channel Television**

Channel Television, who will be chief source of *UPDATE*'s regional information in the Channel Islands, have provided one of the only two regional Teletext services in the country. Their service is highly regarded in the region.

### **S4C**

S4C's commitment to broadcasting the Welsh language makes the organisation the most appropriate supplier in that area.

### **Meteorological Office**

The Meteorological Office is unrivalled in its service. It now has over two decades of experience serving broadcasters in the UK at a national and regional level. Recent expansions in its forecasting technology will enable its service to *UPDATE* to be delivered with an increased accuracy and scale of coverage.

### **Stock Exchange**

The Stock Exchange is clearly the ultimate source for share price and other information and data. It has a reputation for both speed and accuracy.

### **English, Wales, Scottish and Northern Ireland Tourist Boards**

All of the UK's provincial Tourist Boards collect information on every regional and national event in their area which is expected to attract the public in any numbers. Their function to publicise these events makes them the most dependable single source of information for such attractions.

## The sources by information strand

The section which follows details *UPDATE*'s requirements from information suppliers. Those requirements, which have been embodied in the contracts, letters of intent or heads of agreement signed with our information providers, are here collected by programme strands as defined in the Invitation to Apply.

Under each strand is included a synopsis of the content, the amount of material to be supplied (where that is relevant or measurable), the times at which the service is to be provided and the degree of updating that is required.

### News

#### National and international news

This will be produced in *UPDATE*'s own newsroom by *UPDATE*'s own editors and writers. Their two chief sources will be ITN's own newsgathering operation and the Press Association.

ITN and the Press Association complement each other well as sources of a quality Teletext news service. The Press Association will provide a breadth of routine coverage of events throughout the UK and by means of its associations with foreign coverage agencies, around the world. ITN will provide originality of angle and frequently exclusivity in its coverage of the main events of the day. PA supplies the base cake, ITN the icing which differentiates *UPDATE* from all its rivals.

*UPDATE* will access ITN's own information via the Basys newsroom computer system, which will contain scripted material for ITN programmes, alerts to future planned coverage, and a wealth of detail which tracks developments in all running news stories of any significance at home and abroad.

ITN's database serves ITN's own 24-hour-a-day output, providing six hours of live news programming each day on ITV, Channel 4 and by satellite to clients around the globe. Its information supply is therefore constantly updated by day and night.

ITN has its own newsgatherers permanently based at bureaux around the UK in Belfast, Bristol, Birmingham, Glasgow and Manchester, and a specialist base at Westminster. Overseas, ITN has full scale newsgathering operations in Washington, Moscow, Johannesburg, the Middle East, Hong Kong and Tokyo, with slightly smaller operations in Paris, Brussels and Harare.

Special correspondents provide informed reporting and in-depth analysis of politics, diplomatic and home affairs, defence, finance, business and industry, science, crime, the environment, sport and the arts. In addition to the reporting staff in UK and foreign bureaux and correspondents with specialist portfolios, ITN has a further 23 staff reporters who act as roving correspondents moving to wherever news breaks in the UK and abroad. They in turn are backed by a further 40 experienced ITN journalists who regularly work in the field.

ITN has exchange or supply contracts with Worldwide Television News who have newsgathering operations in 73 countries, as well as the US networks ABC, CNN and CBS, all of which cover events around the world hour by hour. ITN is also UK commercial television's only full member of the Eurovision News Group, which provides three-times daily access to news coverage not only from every country in Europe, but also the Middle East, Africa and, via AsiaVision, from the Far East.

News feeds from all these sources are already delivered, according to news demands, round the clock to ITN's London Headquarters to serve day and night programmes.

The Press Association will provide a raw feed of their comprehensive service of home and overseas news. Their specialist reporters and staff based throughout the UK, the Republic of Ireland and in Brussels cover every major event in their areas. In particular coverage of the Law Courts will complement ITN's sources.

All of PA's wire feeds are continually updated by day and by night whenever each running story has a new development.

*UPDATE's* own journalists as well as editing and integrating this mass of source material to form *UPDATE's* National and International News Services on Channels 3 and 4, will carry out two other vital functions: they will wherever the editors feel it necessary check and corroborate for themselves the information supplied, and will also research and report themselves on news stories which *UPDATE's* editors select for special coverage.

From these sources *UPDATE's* newsroom will produce a minimum of 20 pages of news on Channel 3 and 30 pages on Channel 4 updated round the clock whenever developments require.

#### Regional news

There are two distinctive elements to *UPDATE's* regional news coverage:

- \* First, it will be fully integrated into the national news service on Channel 3.
- \* Second, *UPDATE* will go beyond the minimum 14 regions (corresponding to the Channel 3 regional areas) and will provide a regional service for most of the Channel 3 editorial sub-regions. *UPDATE* will be providing 24 parallel services, each of 15 pages of news every weekday and ten on Saturdays and Sundays.

#### Press Association

The Press Association will set up a special newsroom on *UPDATE's* behalf, staffed round the clock to provide *UPDATE* with Teletext-formatted pages of news for 23 of these 24 regions.

[See Section A6]

*UPDATE*'s special regional desk will be adequately staffed with editors and writers in order to vet and edit all pages dealing with significant or sensitive information provided by PA before those pages are transmitted. Continuous contact between *UPDATE*'s regional editors and PA's special *UPDATE* regional operation will be maintained by a dedicated private intercom. system, enabling frequent discussion of PA's input and full editorial control of the service by *UPDATE*.

All of PA's regional pages will be continually updated round the clock whenever each running story has a new development.

### ITN

Whilst the Press Association will be *UPDATE*'s core source of news for the regions, *UPDATE*'s own regional editors will, in addition, draw to a significant extent on ITN's UK regional bureaux at five key locations: Belfast, Bristol, Birmingham, Glasgow and Manchester. Each of these will be connected directly to *UPDATE*'s regional editors via the real time link of the Basys newsroom computer system.

*UPDATE* will have immediate access to the latest information on the main news stories running in that area of the country covered by each of the five bureaux. The regional desk will edit and transmit news stories from ITN's coverage, especially from ITN's regional bureaux whenever they provide the first source.

### Channel 3 regional newsrooms

It is intended that each of the Channel 3 newsrooms will be invited to use two pages to headline the news stories they are covering in their regional news programmes each day. *UPDATE* will retain full editorial control of these pages, which will be provided in Teletext-format and be subject to editing by *UPDATE*'s regional desk.

### Welsh language news

It is intended that *UPDATE* will have its own Welsh language correspondent, based at S4C in Cardiff, who will translate each weekday at least 12 pages of the *UPDATE* news output for Wales, as well as producing a special Welsh magazine covering local events of special interest to Welsh speakers consisting of some 25 main and multi-pages. The source for this magazine will be S4C.

The Welsh language correspondent will be employed by *UPDATE* and will be accountable directly to *UPDATE*'s Head of News and Regional Affairs. In this way, *UPDATE* will ensure that it has complete editorial control over the Welsh language pages.

### Channel Television

In the Channel Islands, between 49 and 75 pages of local news (as well as local coverage of sport, weather, travel and local community events) will be provided by Channel Television updated whenever developments occur during the day.

## **Weather**

It is intended that the chief source of information will be the Meteorological Office. The Meteorological Office will produce 6 Teletext-formatted pages of national, European and international weather information daily as well as one page of information on local regional weather conditions for 23 of *UPDATE*'s 24 regions. (Channel Television will provide weather information for the Channel Islands.)

*UPDATE*'s market research indicates that weather information is most valued by viewers in the early morning before setting off to work. Therefore *UPDATE* places emphasis on providing an updated service at that time, and the specification to the Met. Office requires in all categories that the first update of the day is at 5 a.m.

### Non-regional

Nationally the Met. Office will provide two weather maps with 24-hour forecasts updated three times daily. A 48-hour weather forecast will be updated daily.

For conditions outside the UK, there will be a daily European forecast and a picture of world weather made up from information provided at 60 locations world-wide. A full shipping forecast will be updated three times daily.

### Regional

The Met. Office's regional forecasts will be updated three times daily. Severe weather warnings will be delivered at any time as soon as they are issued.

As part of its raw news feed, the Press Association will also provide weather news to *UPDATE*, which will be incorporated into the service wherever it complements the core service from the Met. Office. Channel Television will also provide local weather information for its area.

## **Sport**

*UPDATE* will have two main sources of sports news: ITN and the Press Association.

The scope of the service provided by both, in terms of national, international and regional coverage, is in line with the high quality news output of both of those organisations (dealt with above under News).

The Press Association, which has now been integrated with Extel Sport, boasts the fullest sports news and results service available with over 100 different events covered on some busy days. PA also have their own specialist sports reporters to cover big tournaments and games.

A fast accurate service of football results is a Press Association speciality. *UPDATE*'s contract with PA provides that all such results be delivered by direct input into the Teletext database ready for transmission.

### Non-regional

The combination of PA and ITN's supplies edited by *UPDATE*'s journalists will produce 32 pages of sport on each weekday. This will rise to 35 at weekends. On most days there will also be a significant number of multi-pages.

### Regional

Regional sport will be produced by the Press Association's special regional team. The means of *UPDATE*'s exercising full editorial control of that service is dealt with fully above under News. The number of pages to be provided will be 5 on weekdays for 23 regions (excluding the Channel Islands) and 10 at weekends.

Channel Television will produce sports information for the Channel Islands.

### Racing

It is intended that *UPDATE*'s racing service will feature a fast results service provided by a leading bookmaker (William Hill have indicated their willingness to provide this information), covering horse racing and greyhound results. Results will appear on screen within a minute of races finishing. A detailed overnight declarations service will be supplied by Weatherby (who have signalled their intent to do so), giving information about the following day's runners and riders. This will be fed directly into our computer late morning each day.

The Press Association are also contracted to supply sports news which will include horse and dog racing.

The service will also include racing tips by a leading national tipster, Tote details, a letters column, and racing news edited by experienced racing journalists. Racing reports will cover the day's meetings, previews of important races, news about jockeys and trainers. Tried and tested freelances will supply some of this material.

It is intended that a leading bookmaker will supply pre-race betting information as part of their advertising, and discussions have already been held with a number of interested parties.

There will be 23 non-regional racing pages, continually updated as racing news develops.

### **Travel**

It is intended that *UPDATE* journalists will edit a comprehensive travel service from the following sources: the Automobile Association (who will provide their information in Teletext-formatted pages), and British Rail (who have indicated their willingness to work with *UPDATE* to develop their system for providing train arrival and departure information). *UPDATE* intends to hold detailed discussions with British Airways on ways to develop their service of information on BA flight movements.

All information provided by the AA is updated 24 hours a day whenever hold-ups and hazards occur or are cleared.

#### Non-regional

It is intended that the AA will provide a national service covering all hold-ups on motorways: accident and all-clear flashes, weather hazards affecting driving, and a special service on traffic flows for the M25.

The AA's ferry information service deals with road traffic delays approaching ports as well as sea conditions. AA Eurowatch service deals with weather hazards as well as providing standard information on petrol prices and legal requirements for travellers.

This information will be input direct in Teletext-formatted pages. Travel news priorities and the content of pages will be discussed on a daily basis with editors on the News on 3 desk in order to ensure that editorial and compliance requirements are being met by the AA.

It is intended that British Rail information will be alphanumeric data input direct for transmission.

The number of non-regional pages set aside for travel information is 6.

#### Regional

In addition to the suppliers above, Channel Television will provide travel information for the Channel Islands.

The number of pages for each of the 24 editorial regions will be 4.

### **Financial and business matters**

#### Non-regional

*UPDATE's* own journalists will edit a national service to cover financial and business matters from the following sources: ITN, the Press Association and the Stock Exchange. Alphanumeric data, for instance on share prices and exchange rates, will be input directly by PA and the Stock Exchange ready for transmission

Where the source of national finance and business matters is ITN or the Press Association, the scope and frequency of updating will be as for national news generated by those organisations.

It is intended that the London Stock Exchange will provide the following elements to its service: Stock Exchange Automated Quotations for 400 leading securities, updated 5 times per day, a real-time update of the FT-SE index, a real-time update of the Eurotrack 100 index and 200 index, and a real time update of the ISE Nikkei index.

The number of editorial pages to be provided will be 30 on each weekday and 10 at weekends.

## Regional

Regional financial or business news will be provided by the Press Association's special regional news team within its general news provision to *UPDATE* for the regions.

## **Arts and Leisure**

### Performing Arts

The English, Wales, Scottish and Northern Ireland Tourist Boards have written to *UPDATE* signalling their intention to supply a comprehensive service of national and regional information on performance events around the UK.

It is also planned that an in-house *UPDATE* journalist will edit this material as well as supplies of information from the Arts Councils of Great Britain.

It is intended to produce 10 non-regional pages and between one and four pages (depending on scale of local activity) devoted to regional coverage.

It is anticipated that sixty per cent of pages will be updated daily, and the remainder twice weekly.

### Television guides

*UPDATE*'s own journalists will produce a comprehensive television journal on Channel 3 and a basic listings guide on Channel 4. The sources will be the listings bureaux of the broadcasters, with late changes taken from the Press Association general raw wire feed and updated immediately they are announced.

Twelve non-regional pages will be provided on Channel 3, and five regional pages transmitted in identical form on both Channel 3 and Channel 4.

A leading film critic will as a paid contributor review forthcoming films on TV over a rolling seven-day period.

Updating will be carried out as follows: there will be an hourly wind-up of the current day's programmes to eliminate those already screened and so progressively reduce access time. The Peaktime Planner and Film Guide will be updated daily. Features will be updated twice weekly.

*UPDATE* will approach the regional Channel 3 companies with a view to ensuring that there is no duplication between our Television Guide and any information which they individually transmit on the VBI lines made available to them.

### Holidays

In the *UPDATE* section on holidays entitled *Getaway*, freelance contributors will supply information sufficient for 12 national pages, updated weekly for the majority of the year but with the facility for instant updating in periods of peak holiday activity. In addition two pages will be provided for each region. The information will be edited by *UPDATE*'s own journalists.

### Pit Your Wits

British European Associated Publishers (Britain's leading publisher of puzzle magazines and paper-backs) has signalled its intention to produce, on a sponsored basis, 10 non-regional pages of puzzles, quizzes and word games. It is planned that they will be topical and news related, aimed at all age-groups from 10 year-olds to pensioners. The pages will be updated daily.

### Specialist leisure magazines

IPC Magazines has agreed to be associated exclusively with *UPDATE* in the provision of UK Teletext services. It will provide information in Teletext format for a number of specialist leisure magazines, by an arrangement agreed between *UPDATE* and IPC and reflected in a signed Heads of Agreement.

A number of other leading print publishing houses, i.e. Reed Business Publishing Group and National Magazine Company, British European Associated Publishing, Two-Can Publishing have also, with the IPC agreement as a model, signed letters of intent, signalling similar sponsorship arrangements. The means for ensuring editorial control of such information is given above.

*UPDATE* will have three categories of information strands which will be broadcast at specific times only:

- \* screened on one day of the week only and for six hours (Weekly Magazines);
- \* screened each weekday and for just three hours (Weekday Magazines);
- \* screened on Saturdays and Sundays for three and a half to four hours (Weekend Magazines).

### Weekly Magazines

Twenty-five titles make up this sector with each appearing for a total of six hours on a predetermined day of the week. Material will be commissioned by the two *UPDATE* editors sharing responsibility for editorial content and quality across the specialist titles.

The day of screening has been chosen for the convenience/relevance of the target audience, with each section appearing for three hours at different times of the day.

Three non-regional pages will be devoted to these 21 magazines, each updated weekly in advance of their broadcast day.

Whilst the subjects for these rotating *UPDATE* magazines may vary from time to time as *UPDATE*'s market research indicates changing public tastes, the following is the list of print magazines who, it is intended, should sponsor *UPDATE* weekly magazines on the model of the IPC arrangement.

#### **Sunday**

Popular science	(0600-0900 / 1500-1800) New Scientist <sup>4</sup>
Child welfare	(0900-1200 / 1800-2100) Practical Parenting <sup>3</sup>
Railway enthusiasts	(1200-1500 / 2100-2400) Railway Gazette International <sup>6</sup> Railway Magazine <sup>4</sup>

#### **Monday**

Country pursuits	(0600-0900 / 1500-1800) Horse & Hound <sup>2</sup>
Cookery	(0900-1200 / 1800-2100) Family Circle <sup>1</sup>
Golf	(1200-1500 / 2100-2400) Golf Monthly <sup>2</sup>

#### **Tuesday**

Personal computers	(0600-0900 / 1500-1800) Computer Weekly <sup>4</sup>
Lifestyles	(0900-1200 / 1800-2100) Homes & Gardens <sup>3</sup>
Chess	(1200-1500 / 2100-2400) Chess Monthly <sup>7</sup>

#### **Wednesday**

Family health	(0600-0900 / 1500-1800) Practical Health <sup>3</sup>
Yachting	(0900-1200 / 1800-2100) Yachting Monthly <sup>2</sup>
Motorcycling	(1200-1500 / 2100-2400) Motor Cycle <sup>7</sup>

#### **Thursday**

Fishkeeping	(0600-0900 / 1500-1800) Fishkeeper & Aquarium <sup>7</sup>
Photography	(0900-1200 / 1800-2100) Amateur Photographer <sup>4</sup>
Boating	(1200-1500 / 2100-2400) The Boat Owner <sup>2</sup>

### Friday

Soccer Fan (0600-0900 / 1500-1800)  
Shoot/World Soccer<sup>4</sup>  
Rural Living (0900-1200 / 1800-2100)  
Country Life<sup>2</sup>  
Country Living<sup>5</sup>  
Angling (1200-1500 / 2100-2400)  
Angler's Mail<sup>2</sup>

### Saturday

Motoring nostalgia (0600-0900 / 1500-1800)  
Classic Cars<sup>2</sup>  
Dancing (0900-1200 / 1800-2100)  
Ballroom Dancing<sup>7</sup>  
Cage birds (1200-1500 / 2100-2400)  
Bird Keeper<sup>4</sup>

- 1 IPC Women's Magazines
- 2 IPC Specialist & Leisure Group
- 3 IPC South Bank Publishing
- 4 Holborn Publishing Group
- 5 National Magazine Company
- 6 Reed Business Publishing Group
- 7 Independent Publishers

Heads of Agreement have been signed with IPC covering 1 to 4 above, and signed Letters of Intent have been received from the National Magazine Company and Reed Business Publishing Group. It is *UPDATE's* intention to conclude similar arrangements with publishers of journals covering chess, motor cycling and ballroom dancing.

### Weekday and Weekend Magazines

The following Weekday and Weekend Magazines will all be supplied through sponsorship arrangements along the lines of that detailed above for the Weekly Magazines.

### **Motoring Club**

The Automobile Association and the Royal Automobile Club have indicated a willingness to contribute information on a sponsored basis to Motoring Club. It will cover a wide range of information for the motoring enthusiast. This will be provided by the AA and the RAC in raw form and will be edited by *UPDATE's* journalists.

Eight non-regional pages will be provided. In addition there will be four pages in this sub-strand covering motoring activities in the regions

### **Gardening Club**

IPC's Amateur Gardening Magazine will provide information on a sponsored basis to Gardening Club. It will be aimed at the amateur gardener. Sufficient material will be contributed to produce eight non-regional pages, and up to 2 regional pages. It will be updated weekly.

### **Rock Club**

Melody Maker, New Music? Express, and Vox magazine (all published by IPC) would contribute editorial material under the terms of the IPC Heads of Agreement.

Popular entertainment and music for the 12 - 20 year-olds will make up 10 non-regional pages. In addition there will be between one and four editorial pages for regional coverage.

Children's Club and Community Services (dealt with under Provision for Children and Education) make up the two other magazines in the Weekday and Weekend categories. A further section; Movie Club will be generated by *UPDATE's* features staff and freelance contributors.

### **Provision for children**

#### Children's Club and Fun Club

It is intended that Two-Can Publishing will contribute material on a sponsored basis. On weekdays the content of Children's Club will be aimed at the under 10s and will be more instructional. At the Weekends it becomes retitled Fun Club and caters for children up to 12 with a switch to more purely entertainment material. This will include stories, puzzles, humour and information.

There will be 10 non-regional pages with a further two pages devoted to regional coverage of children's interests. Seventy per cent of pages will be changed daily.

#### Home and Family

Two-Can will also contribute three pages of amazing facts, mystery riddles, jokes and cartoons, all for children in Home and Family.

#### Pit Your Wits

British European Associated Publishing's puzzle magazines will contribute at least three main pages of puzzles for younger competitors.

### **Education**

#### Education for Life

It is intended that the Educational division of Reed Business Publishing Group will provide information on developments affecting students, teachers and parents. *UPDATE* will be first with news of availability of places on new courses and full coverage given to adult education (including summer schools/activity holidays/educational weekends). One main page will carry career guidance for 4th and 5th formers.

There will be three non-regional pages and also up to three pages of regional coverage, involving the full involvement of local education authorities. Fifty per cent of pages will be updated twice weekly, fifty per cent weekly.

## **Community Services**

Reed Business Publishing Group will produce Teletext-formatted information under a sponsorship agreement similar to that detailed above for IPC magazines.

The strand will be titled Community Services and will be a public service magazine dedicated to maximising use of available social services. Editorial material will cover changes in welfare benefits, grants newly on offer, fresh resources coming on stream nationally and locally. One page will be reserved for a questions and answers helpline. There will also be a list of emergency telephone numbers for the housebound.

Community Services will be made up of three non-regional editorial pages. In addition there will be between one and three pages in this strand devoted to regional information, giving a total number of main pages in Community Services of between four and six.

The service will be updated on average twice a week.

## **Religion**

### Devotion

An *UPDATE* editor will produce coverage of the many faiths embraced throughout the UK on 4 non-regional pages each weekday, increasing to 14 pages at weekends. This will include a daily prayer relating to a topical event/feast day (all denominations featured in turn) plus items on the religious significance of past events on this day.

Regional pages will be increased from 2 to at least 4 pages at weekends for each region in order to include local as well as national listings of services.

### Home and Family

It is intended that all of IPC's weekly and monthly titles will contribute material on an occasional basis to *UPDATE*'s Home and Family magazine. Additional information supplies will be provided by Two-Can Publishing and by National Magazine Company's titles such as Good Housekeeping, Cosmopolitan, Country Living, Harpers and Queen, SHS, House Beautiful, Company and The Antique Collector.

Sufficient information will be provided for 28 non-regional pages and between 3 and 7 regional pages, all of which will be commissioned and subject to editing by *UPDATE*'s Head of Features, a senior appointment to be occupied by an editor with extensive experience of women's magazines. All material will be commissioned by *UPDATE*'s Head of Features and processed by the Features staff to ensure a consistent level of quality control.

Content will include cookery, beauty and fitness tips, a shopping guide to bargains, day by day slimming diets, home hints, personal finance, child care, agony columns and horoscopes.

## **Farming**

It is intended that the print magazines *Farmers Weekly* and *Big Farm Weekly* (both published by Reed Business Publishing Group) will provide three non-regional pages and between one and three regional pages, with daily updates, of information on the business of farming.

## **For the hard of hearing**

It is intended that a member of the deaf community will collate and input the information in this section. Organisations such as the Royal National Institute for the Deaf will be invited to supply information on a regular basis.

## **Written agreements**

Copies of all the contracts, heads of agreement and letters of intent referred to in Section A7 are included in the confidential site letter.

## **A8 Sub-licensing**

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

## A8 Sub-Licensing

*UPDATE* has no plan at this stage to sub-license any part of the Teletext service.

The number of VBI lines allocated to the Public Teletext service is being reduced to 7.5 per channel rather than the 10 which are currently available for public access Teletext on Channel 3 and the 11 VBI lines currently available for public access Teletext on Channel 4.

This, and *UPDATE*'s desire to minimise access times to the viewer, means that *UPDATE* will not have any spare capacity which could be sub-licensed in this way.

[See Section A10]

## **A9 Premises and equipment**

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

## **A9 Premises and equipment**

<b>Introduction</b>	<b>1</b>
<b>Premises</b>	<b>3</b>
Central System location	3
Transmission System	5
Information provision and page creation	5
<b>Purchase of equipment</b>	<b>7</b>
Core system hardware	7
Core system software	7
Sub-systems	8
Editing terminals	8
Teletext transmission system	9
Teletext data monitoring equipment	10
Equipment replacement policy	11
<b>interface standards</b>	<b>12</b>
Teletext transmission systems	12
Broadcast video signal insertion equipment	12
Data distribution system	12
<b>Performance and maintenance</b>	<b>13</b>
Core system	13
Transmission systems	14
Core-system hardware	15
Transmission system hardware	16
Data communications network	16
NTL Teletext broadcast Transmitter network	16

## A9 Premises and equipment

### Introduction

At the centre of the *UPDATE* Teletext service is a powerful Teletext database management system which will be located at ITN's headquarters at 200 Gray's Inn Road. The database will comprise all the Teletext pages used for transmission of the service along with a much larger number of general storage pages and archived Teletext material. In addition to Teletext display pages, the full database will comprise:

- \* Data for maintaining the Teletext page database.
- \* Data for statistical reporting and system monitoring.
- \* A subsidiary database for advertising page input, administration and billing.
- \* A subsidiary database for archive purposes.
- \* The DEC operating system (VAX/VMS) with DECNET communications software, and the Softel Systems Teletext management applications software - HS90.

This system will maintain and manage the complete national and regional database for the Teletext service. The effectiveness of the core system will benefit from a contract with ITN which will provide *UPDATE* with immediate and round the clock access to the technical infrastructure which currently maintains ITN's studio and all other technical facilities at 200 Gray's Inn Road including the Basys newsroom computer system and all plant and equipment currently associated with the ITN Oracle News Service.

[See letter at the end of Section D]

Separate and independent computer systems will be responsible for the transmission of the Teletext data. These systems will store the Teletext pages for a single transmission region on hard disks, updated from the core system. The core system will control and transfer the transmission database via a data communications network to all transmission systems.

The transmission systems will be installed at various locations in order to serve the relevant regional Broadcast transmitter group, as established by National Transcommunications Limited. NTL and *UPDATE* have identified 27 Teletext Injection Points (TIPS), which is the minimum required to achieve full coverage to 24 Teletext regions using the NTL UK broadcast transmitter network. To achieve this in the most secure and cost-effective way, *UPDATE* has made provisional arrangements with the National Transcommunications Ltd who are willing to accept the necessary equipment on their premises.

[See Map A9 (i)]

[See letter at end of Section D]

The Teletext transmission system will output the Teletext service at its associated NTL Teletext Injection Points (TIP). The data output from these systems will conform to WST/CCIR Teletext System B specification. Teletext transmission systems will normally output Teletext data for both Channel 3 and Channel 4 broadcasts.

The standard Teletext transmission system will connect to the core system via the data communications network (DCN).

At Kendal TIP, a sub-system of standard transmission system will be installed. It will be connected directly to one of the standard regional Teletext transmission systems, which forms part of the same NTL regional transmitter group.

Data for the transmission systems will be forwarded from the core system and held on the transmissions systems database. Data distribution to the Teletext transmission systems will be by a secure data communications network, provided and managed by BT Global Networks Services. This network will connect the core system at 200 Gray's Inn Road to 27 remote Teletext transmission systems. It will provide the inward link for many remote information providers, and will receive status information back from the remote transmission systems. The performance and supervision of this network will be monitored by *UPDATE* staff.

[See Figure A9 (ii)]

The full database for each editorial region will be maintained on the hard disk of the core system. A mirror image of each individual regional database will be maintained on the relevant transmission system. This database will be updated using the DCN

The communications network throughput will enable editorial changes to regional pages to appear on-air within a few seconds of the changes being made on the core system database. Along with changes to the Teletext page content, system wide commands (such as including or excluding pages for transmission) will be sent to the regional Teletext systems via the DCN.

Software and operational procedures will enable control and supervision of all aspects of the transmitted Teletext data. The *UPDATE* technical staff will maintain control over all aspects of the technical performance throughout the period of transmission of the service.

A comprehensive archiving system will maintain a back-up of all Teletext pages transmitted in each Teletext region, for at least 90 days, as required by the Teletext Licence.

*UPDATE* will employ two Teletext engineering specialists. The Chief Engineer was Oracle's first head of engineering. A detailed profile can be found in A5. The support engineer, who will be recruited once the Licence award is made, will be an electronics or computer engineer, with at least 5 years experience in technical support for broadcast Teletext systems or in a related industry.

[See Section A5]

Also, *UPDATE* has reached agreement with ITN Engineering to provide 24-hour, 7-day week 'first line' maintenance support for all *UPDATE* equipment located at 200 Gray's Inn Road and adjacent premises used by *UPDATE*. Under this agreement *UPDATE* will benefit from the considerable engineering expertise that ITN provides for its complete news broadcasting service. Should specific difficulties arise, *UPDATE*'s engineers will be able to call on additional support from a wide area of expertise available within the ITN engineering department.

## Premises

*UPDATE*'s core computer and communications systems will be housed in ITN's central computer room at 200 Gray's Inn Road, London, WC1. It is intended that *UPDATE*'s editorial, sales and administrative offices will be sited in premises immediately adjacent to ITN in order that *UPDATE* can benefit from ITN's newsgathering input, engineering *UPDATE* on the basis of arms length contracts).

[See letter at end of Section D]

Input terminals for the use of information suppliers to the *UPDATE* service will also be housed at secure premises occupied by each of those suppliers and are detailed below. In addition, one *UPDATE* employee and a single input terminal will be housed at the offices of S4C in Cardiff.

## Central system location

The core system and other critical computers and communications equipment will be located in the main technical areas of the 200 Gray's Inn Road complex. Peripherals such as printers, networked terminals and Teletext monitoring equipment will be sited throughout this and the adjacent building as appropriate.

*UPDATE* will benefit from the high level of fault tolerance built into the building's services, including:

- \* All technical facilities occupied by *UPDATE* are backed up by two automatic starting diesel generators.
- \* Critical software driven equipment is powered via a large capacity battery-supported UPS system.
- \* Main power distribution bus systems to each technical area are duplicated.
- \* Cooling systems are distributed with reserve capacity able to hold technical equipment area temperatures down in the event of random plant failures.
- \* An advanced, non-destructive fire prevention system.

In addition, the centre benefits from extensive voice, data and video communications links. It is a major electronic gateway to the existing Channel 3 and Channel 4 Television network, and is also a European Broadcasting Union and international television gateway.

#### Security

200 Gray's Inn Road will be staffed by security, technical, operational and editorial staff around the clock throughout the year. As expected from a strategic news broadcaster, high profile and effective security is maintained throughout the building at all times. This will ensure the integrity and reliability of the service.

#### Health and safety

It will be the policy of *UPDATE* to satisfy moral and legal obligations by providing and maintaining arrangements for health, safety and welfare of all staff whilst they are at work as far as is reasonably practicable. *UPDATE* will ensure that all employees are aware of their own obligations to minimise the risk of injury or other hurt to themselves, their colleagues or visitors to *UPDATE* premises.

Strict compliance with the Health and Safety at Work Act 1974, the Electricity at Work Regulations 1989 and other relevant legislation will be the primary responsibility of the Chief Engineer.

#### Editorial, sales and administrative offices

*UPDATE*'s headquarters will be located in secure, modern premises in close proximity adjacent to ITN's purpose-built national television news studio complex. The national news, advertising, and magazine service will be managed and input from these premises. The *UPDATE* editorial, production, administration and technical departments will occupy a total area of approximately 10,000 sq ft.

A number of office premises close to 200 Gray's Inn Road available at the rent and rates indicated in our financial model have been identified. Sufficient of those premises meet *UPDATE*'s strict criteria for security, health and safety, environmental control, electrical and telecommunications infrastructure.

[See letter at the end of Section D]

The technical requirements for these premises are similar to those for any modern, computerised office, and therefore no more demanding in terms of general construction or refurbishment. There are no technically specialised or unusual broadcast requirements associated with these premises. *UPDATE* is confident that the premises will be fully operational by the beginning of November 1992.

## Transmission system

[See letter at the end of Section D]

*UPDATE's* Teletext transmission systems will be located at 27 NTL owned and operated sites. These sites are the Teletext Injection Points, located within existing NTL broadcast stations.

These sites are unmanned main transmitting stations although some are also used as NTL engineering team-bases and may be occupied at certain times of the working day. Emley Moor and Black Hill are also NTL Regional Operations Centres. Black Hill is staffed 0800 hours to 2400 hours daily and Emley Moor is continuously manned.

All NTL sites are designed, constructed and maintained to the high standards necessary to provide the levels of security and reliability required at main television transmitting stations. NTL take precautions to prevent unauthorised entry or interference with the equipment. These sites are all temperature controlled and are suitable for the equipment which *UPDATE* intends to locate and operate there.

In all cases, except Fremont Point, NTL have duplicate electricity supplies to the sites (Fremont Point has a single supply).

## Information provision and page creation

Teletext page data will be input directly into the core system in one of the following ways:

- \* Teletext editing terminals using an Ethernet local area network (LAN).
- \* Via keyboards connected to the ITN Basys newsroom computer system, with a high speed data link between both systems.
- \* Remote (eg. Regional) Teletext editing terminals. These sources would connect into the core system via the DCN.
- \* Remote information provider systems (remote computer links), either using dedicated communications links such as BT Kilostream, or via the DCN.
- \* ITN election computer system (when appropriate).

All data input to the core system will be by a secure means that will enable the identification and authorisation of any users. A separate, additional security process will be required for all access to the DCN. This will involve the standard password protection and log-on authorisation techniques employed and managed by BT. Allocation of User Identification Codes will be controlled by *UPDATE* personnel.

When *UPDATE* staff input via Basys terminals, there will be two levels of security: Basys' own password and user ID system as well as the password and user ID features of HS90 Teletext application software.

Remote information providers, premises and equipment.

All suppliers of editorial material will connect to the core system via the 'information providers system' located at 200 Gray's Inn Road.

Wherever practicable these suppliers will use BT's X25 PSS gateway to *UPDATE*'s DCN.

Where this is not possible, BT will provide direct point to point data circuits between the central 'information provider's system' at 200 Gray's Inn Road and the suppliers' terminals or system at their site. All information suppliers will be subject to the system access control mechanisms as applied to all other *UPDATE* Teletext system users (outlined earlier in this section).

*UPDATE*'s Chief Engineer will ensure that all premises used to house suppliers' equipment will be secure and technically sound. The list of such premises at this stage is as follows:

The Meteorological Office, Sutton House, London Road, Bracknell, Berkshire.

Press Association, 85 Fleet Street, London EC4.

IPC Magazines, Kings Reach Tower, Stamford Street, London SE1.

William Hill, St Johns Centre, 31 Merrion Street, Leeds.

Automobile Association, Fanum House, The Broadway, Stanmore, Middlesex.

Stock Exchange, London EC2.

Reed Business Publishing Ltd, Quadrant House, The Quadrant, Sutton, Surrey.

British European Associated Publishers, Glenthorne House, Hammersmith Grove, London W6.

Channel Television Ltd, Television Centre, La Pouquelaye, St Helier, Jersey.

S4C, Parc Ty Glas, Llanishen, Cardiff

## Purchase of equipment

### Core system hardware

The complete core system will be supplied and commissioned at 200 Gray's Inn Road by Softel Systems Limited of Pangbourne. This will take place under close supervision by *UPDATE*'s Chief Engineer, with technical support from *UPDATE* and ITN engineering personnel.

The system will be ordered once *UPDATE* are informed that their application for the Teletext Licence has been successful. The purchase agreement will require Softel Systems Ltd to complete hardware installation at 200 Gray's Inn Road before the end of August 1992. Software installation, commissioning, and acceptance testing will be completed before the commencement of the system testing and staff training period, which *UPDATE* has scheduled for the two months prior to the commencement of transmission.

[See letter at end of Section D]

### Core system software

The software supplied by Softel System will be based on the latest version of their renowned HS90 Teletext applications software.

[See Figure A9 (iii)]

We believe that Softel System Ltd. are the world's leading supplier of Teletext systems. The HS90 system was first installed at Swiss Teletext early in 1991. Other broadcasters using Softel's Teletext software include Oracle, BBC Ceefax and Swedish Television.

The software will support over 40 Teletext editing terminals attached directly to the database management system. Using DECNET communications software and an Ethernet LAN, the system will link to an almost infinite number of server or sub-systems.

The system will have integrated advertising input and billing software. This software was initially written for Swiss Teletext, Europe's other major commercially funded Teletext service.

HS90 software has sophisticated security and archiving features. It has a powerful range of system management tools that will monitor and control the overall performance of the whole service, including the Teletext transmissions systems.

The main system hardware will be based around dual DEC VAX 4000/200 computers. Either of these two machines will act as the Database Manager System (DMS), in a master and "hot" stand-by relationship.

A dual Ethernet LAN will provide the link between these two (main and standby) computers, as well as a number of sub-systems and 39 locally sited Teletext editing terminals.

## Sub-systems

Remote information suppliers will be connected to a separate dual computer system, tailored to handle all RS232 type data input.

These sub-systems would also handle protocol conversion and reformat the data stream into the appropriate Teletext display format, prior to passing to the DMS via the Ethernet LAN.

Dual PC server systems will form part of the core system via the Ethernet LAN. These servers will provide the interface between PC editing terminals, PC sub-systems and the DMS.

An Ethernet to an X25-Packet SwitchStream Service (PSS) interface (DEMSB) will form part of the core-system. This sub-system will provide a 48K baud gateway to the GNS data communications network.

## Editing terminals

The standard Teletext editing terminal will be a Softel Systems' Elite Teletext Terminal. Approximately 37 of these terminals will be networked into the DMS. Additional alternative terminals such as PCs with Teletext editing software, and specialist Teletext graphics workstations may be connected directly to the DMS via the Ethernet LAN, or remotely connected using the data communications network.

The allocation and type of terminals at *UPDATE*'s editorial and production offices is as follows:

**News and regional operation:** 20 Softel Systems Elite PC based Teletext editing terminals, and 10 Basys standard editing terminals.

**Features section:** 10 Softel Systems Elite PC based Teletext editing terminals.

**Advertising Production:** 7 Softel Systems Elite PC based Teletext editing terminals.

**Graphics:** 2 Softel Systems, Elite based, Teletext graphics work stations.

*UPDATE* is also committed to exploring the possibility of using 'conventional' input terminals where appropriate to replace dedicated Teletext editing terminals. In the first instance we believe this could be achieved using a link between the core system and the main ITN Basys newsroom computer. This would allow text input using standard Basys editing terminals by *UPDATE* staff. Again, along with the Basys system security, Data input from the Basys system will be further restricted to specific pages and could even be restricted to specific areas of the Teletext page.

All Basys equipment (including terminals and any specialised software) will be purchased from Basys Systems (UK) Ltd.

### **Teletext transmission system**

The Teletext transmission computer systems will be supplied by Softel Systems Ltd. The system hardware will be maintained by Digital Equipment Company Ltd.

Data communications equipment will be supplied, installed and maintained by British Telecommunications Plc.

Equipment used to interface the broadcast video signal with the teletext signal (output from the Teletext transmission systems) installed at NTL operated sites, will be supplied, installed, owned and maintained by National Transcommunications Ltd.

The precise specification will be dependent on the individual requirements of the installations. However each individual site will comply fully with current technical requirements and codes of practice pertaining to that installation.

### **Transmission system software**

Software for the Teletext transmission system will also be supplied and installed by Softel System Ltd. Softel have considerable experience of regional Teletext systems, beginning with the original Oracle regional system in 1983. Since then the software has been developed considerably as other Teletext broadcasters demanded greater power, flexibility and reliability from their regional systems.

As well as the Teletext application, the system software will also include a DEC VMS operating system and DECNET communications software.

### **Teletext transmission system hardware**

Dual DEC Microvax 386, 8Mb RAM and 209Mb hard disk storage.

Softel Systems Teletext Generator.

Softel Electronics Teletext Alarm Decoder and Video Changeover Switch.

DEC VMS operating systems, with DECNET networking software.

Softel Systems Ltd HS90 Teletext software.

DEC VT340 VDU terminal (console device).

### Teletext transmission sub-system hardware

Softel Systems Ltd Teletext Processor.

Softel Electronics Ltd Teletext Alarm Decoder and Video Changeover Switch.

[See Section B1]

Note: This sub system is required at Kendal TIP.

### **The distribution system**

[See letter at the end of Section D]

British Telecommunications Plc have been contracted by *UPDATE* to supply a complete **Managed Network** using data communications technology considered appropriate by them to fulfil the terms of their contract with *UPDATE*.

The final network topology is likely to be a hybrid system based on X25 Packet SwitchStream Service and some point-to-point Kilostream (or similar) data circuits.

[See letter at the end of Section D]

All modems, Kilostream NTU's and PSS data communications equipment as specified and supplied by British Telecommunications Plc, GNS division.

The main data communications network will be provided via an X25 Packet SwitchStream Service (PSS). Additional point-to-point data circuits will also be provided by BT under the managed network agreement. These will normally be in the form of either 9.6K baud Kilostream links, or analogue private data 'keyline' circuits.

Interconnection between the BT X25 PAD and the Ethernet LAN will be by a DEC DEMSB X25 PSI Ethernet interface.

Interconnection between BT Kilostream NTU's and the Ethernet LAN will be a LAN "Spiderbridge" device.

Dial-up connections to the PSS will be by a variety of BT approved modems, utilising dial-back technology, for improved security.

### **Teletext data monitoring equipment**

Teletext data monitoring will be carried out by *UPDATE* technical staff, using a range of recognised high quality test equipment. This will include a Rode and Schwartz Teletext Analyser (developed from the IBA NEMESIS equipment), Softel Electronics Ltd and VG Electronics Ltd Teletext decoders and performance monitoring equipment. This will complement the full range of broadcast television monitoring resources available through the ITN engineering department at 200 Gray's Inn Road. The range of Teletext test equipment will include:

Rhode And Schwartz Teletext Analyser

Softel Electronics Ltd, Broadcast Level 1 Teletext decoders type SE1052

Softel Electronics Ltd, broadcast Level 2/3 Teletext decoder.

DEC VAXstation System Managers Workstation.

BT GNS 'INSIGHT' Communications manager workstation.

Selection of standard domestic Teletext television receivers from a range of television manufactures.

PC system with on board Teletext decoder card for automatic logging of off-air (London Region) pages.

Halcyon Datascope.

As part of the Teletext transmission system installation, monitoring equipment at the TIPs will detect any loss or corruption of the Teletext signal before insertion onto the broadcast video signal. These units will automatically switch over to the back-up Teletext transmission system in the event of a fault being detected.

The Teletext transmission system will also be routinely interrogated by the core system over the data communications network and a status report returned to the core system. The data fed back from the remote system can be used to alert the engineering team at *UPDATE* to any problem with the system.

NTL will monitor and report on the off-air performance of the Teletext transmission around the UK via its network of Regional Operations Centres (ROC's), which are linked, by telemetry, to its sophisticated performance monitoring AME system.

In addition, a range of domestic Teletext television receivers will be on permanent display in *UPDATE*'s premises, fed from an off-air signal received from the London (Crystal Palace) transmitter.

### **Equipment replacement policy**

*UPDATE*'s policy will be based on the principle that Teletext system hardware will remain operationally effective for a minimum of 10 years and so we do not anticipate that it will need to be replaced during that period. *UPDATE* intends to purchase this equipment from a manufacturer whose products are designed to operate effectively for at least 10 years. All this equipment will be maintained on a full repair or replacement agreement with the manufacture.

Added to this, we believe that the system as specified by *UPDATE* is sufficiently flexible that it will not be rendered obsolete during the 10 year period. However *UPDATE*'s Chief Engineer will be constantly alert for developments in technology which might benefit the service.

Any consequent costs associated with the expansion or enhancement of the system will be funded from additional revenue directly generated by that expansion or enhancement, or from a reduction in operating costs.

Therefore, *UPDATE* will depreciate the Teletext system hardware over 10 years.

## **Interface standards**

### **Teletext transmission systems**

Output from all Teletext transmission systems will comply fully with Teletext specifications defined in the following published documents:

CCIR Teletext System B (not currently available)

World System Teletext Technical Specification (last revision October 1991)

Broadcast Teletext Specification (September 1976), published jointly by the BBC, IBA and BREMA

Video signal levels and timing will comply with the:

Specifications of Television Standards for 625-Line System I Transmission in the United Kingdom. (Current version published by the DTI Radio Regulatory Division, 1984.)

### **Broadcast video signal insertion equipment**

All equipment used for the purpose of interconnecting to NTL broadcast video systems will be supplied by NTL and will conform to the requirements of their specification for interface standards.

### **Data distribution system**

All equipment used for the purposes of interconnection to British Telecommunications Plc's data and telecommunications system will be supplied by British Telecommunications Plc and will conform to the requirements of their specification for interface standards.

## Performance and maintenance

### Core system

*UPDATE's* engineers will be responsible for monitoring the performance of the whole Teletext engineering and communications system, and for ensuring that the system is properly maintained at all times.

Agreement has been reached with ITN's Engineering Department to provide 24 hour on-site engineering support for first-line maintenance. During periods when *UPDATE's* engineers are not on-site, ITN Engineering will act as the first point of contact when faults are reported by *UPDATE* operators.

Technical support for all information providers, both local and remote, will be provided by the *UPDATE* technical department and ITN Engineering throughout all hours of the service operation. At all times there will be an appropriately trained and skilled technical person on-site who can respond to any system wide problem. In particular, technical support staff will be adept at routinely liaising with similar personnel from NTL, BT, ITC and information provider sites.

The system hardware will be maintained by the manufacturer, Digital Equipment Company Ltd (DEC). This will be on a full DEC service contract, which will provide 24 hour seven-day week maintenance cover with a minimum four-hour on-site response from time of fault report.

HS90 system software will be maintained on a full maintenance contract from Softel Systems Ltd. This will include installation of all DEC and Softel Systems Ltd software maintenance releases, upgrades, with on-line diagnostic support from their computer centre in Pangbourne.

The data communications network will be covered by a full support and repair contract with British Telecommunications plc. This will include continuous monitoring of the performance of the data network, 24 hour, seven-day week call-out to all points on the DCN.

In addition BT will supply *UPDATE* with an 'INSIGHT' communications manager's terminal. This will allow *UPDATE* engineering staff to monitor the performance and activity on the DCN.

Beside the high level of network security and reliability offered by BT GNS, a secure dial up link will be provided to each remote Teletext transmission system. Access to the transmission systems using this option would be either through the core system, or directly using suitable terminals. This option will be provided as part of the emergency procedures facilities, and would provide page editing of the regional database as well as the full range of system commands.

## **Transmission systems**

From the core system management software, feedback of the performance and status of the Teletext transmission systems will be provided continuously to the *UPDATE* technical staff. With the aid of powerful software diagnostic tools provided with the HS90 system, engineers will usually spot a system fault within minutes of it developing on the remote system.

On many occasions actions can be initiated directly via the system manager's terminal on the core system which will rectify the problem. On some occasions checks would need to be made on the performance and status of the data communications network link. This would first be initiated using the BT supplied monitoring terminal. If a fault was suspected with the DCN, this would be quickly communicated to BT and both *UPDATE* and BT personnel would cooperate to rectify the problem.

As part of *UPDATE*'s agreement with NTL, monitoring of the performance and status of the broadcast Teletext signal will also be undertaken by National Transcommunications Ltd personnel at their Regional Operations Centres, strategically positioned throughout the broadcast network. If a fault is detected they will liaise with *UPDATE* engineering staff to eliminate the problem.

As part of the agreement, NTL will provide first-line fault diagnosis and repair to *UPDATE* equipment located on NTL premises. Where appropriate, they will maintain spare field replaceable units, which would be swapped with a faulty unit. The faulty unit would then be returned to either the manufacturer or *UPDATE* for repair and replacement. National Transcommunications Ltd personnel will undertake first-line diagnostics, fault isolation and, where appropriate, remedial repair. This will be carried out under remote supervision and technical support from *UPDATE* engineering staff.

NTL staff will initiate the necessary emergency procedures in order to maintain the transmission of the service. Depending on the nature of the problem this may involve re-setting a switch, a function, a system, or it may involve isolating a faulty unit and replacing it with a spare. Occasionally it would involve NTL initiating a fault call to either BT or DEC Field Service, and supervising DEC or BT personnel whilst they carry out the repairs.

Digital Equipment Company Ltd. computers and peripheral equipment will be maintained by DEC Field Service. This will be on a full DEC Service contract, which will provide 24 hour seven-day week maintenance cover with a minimum four-hour on-site response from the time a fault is first reported.

## **Data distribution system**

The data communications equipment will be covered by a full support and repair contract with BT. This will include continuous monitoring of the performance of the data network, 24 hours, seven days a week.

## System resilience

Based on the experience of the Chief Engineer, the *UPDATE* Teletext system has been designed to provide the highest reliability afforded by today's technology. The key features engineered to achieve this are:

- \* Mature, proven applications software -HS90.
- \* Dual redundant hardware for all critical applications.
- \* Computer system hardware with a reputation for high fault tolerance.
- \* A highly resilient data communications network, provided and managed by BT GNS over 24 hours a day, seven days a week.
- \* Proven monitoring systems for all critical elements involved with technical provision.
- \* 24 hour engineering support on-site at *UPDATE*'s London Centre.
- \* 24-hour engineering support for all NTL sites.

*UPDATE* will have procedures in place to handle all foreseeable technical emergencies. Those procedures are as follows:

### Core-system hardware

The Database management system will run on dual DEC Microvax system with independent hard disk storage. The database will be shadowed on the stand-by system. Failure of the master system will automatically hand over control to the stand-by system which should be able to continue processing input, and controlling output to the transmission systems, without any noticeable interruption. The information provider system will also be supported by a live stand-by system. All critical information providers will be either connected to both main and stand-by systems or by fast changeover switching for the incoming data stream.

Dual 48K DEMSBs (X25/PSS Packet SwitchStream Service Access node) will be connected via alternative circuits to the PSS X25 gateway. One 48K link to the PSS gateway will be adequate for the most demanding traffic. However, a second 9.6k link with dual addressing, separate PAD at the local exchange will be provided as a backup. This 2nd link to the X25 gateway will be further backed up via a dial-back option using a PSTN circuit. Both fixed links can be used together to share loading and ensure against disruption to the data communications network in the event of a data circuit, access node, or exchange failure.

## Transmission system hardware

Dual DEC Microvax systems (one master and one stand-by) will be installed at each NTL TIP. These units will each separately connect to the data communications network via a local X25 PAD. Both systems databases will be maintained fully up-to-date. A fault on one transmission system should not compromise the operation of the other. A dial back option will also be available on one transmission system to provide an alternative should the local X25 link fail, and to allow a maintenance link to be established remotely.

The Teletext signal output from these devices will route to the NTL databridges via an alarm monitoring changeover switch. This unit will monitor certain Teletext data packets to check for changing Teletext data. If the unit detects a failure then this will initiate a change-over from the output of the master to the stand-by computer system. The unit will also alert NTL staff via an alarm signal sent to the AME system.

It should be noted that the *UPDATE* transmission systems are complete, stand-alone, Teletext systems and as such can continue to output the full Teletext service in the unlikely event of a total loss of communications with the core-system. Should a loss of communications occur, then certain pages would no longer be considered up-to-date. Under these circumstances the use of either the PSS dial back-up facility, or direct access from the core-system or by terminal would be instigated by *UPDATE* technical staff.

## Data Communications Network

[See letter at the end of Section D]

The Packet SwitchStream Service X25 data communications network, supplied and maintained under a managed network agreement with BT GNS, has an extremely high resilience built into it. (Details of BT GNS equipment, the premises, the network, and their policy on service resilience is given in a confidential letter).

As described elsewhere in this document, *UPDATE* has the ability to access the remote transmission systems, if necessary, without using the X25 network.

## NTL Teletext Broadcast Transmitter Network

[See letter at the end of Section D]

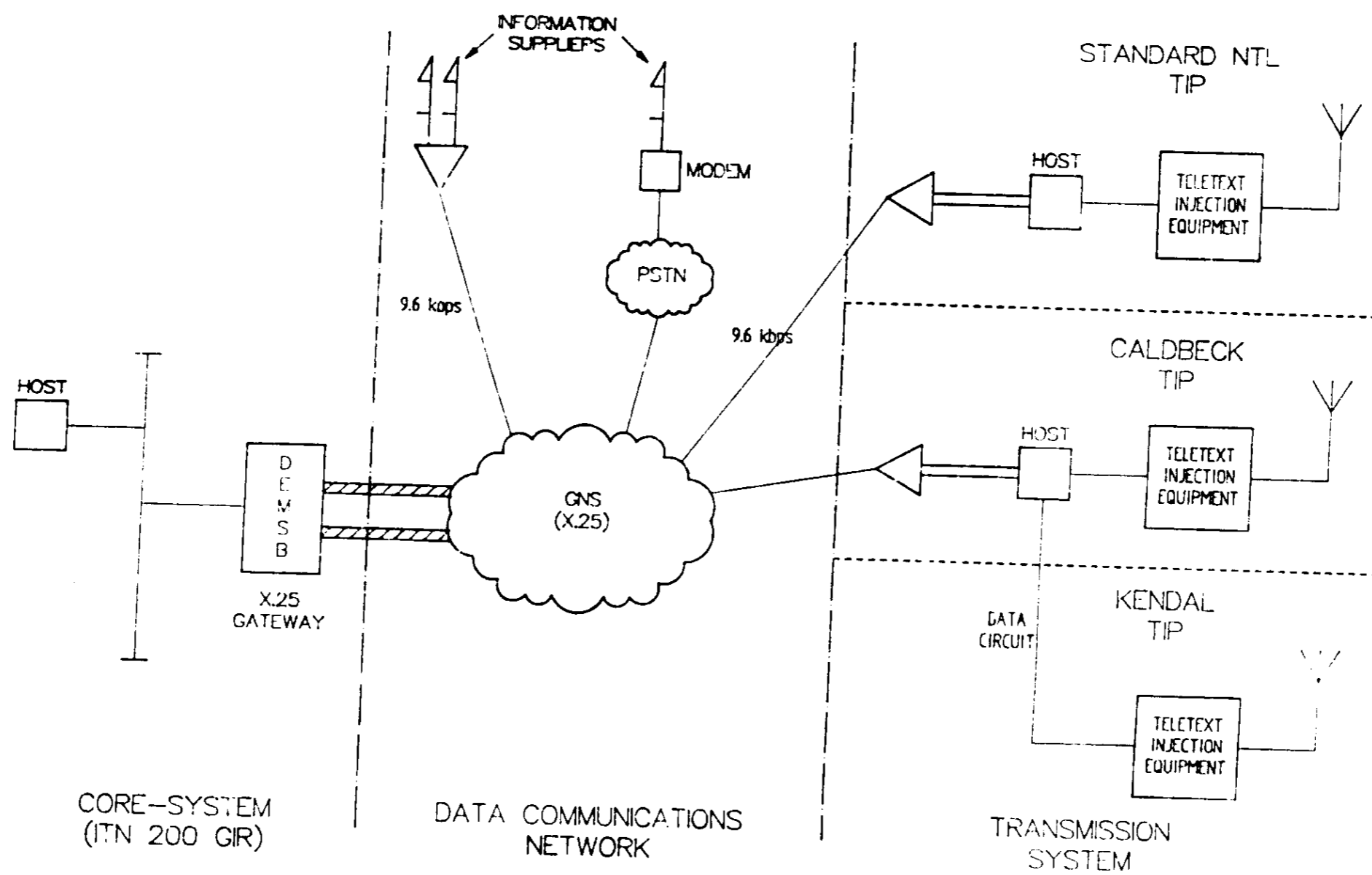
National Transcommunications will provide the databridge equipment to interface the Teletext signals output from the *UPDATE* transmission systems to the broadcast television signal. Details of the NTL premises and their policy on service resilience is given in a confidential letter.

# Teletext Injection Points

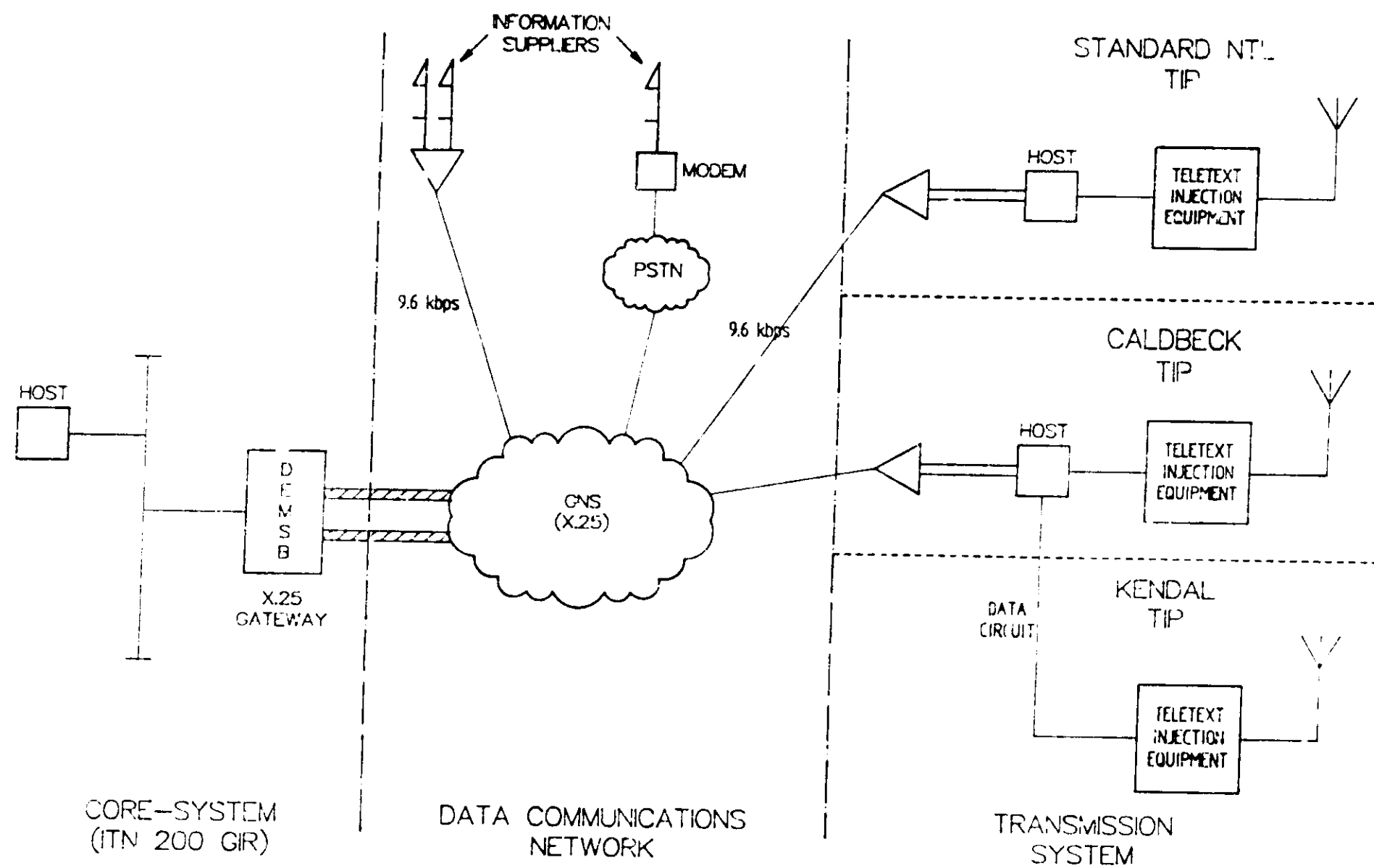


1. P. emarkie	7. Pontop Pike	13. Carnel	19. Tacolneston	25. Stockland Hill
2. Farms	8. Bilsdale	14. Wenvoe	20. Crystal Palace	26. Caradon Hill
3. Black Hill	9. Emley Moor	15. Sutton Coldfield	21. Dover	27. Front Point
4. Dwis	10. B.iment	16. Waltham	22. Rowridge	
5. Caldbeck	11. Winter Hill	17. Oxford	23. Hannington	
6. Kendal	12. Blaen Plwyf	18. Sandy Heath	24. Mendip	

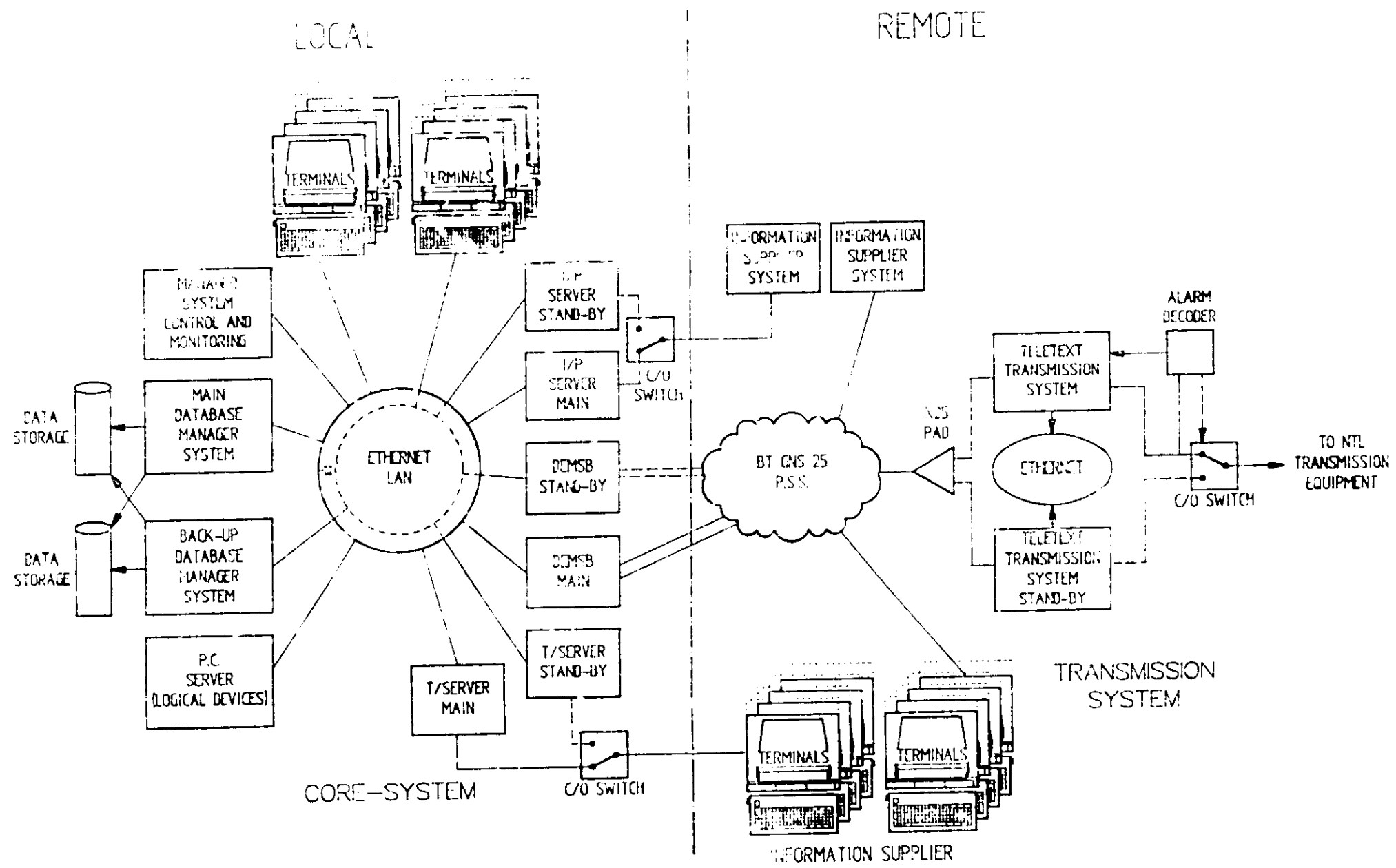
map A9(i)



UPDATE TELETEXT  
DISTRIBUTION  
(Fig 9A ii)



UPDATE TELETEXT  
DISTRIBUTION  
(Fig 9A ii)



UPDATE TELETEXT SYSTEM OVERVIEW  
(Fig A9.iii)

## **A10 Access time**

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

## **A10 Access time**

<i>UPDATE's</i> policy	1
Method of calculation	2
Out-of-sequence pages	3
<i>UPDATE's</i> approach to access time	4
Differential access times	5
Dynamically variable technology	6
Fastext	6

## **A 1 0    Access time**

### ***UPDATE's* policy**

Access time, that is the time it takes a viewer to access the various pages on Teletext, is a particularly emotive issue with current viewers of the service. The research carried out for *UPDATE* demonstrated that today's viewers increasingly expect electronic equipment to respond at the touch of a button and do not readily understand the technical constraints under which Teletext currently labours.

The terms and the calculation methods used in *UPDATE's* policy on access time are defined below.

*UPDATE's* policy is to limit the number of pages in each of the six Teletext magazines and to allocate VBI lines between these magazines in such a way that the most rapid access is given to those areas of the service which provide the most urgent information.

Hence Magazine 1, which carries News on 3, Travel, Weather and Teleguide, has a perceived access time of 5.4 seconds at its basic pagination and of 5.9 seconds at its maximum pagination. Magazine 4 - carrying News on 4, City and Business and basic TV listings - can claim access times of 6.3 seconds (basic) and 8.5 seconds (maximum). Magazine 5 - Sport and Racing - comes in with times of 6.1 seconds (basic) and 6.8 seconds (maximum).

The other magazines are principally devoted to feature material but even then return basic access times of 6.6 seconds (Magazine 6), 6.7 seconds (Magazine 2) and 7.7 seconds (Magazine 3).

The only occasion when perceived access time runs into double figures is 10.0 seconds for Magazine 6 as a result of its pagination increasing by 20 per cent at weekends to allow for extended coverage of religious activities.

## Method of Calculation

Access Time, that is the time between selecting a page at a receiver and the first complete reception of that page, is governed by the following fundamentals:

- The transmission capacity of the Teletext data signal.
- The number of VBI lines allocated to a given magazine.
- The frequency of insertion of the selected page within a magazine cycle.
- The total number of pages transmitted during a magazine cycle.
- The point in the magazine cycle when the page is requested by the viewer.

[See Table A10 (i)]

Transmission capacity using 1 Dataline per field (and WST level 1.5) allows approximately 2 pages per second to be transmitted.

The number of VBI lines is a variable. For the purposes of the Licence application, this will vary between 1 and 7.5 VBI lines.

The frequency of insertion of the selected page within a magazine cycle is a variable. The majority of Teletext source pages are transmitted 'in-sequence', that is once within any given magazine cycle and in numbered order. When all the source pages for a magazine have been transmitted, the cycle is repeated.

The total number of source pages is a variable. Pages can be transmitted more than once within a magazine cycle and certain pages may not be repeated in every cycle. It therefore follows that when pages are transmitted 'out-of-sequence' in this way, the access time for that magazine will vary according to the frequency with which pages are omitted from or repeated within any cycle. For the purposes of calculating access time, pages that are included more than once in a magazine cycle should be added to the total number of pages in that magazine.

The point in the magazine cycle when a page is requested is a random variable. A viewer may request a page at the point in the magazine cycle where the page has just been transmitted. Assuming this is an in-sequence page, the page would not be captured until a full cycle of the magazine has elapsed (i.e. maximum access time). Conversely, a page which is requested immediately prior to its transmission would result in a near instantaneous capture of that page (i.e. minimum access time).

In practice, a page request will occur at varying intervals within the magazine cycle time, thus producing variable access times. For this reason it has been found useful, throughout the industry, to define the likely access time as an average value - 'perceived access time.' This value is achieved by calculating the maximum access (full cycle) time for one in-sequence page and dividing it by two.

Table A10 (i)

Number of VBI Lines	Page Throughput	Maximum Access *	Perceived Access *
1	2	30	15
2	4	15	7.5
2.5	5	12	6
3	6	10	5
3.5	7	8.6	4.3
4	8	7.5	3.75
5	10	6	3
6	12	5	2.5

(\* Examples of times for 60-page magazine, all pages in sequence)

## Out-of-sequence pages

Pages can be transmitted more frequently than once in every complete magazine cycle. These are sometimes referred to as "out-of-sequence" pages. This is usually done for one of the following reasons:

- \* To improve the access time for index pages;
- \* To introduce interleaved advertisements for short duration (typically 6 seconds) between multipages;
- \* To define precisely reading rates of multi-page sets.

**Index pages:** *UPDATE* believes that the perceived access times achieved in our model are adequate so that index pages do not need to be inserted out of sequence. Further, *UPDATE* will not be dependent on routing viewers through the system by the use of multi-layers of index pages, as has been the tradition for past Teletext services operators.

**Interleaved Advertising pages:** *UPDATE* will not generally use intrusive, short duration interleave advertisement pages. This type of page has met with universal viewer hostility since its introduction by Oracle. Independent market research has also confirmed this.

**Reading times for multi-page sets:** to allow sufficient reading time for an individual page in a multi-page sequence, it is often necessary to re-transmit the contents of the page for a number of cycles before replacing it with the contents of the following page in the multi-page set.

Extensive use of out-of-sequence pages produces certain undesirable effects for the viewer. The normal "rolling" page numbers that appear in the Teletext page header row, when a page is requested by a viewer, become erratic. These numbers will periodically appear to "freeze" and then skip certain page numbers of the magazine sequence. This is often interpreted by the viewer as an increase in access time, or that the page selected is missing from the service.

Another undesirable side effect associated with extensive use of out-of-sequence pages occurs with the reading time available for pages within multi-page sets. A complex algorithm is necessary to enable the computer system to interrupt the "natural" sequence of page transmission in order to insert an out-of-sequence page at a specific time in the magazine cycle. As a result, the precise time interval between multi-pages cannot be guaranteed. This can result in varying reading times between pages in multi-page sets, which will disturb the rhythm of page turning within a multi-page set.

*UPDATE* is confident that it can achieve satisfactory reading times for multi-pages by careful selection of multiples of the normal cycle times. This would be heavily influenced by the nature of the editorial content: so a page with a 90-word story on it, for example, might require a treble cycle, while a page with statistical information might require only a double or single cycle.

Therefore, *UPDATE*'s policy will be wherever possible to transmit pages in-sequence, once in every magazine cycle.

### ***UPDATE*'s approach to access time**

The market research undertaken for *UPDATE* confirms that the perceived delay in being able to call pages up is a significant deterrent to viewing Teletext.

As a result, *UPDATE* has developed a service specification which is designed to maintain, and in many cases enhance, the level of service provided. A key to this is our intention to utilise only around 40% of the main pages available for transmission. The maximum theoretical number of pages available for conventional Teletext receivers is 1200 (with six magazines per channel). However, *UPDATE*'s specification is for a maximum of 453 pages, using three magazines per channel.

Five magazines have a minimum access time of less than seven seconds and no magazine has a perceived access time in excess of ten seconds.

Were Teletext technology to develop significantly in the future, or if it became possible for the vast majority of viewers to view Teletext on enhanced television sets (for example, sets equipped with Fastext), then *UPDATE* will review the page provision.

However, it is not safe to assume that such developments will occur during the course of the licence period and accordingly *UPDATE* has not built such an eventuality into its forecasts.

## Differential access times

Inherent in our approach is an assumption that different people will view different strands of our service for different reasons. It follows therefore, that within perceived access time limits which are acceptable for the system as a whole, there will be a requirement to make some areas of the system faster than others.

Perceived access time can be determined through a change in the number of pages in any one magazine and/or the number of VBI lines allocated to each magazine. It has already been stated that no magazine should have a perceived access time in excess of ten seconds but, within this, a particular viewing audience may expect a limit considerably lower than this. We have built this into our system specification:

**Table A10 (III)**

Strand	Mag. No.	Pages		VBI Lines	Perceived Access Time	
		Min.	Max		Min.	Max.
News/travel/ weather/Teleguide	1	76	83	3.5	5.4	5.9
Holidays/Daily Magazines	2	54	76	2	6.7	9.5
Home & Family	3	62	70	2	7.7	8.7
News & City/ Teleguide	4	63	85	2.5	6.3	8.5
Racing & Sport	5	74	82	3	6.1	6.8
Arts/Religion/ Education/Farming Weekly Magazines	6	53	80	2	6.6	10.0

The lowest perceived access times have been deliberately reserved for Magazine 1, where the popular news service is to be based, and for Magazine 5, where Sport and Racing appear. Our market research shows that the audience is particularly averse to long access times for these strands of information.

## **Dynamically Variable Technology**

*UPDATE* will further manage the allocation of VBI lines on a day-by-day basis. When exceptional circumstances prevail and a major news story is breaking, it may be desirable to speed up access to the main news magazines. *UPDATE* has specified that the technical requirements for the service should include the ability to allocate dynamically between magazines those VBI lines licensed to Public Teletext Service. This would allow both maximum editorial content and low access times in certain parts of the system where circumstances dictate.

To compensate, *UPDATE* would need to reduce the number of pages available in other parts of the system in order to maintain an acceptable access time in all magazines at the same time. But during events of major national or international importance, this is an important extra facility to serve the viewers. This re-allocation would, of course, be achieved without allowing the editorial content in any other strand to fall below the level required by Licence conditions.

## **Fastext**

We are fully aware of the opportunities that Fastext offers an increasing number of Teletext viewers in terms of moving quickly round the magazines.

It is our view that the Fastext "links" could be managed more efficiently and imaginatively, than at present. The Head of News and Regional Affairs and the Head of Features will liaise to achieve this.

The links need to be reviewed daily in order that the viewer's attention is drawn to new editorial features and in order that errors do not creep into the system.

The lines must encourage broader use of the services on offer and be thought out in a systematic and logical way. They must also be dynamic. For example, a TV listings page could have a link to a news page with a story about a TV personality - rather than just providing links to other listings.

Our policies as regards access time would not change until the vast majority of Teletext viewers - at least 95% - had a Fastext facility on their TV sets, which we project will not happen until the year 1999.

## Appendix A

### Market research findings

This appendix is an unedited extract from independent research commissioned by *UPDATE* into current attitudes towards Teletext and reactions to *UPDATE*'s planned service, including a series of mock-up pages indicating new styles of presentations.

The research was conducted during early December 1991.

A copy of the full report can be obtained from Derek Taylor at ITN.

A QUALITATIVE STUDY ON UPDATE  
(TELETEXT FRANCHISE)

Prepared for: *UPDATE* / (RKH)

Prepared by: XXXXXXXXXX  
Nidus Research  
2 Bywater Street  
London SW3 4XD

071 584 1896

## OBJECTIVES

To make qualitative assessment of the following:

1. Current usage of, and attitude towards, the existing Teletext services from the BBC's Ceefax, and the ITV's Oracle.
- 2a Assess reaction to a series of proposed improvements and new features of a revised ITV Teletext Service, thereby establishing the extent of competitive advantage that these initiatives will offer against both the current Oracle Service, and the BBC's Ceefax.
- 2b Probe specific features for *UPDATE*.
3. Gain initial guidance as to the name that the revised services ought to carry.

### SAMPLE COMPOSITION

The quota required all respondents to be:

- All Teletext users
- All used their Teletext facility within last two or three days
- Half in each group used Oracle regularly
- Half in each group used Ceefax regularly

1.	WOMEN	AGED 16-24	Viewing after 5 45pm	BC1	South
2.	WOMEN	25-34	Viewing before 5 45pm	C1C2	South
3.	WOMEN	35-50	Viewing after 5 45pm	BC1	North
4.	WOMEN	55+	Viewing before 5 45pm	C2D	North
5.	MEN	16-24	Half viewing before 5 45pm	C1C2	North
6.	MEN	25-34	Viewing after 5 45pm	BC1	North
7.	MEN	35-44	Viewing after 5 45pm	C2D	South
8.	MEN	45+	Viewing after 5 45pm	AR	South

SECTION I    THE CONTEXT: CURRENT ATTITUDES  
AND BEHAVIOUR TOWARD TELETEXT

SECTION I      THE CONTEXT: CURRENT ATTITUDES  
AND BEHAVIOUR TOWARDS TELETEXT

A.      USAGE PATTERNS OF Teletext AND PERCEPTIONS OF  
ITS ROLE

- 1(i)      Bearing in mind the quota sample for recruitment weighted up Oracle users, nevertheless almost all the sample were familiar with both services in terms of style and content. The principal trigger for choice and heavier usage was almost invariably the correlation with the most-viewed television channel -

*"I just watch whichever one I'm tuned into viewing"*

this was the most frequent claim for a passive, not active, reason for choice between Oracle and Ceefax. Preference developed very much as a function of user-familiarity with either service.

- (ii)      However, it is important to note that amongst the core target group for *UPDATE*, the tendency to remember the most-used numbers on either service (News, Sport and TV Guide) did ensure more deliberate choice thereafter (i.e., switching over to that preference even if tuned into the other side).

A first recommendation arising out of this research is that, in view of the inevitable 'shock' of change of format from Oracle to *UPDATE*, a key objective of the launch advertising campaign should be to get across the page numbers so that the target audience can use *UPDATE* immediately. This means developing a habit as rapidly as possible to replicate their current Oracle tuning, so that the initial changeover is as effortless as possible, beginning to ingrain and reinforce habit from the first day of operation. Otherwise there is a risk of some Channels 3 and 4 users turning to the temporarily more familiar Ceefax. Given that *UPDATE* offers considerable inherent differences (see below) to current Teletext, it is extra-vitally important to minimise the trauma of this change.

- 2(i)      From the discussions, it was evident that the majority of the sample, with a few exceptions amongst older women, were very fluent in their use of Teletext, although somewhat hidebound in the patterns for doing so. The majority of the sample tended to have relatively limited use of either service's range, confirming the overall

data reported in the Oracle Audience Research Survey. There seemed to be very little exploration of the full Index and available sections beyond the very heavily-used ones of the News, Weather, TV Guide and Sport, in particular.

- (ii) a. Men were far more likely to roam through the Index or the pages, and a few used Teletext as an alternative source of entertainment -

*"When I'm bored with the programme I'll flick over and see what's on..."*

*"When the programme is over at night and I'm not ready to go to bed, I'll have a look through"*

On these occasions, they would turn up little-used or 'new' pages, but generally did so after touching base with the News, Sport and Weather first.

- b. Quite a few respondents claimed that their children made wider use of Teletext than adults in the household and most respondents interviewed (again, with the exception of older women) had a fairly comprehensive knowledge that there was 'an awful lot on offer', particularly attributed to Oracle.

Most of these respondents were fairly vague on specifics beyond the most familiar or the most-likely topics, often guessing at the possibilities rather than claiming confident knowledge.

- (iii) a. This tunnel vision, and consequent fairly limited field of usage, was part of the reflexive behaviour in turning to well-known numbers effortlessly. Many respondents (other than the two youngest groups) were hesitant about straying beyond the routes so familiar to them and many women expressed a lack of confidence -

*"I might get lost somehow, and then not get back to where I want to be"*

- b. This again indicates the need for any new service to shorten the familiarisation period as much as possible and, particularly in the case of UPDATE which intends to offer such diversity, to enable and encourage viewing of that variety so that the service can be properly appreciated, and secure its loyalists rapidly.

3(i) Not least, the viewer's pattern of usage requires the easy assimilation of the most-used information source pages, thereafter to be followed by browsing through the less-used 'entertainment' or magazine-type subjects.

(ii) a. Firstly, respondents had a very restricted view of the Teletext role and positioned it as an alternative news service, albeit extending beyond current affairs. But the invariable analogy with a newspaper from all sectors of the sample (and - note - not a local newspaper) indicated this tunnel vision. For almost all respondents, even younger people, Teletext was a convenient alternative to that press medium and approached as a quick, in-home information service. There was evidence in the pattern for relying on Teletext when newspapers were not available, most of all in the early morning and evenings -

*"As soon as I'm dressed, I catch the main news, weather and travel"*

*"Before my husband gets home with the Standard and at weekends...We don't take a paper then"*

The majority view that Teletext was intended to be -

*"An up-to-date newspaper"*

*"I switch it on as soon as I get in, just to catch up on the headlines and see what's on that night"*

*"You get so much information at the touch of a button...you can get information straight away"*

*"It's like a newspaper, but on the spot"*

Indeed, the current Oracle advertising campaign and playback of the benefit for 'The Ultimate Newspaper', (best recalled at a spontaneous level by younger users) has reinforced this narrow view of the alternative newspaper.

b. Therefore, a further recommendation must be for UPDATE's advertising communication to broaden consumer understanding and definition of 'information' in the medium. There is a high level of awareness and appreciation from the audience, as a whole, that Teletext offers much broader scope than they participate in.

But this awareness is latent, culled from reading of the Index only, as well as the constraints of usage of the service often in a hurry (first thing in the morning, during commercial breaks, simply between programme changes). Overlaid on the endemic feelings of inadequacy and lack of control over technology (which respondents aged 35 and over feel especially) and exacerbated by perceptions of long access time, this attitude combines to inhibit and restrict full use of either Teletext service. Given the UPDATE proposals for bringing great variety of style and content to enrich the service, it is crucial that both these recommendations [2(iii) b and 3(ii) b] are considered important as communication strategy objectives.

- c. However, it is worth reporting that quite a number of respondents, notably older people and women over 35, shy away from considering more adventurous use of the services -

*"There's getting to be so much on that it's a bit of a nightmare"*

This sense of overload pressured the less-confident, less-spatially able respondents. But this too, could be addressed by easing them into the new service with a guide to frequent pages so that they gained confidence and looked on UPDATE as simple to use, taking them forward into forming a habit and preference easily.

- 4(i) a. It is interesting that the Ceefax preferrers in the sample justified that preference almost exclusively by their perceptions of the advantage of Ceefax focusing on a narrower sphere of far more discreet information-related pages. This rested on an ingrained perception of the BBC as the most authoritative and experienced source, thus feeling far more confident in using this service far more, both in terms of their own management and reliability. Oracle users drew on the potential variety and liveliness for Oracle (also an extant characteristic perceived for ITV), although they had made relatively little use of this and watched much the same fairly narrow range of pages as Ceefax users.
- b. Regular Ceefax users showed some awareness that Oracle did offer more -

*"...I do obviously go to Oracle on the odd occasion - it's very useful for holidays abroad, and sometimes as a matter of interest watch the cheaper holidays abroad and family things; it's just something to watch as you may watch another programme"*

This suggests that increasing awareness of the range and variety of the service, smoothing the way for turning to pages as rapidly as possible, can generate the appreciation of discriminating users and pull in new viewers.

- c. These respondents were predisposed towards widening their perception and usage of television in the near future -

*"With cable and satellite coming in fast, I think we will be quite different types of viewers by the end of the century..."*

Older respondents implied anticipation of greater flexibility and adeptness -

*"We'll come to grips with much more - we'll expect more"*

Younger respondents were already seeking a far wider programme ambit and were far more entertainment-oriented than their seniors -

*"It's all leisure electronics - you're used to expecting it all to come from the box"*

That means UPDATE's stimulating format and style must be timely (even if initial responses and reactions were apparently resistant and critical - see below). What could be superficially read as a risk, would probably come to be regarded as innovative (later confirmed by the panels' overview and final imagery of the UPDATE proposals).

5(i)

Younger, or more frequent, Oracle viewers were already moving towards such receptivity and wider usage. While the general pattern for the samples' use of either service was comparatively narrow (as described above), younger users more often looked at pages for job recruitment, soap opera synopses, horoscopes, quizzes. (Of course, the next generation of viewers presently under 12 years of age are using Teletext very 'naturally' already seeking many more pages for entertainment as reported by parents in this sample.) As an aside, some women remarked that Teletext was useful as an aid to helping young children read earlier and better, not simply for some frivolous role as an 'electronic nanny'!

6 a. The only other section used heavily beyond those reported above and which were positioned as an adjunct to the News broadcasts, were the Holiday Services. These were popular with almost all respondents, and used as bridge between information and entertainment in that only one respondent in the sample had actually followed through to phone and purchase a holiday. The general view was -

*"I just look out of interest..."*

*"It's just enjoyable dreaming about going away".*

b. A few men used the Property pages similarly, but the use of this section and the holiday pages appeared to be often justified as part of Teletext's primary role of information.

c. Women were especially prone to mention that they used Teletext most heavily of all ("Leave it on all day") when there was an epic news story -

*"I must admit, if there's been a disaster, I keep tuned in as it goes on..."*

Men admitted to the lure of -

*"if something has grabbed me in the headlines, I follow through with the story"*

*"It might be a Stock Exchange crash, a disaster - I use it mainly if my interest has been stimulated by something else to keep with it"*

7(i) The respondents' view of Teletext as an in-home constant source of news and for 'keep up' with especially gripping stories prompted frequent use of the proposed new brand name. The word 'update' most often described the central raison d'être of any Teletext service. It was repeatedly voiced unbidden and early on in each session by every group -

*"It's an update on everything:*

*"It keeps you up-to-date in every way - far more than a newspaper can"*

*"I'm a news junkie - I just like updates all the time"*

This soon confirmed at the crucial spontaneous level, that the choice of name is very apt, will be easily picked up and remembered. Yet the new service may benefit from explicitly communicating it is offering much more than up-to-date-ness not least the depth of its reportage in view of current perceptives of Oracle/Ceefax -

*"Yes, it updates you, but it's still only headlines basically so if you want to know more or carry on from what you've heard on the car radio, you don't get much further"*

*"It's very much on the spot, continually updating, but I'd like fuller information on tape as well".*

- (ii) It has to be cautioned that although this may have been a popular wish, it probably would presently be used only by a minority, since the pattern of behaviour is to use Teletext superficially to 'grab' the headlines, not to follow through into more text -

*"I want it to be like a newspaper, not a book"*

Respondents clearly experienced some tension in feeling that Teletext is presently somewhat unsatisfying and sensed a deeper role for it, as a *bona fide* alternative channel rather than an expedient substitute for newspapers. This requires the new service simultaneously educating the consumer while anticipating the audience's needs and expectations in the next decade.

- (iii) In most groups, too, there was spontaneous criticism that, given this central role, for either service, as an alternative newspaper, both current services were very remiss on local information.

Southern respondents found this frustrating and Northern viewers considered it not only aggravating, but arrogant. Regional coverage was perceived as a most obvious and necessary role, yet one which was missing. This is reported fully below, but is obvious that a weighted-up regional service would provide a real benefit and be much appreciated.

- 8(ii) Access time was an issue for all but very few in the sample. Some respondents could acknowledge -

*"We've been spoilt - we just want it all faster and faster these days!"*

But the desire for easily-found, rapidly assimilated information (as well as implicit comparison with the fast switching between conventional TV channels) made them very impatient of the time taken to get to the right page.

- (ii) Access was subject to other problems: the mechanics of missing a page and having to wait throughout the carousel to reach the page again; and not being able to turn back easily if a mistake was made selecting a page in the first place.
- (iii) Memorising key page numbers was seen as the major solution.
- (iv) Suggestions made by respondents included a pre-programming facility for their most used numbers, and for a re-ordering of sections so that the most used ones were "at the front" or "in the 100s".
- (v) Interestingly, almost all the sample perceived Oracle as faster than Ceefax and this was often cited as an important advantage and reason for choice. But the key plea was -

*"For some degree of control by us"*

This summed up the sample's sense of irritation and helplessness at the hands of their Teletext, inhibiting more creative or prolonged use of the service.

SECTION III

A FINAL OVERVIEW  
AND IMAGE OF UPDATE

SECTION III    A FINAL OVERVIEW AND IMAGE  
OF UPDATE

1            Most respondents felt that the specimen pages of the proposed *UPDATE* service did fulfil the proposition expressed in the concept: *"Think of the magazines and newspapers that you use most, that you rely on, and that you enjoy, updated every minute of the day for you to tune to"*

2            In anticipation that the vibrancy of the experimental designs would be muted (i.e., colours would not clash nor be high contrast although retain their lively brightness; that fewer typefaces would be used; that the most important elements would be highlighted and coordinated for easy recognition and assimilation; and extraneous decoration and movement be eliminated), the sample agreed that *UPDATE* would provide a Teletext service that was-

*"Full of new ideas"*

*"Far less boring"*

*"Innovative"*

*"More memorable"*

This was a verdict on both style and content, notably the promise of a more journalistic approach adding depth and interest to news and information, and a relevant 'entertainment' dimension to other sections.

3 a.        But the crucial evidence for a positive verdict on its concept can be given in the sample's projection of the imagery for *UPDATE* and in anticipating that its users would be -

*"People who are interested in everything"*

*"A real mixture of types"*

*"Includes everyone and all their needs"*

b.            Although its liveliness, variety and novelty inevitably led to assumptions of a younger audience, older respondents did not feel alienated because they saw it offered a broad church for content, had properly introduced a new look to Teletext, and therefore demonstrated that it sought to capture an audience defined by its attitudes not its socio-demographics -

*"For people who are young at heart"*

4 a

Most reassuringly, three out of the four groups using picture selection, unanimously selected picture F9 as their personification of the whole UPDATE service (while the fourth group who undertook this exercise shortlisted it and placed it jointly with a more overt street-fashionable young female). For these respondents picture F9 expressed -

*"People who will need every conceivable service"*

*"Young people starting out in life who need information and still want to have fun"*

*"Fairly affluent people"*

Other assessments were that UPDATE users would be everyday people but interested in current affairs and new styles and flexible in their habits and attitudes -

*"Not dyed-in-the-wool like Ceefax"*

b. The four groups who did not review the picture pack, articulated very similar descriptions and contrasts.

c. Importantly, the respondents who reacted to picture F9 said the couple are -

*"An advertiser's dream - they've got some money to spend, they want to know what's around"*

*"They're open to suggestion - young consumers of today"*

d. The alternative figure in picture X1 also matched some of the spoken descriptions that UPDATE would be -

*"Innovative"*

even -

*"Avant garde"*

so presenting -

*"A bit of a challenge"*

Oracle was seen as sharing some aspects of this imagery yet UPDATE was said to have progressed still further.

Of course more conservative respondents and older Ceefax loyalists (BBC protagonists) found this dimension somewhat -

*"Unconventional"*

They saw picture F9 as representing -

*"The next generation"*

However, ultimately it was this sense of boldness, of a degree of daring, which excited the core target group and led to their final assertion that *UPDATE* seemed in the vanguard -

*"Right for the '90's - we're moving into an era of big changes"*

In particular, *UPDATE* was seen as rendering Ceefax -

*"Fuddy duddy"*

In spite of the risk of its many innovations, *UPDATE* was regarded as having contemporary character and the potential to break the Teletext mould and to re-define the 'rules' by being ahead of consumer expectations and needs to the right degree.

Full acceptance of the name was a key positive in indicating *UPDATE*'s strategy and carrying with it the promise of a service that would be reliable, go-ahead, and fast on its feet, in touch with its audience's life and the world, equally well.

Picture F9



Picture X3



## **SECTION B**

### **B1 The distribution system**

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

## **B The technical plan**

<b>Introduction</b>	<b>1</b>
<b>B1 The distribution system</b>	<b>2</b>
Data communications network	3
Transmission equipment	3
installation testing and commissioning	4
<b>B2 Technical standards</b>	<b>6</b>
Transmission	6
Distribution	6
<b>B3 Conditional access</b>	<b>7</b>
<b>B4 Sub-licensing</b>	<b>8</b>
<b>Appendix to B: Distribution arrangements</b>	<b>9</b>
Quality of service	9

## **B The technical plan**

### **Introduction**

In all decisions on *UPDATE*'s technical plan for its service, the effectiveness of delivering the signal to the viewer has been the overriding consideration. That is that the editorial content of the *UPDATE* service should be housed and delivered to the viewer in an engineering environment which ensures no departure from required technical standards.

Flexibility is a key ingredient to a technical plan that forms the basis of a ten year service. *UPDATE*'s plan enables total flexibility in data distribution and transmission. This will allow *UPDATE* rapid and cost-effective expansion of the system. The plan will allow *UPDATE* to take full advantage of any advances in technology which result in reduced operating costs or improved service to the viewer.

Although the relatively short time available between the award of the Licence and the start of the new service has obliged us to identify engineering solutions which are achievable in that time, we can categorically state that there will be no compromise to the prescribed engineering quality.

The *UPDATE* technical plan will be fully effective and be in place in comfortable time for the launch date.

A full description of *UPDATE*'s equipment and premises can be found in Section A9, providing the foundation for the plan hereby detailed.

[See Section A9]

## **B1 The distribution system**

The method of data distribution is a crucial factor in meeting *UPDATE*'s objective, stated in the Introduction to this section.

The uncertainty surrounding the future provision of the distribution networks for both Channel 3 and Channel 4 television has been an important consideration in our choice of a means of Teletext data distribution. We have sought security in knowing that we will have a reliable distribution system throughout the period of the Licence.

*UPDATE* therefore decided, after considering fully all options, to distribute its signal from the central system to the transmitters using a conventional data communications network instead of via the Vertical Blanking Interval lines of the current television signal distribution network. Therefore we do not at present envisage the need to distribute our signal through the Channel 3 or Channel 4 companies' premises.

The advantages to *UPDATE* of conventional data communications distribution can be summarised as follows:

- \* Independence from broadcasters' network
- \* Greater data efficiency resulting in long term savings in distribution costs
- \* Flexibility in choice and number of Teletext injection points (TIPs) and Teletext regions
- \* Choice of distribution supplier during the licence period (i.e. Mercury Communications or NTL or others)
- \* Guarantee of provision of distribution system within 3 months of order
- \* Ability to re-configure parts or all of the data distribution network rapidly
- \* Ability to introduce additional or alternative information providers rapidly
- \* Greater control and reliability

## Data communications network

*UPDATE*'s distribution network will be operated on our behalf by British Telecommunications.

*UPDATE* and National Transcommunications Ltd. (NTL) have identified 27 Teletext injection points (TIPS). Data distribution to these sites will originate at the core-system site (Gray's Inn Road, London WC1). Data will be distributed to the 27 NTL TIPS using conventional data communications techniques.

[See Fig. B(i)]

A data communications network using a closed user group on BT's X25 packet switch stream service will connect the core-system to 26 Teletext transmission systems located at the nominated NTL TIPS. NTL will use its established arrangements to broadcast and re-transmit the Teletext signal throughout the UK terrestrial broadcast television transmitter network.

[See Fig B(ii)]

A variant from the X25 PSS network is found at the 27th TIP (this is required because of C4's re-configuration of the vision network). At this location data for the Teletext service broadcast on the Channel 4 television signal only, will be distributed on a permanent data circuit linking *UPDATE*'s equipment at Kendal and the Caldbeck TIPS. (Channel 3 data will be injected at Caldbeck.)

The Teletext transmission systems (described in A9) will receive data from the core-system via the data communications network. This data will represent system commands to the transmission system, and Teletext page data used to maintain and update the regional Teletext database held on the transmission system.

[See Section A9]

## Transmission equipment

The Teletext transmission systems will generate and output a 625 line 50 Hz, baseband video signal (sync & black) at 1V p-p level. This signal will include CCIR Teletext System B data occurring on 15 VBI lines. The amplitude of the Teletext component of this video signal will nominally be 462mV. The Teletext data output from the transmission system, using CCIR Teletext System B on 15 VBI lines, will represent the combined C3 and C4 service using 7 1/2 VBI lines for each service, respectively.

The combined C3 and C4 Teletext data signal will be presented to NTL's Teletext insertion equipment, where the databridge circuits will re-order the VBI lines correctly for transmission and according to the requirements set out in the ITC document "Rules of Operation for the use of CCIR Teletext System B", draft 2, December 1991.

**Note:**

NTL will be the supplier and owner of the Teletext insertion equipment. They are also responsible for its precise design specifications, its performance and reliability. NTL will also be responsible for ensuring that this equipment, and *UPDATE* equipment attached to it, will not cause interference to any other part of the broadcast signal.

We understand that NTL have not yet fully specified the equipment but they have indicated to us that the proposed teletext bridging inserter will have the following characteristics:

- \* Multiple data inputs
- \* Data inputs will be presented as 1v pk-pk composite video into 75Ω.
- \* Data presence will be monitored on each data input
- \* Teletext will be presented on the composite video data inputs in final transmission format carried in the vertical blanking interval using CCIR Teletext System B.
- \* Ability to synchronise incoming data with incoming video signals.

Final allocation of VBI line numbers used to output the combined Channel 3 and Channel 4 Teletext data from the *UPDATE* Teletext transmission system to the NTL Teletext insertion equipment, will be subject to any specific requirements of NTL. However, as a guide, we would initially expect the following allocation:

VBI line numbers 7 to 13 inclusive, and 320 to 327 inclusive allocated to the Channel 3 service.

VBI line numbers 14 to 21 inclusive, and 328 to 334 inclusive allocated to the Channel 4 service.

## **Installation testing and commissioning**

It is our intention to have in place by the end of March 1992, with all suppliers and contractors, all necessary information and supply contracts to enable them to commence the project. Immediately we are informed by the ITC that *UPDATE* has been awarded the Public Service Teletext Licence, then the orders for equipment and services will be placed and the installation phase will commence.

## Core-system

The core-system will be delivered by British Telecom Ltd. by mid-August 1992. Hardware installation will commence immediately thereafter.

The Teletext system hardware installation will be undertaken by Softel Systems Limited in conjunction with ITN Engineering, under the supervision of *UPDATE*'s Chief Engineer. *UPDATE* has reached agreement with ITN Engineering for the supply of terminals, LAN, and other peripheral equipment.

Software installation and commissioning will commence immediately the hardware installation is complete (usually within two weeks).

The system installation would be operated, tested and monitored continuously throughout November and December 1992. This period would be used for preparing the database, training staff and general system familiarisation. As a result, the system and its operators will have had two months 'hands-on' with a complete 'live, running' system, prior to the first broadcast of the new service.

## Transmission systems

Between June and October 1992, in parallel with the core-system installation programme, the Teletext transmission systems will be delivered to the various NTL TIP sites.

The installation will be performed by Softel Systems Personnel in conjunction with NTL and British Telecommunications plc personnel where appropriate. At all times installation work will be under the supervision of *UPDATE* technical staff.

Site visits will be made to each regional installation by *UPDATE* engineers to assess the progress and quality of the installation process.

It is intended that regional installation of all technical facilities will be completed by the end of October 1992.

When hardware installation at a region has been completed, an inspection and test routine will be undertaken on-site. This would involve representatives of all parties directly involved with the project. Following a satisfactory inspection, software installation and commissioning will commence on that system. This will involve technical personnel from Softel Systems Ltd., British Telecommunications Plc, *UPDATE* and National Transcommunications Ltd.

[See Fig B(i) for details of locations]

NTL have confirmed that they will be able to install the Teletext insertion equipment and complete all necessary work to install and interconnect the *UPDATE* transmission system equipment by November 1992. See letter attached to Section D.

[See end of Section D]

Softel Systems have confirmed they can complete installation and commissioning of the complete Teletext system, including the 27 NTL TIP sites, by the 1st November 1992. See letter attached to Section D.

[See end of Section D]

## **B2 Technical standards**

**The applicant must specify the technical standards intended to be employed for transmitting the service by wireless telegraphy and on the telecommunication links intended to be used for distribution.**

## B2 Technical standards

### Transmission

*UPDATE* will transmit the service by wireless telegraphy using CCIR Teletext System B. *UPDATE* will comply with the ITC's requirements as set out in "Rules of Operation for the Use of CCIR Teletext System B" Draft 2 December 1991.

Notwithstanding any additional requirements of the ITC or the CCIR Teletext System B specification (when published), *UPDATE* will transmit the service using WST full level one features (also known as FLOF or Level 1.5).

#### Note:

*UPDATE*'s Teletext system will have the potential to prepare and transmit pages in WST level 2 format. *UPDATE* will be willing and capable of transmitting higher levels of Teletext should the availability of domestic receivers justify it, and the transmission overhead does not significantly degrade access time for the majority of its viewers.

### Distribution

*UPDATE* will distribute the service from the core-system, located at 200 Gray's Inn Road London WC1, to 26 nominated TIPs via a wide area data communications network using CCITT X25 protocols. This network will be provided by British Telecommunications Plc, under a Managed Network Agreement. The network will be supplied as a closed user group on their GNS packet switchstream service. See letter attached to Section D.

[See Appendix B1  
and end of Section D]

In the case of the Kendal TIP, *UPDATE* will distribute the Teletext service, transmitted as part of the Channel Four television signal, using a dedicated data circuit link, between *UPDATE*'s equipment located at NTL's Caldbeck TIP and *UPDATE*'s equipment located at NTL's Kendal TIP. This data link will be provided by British Telecommunications Plc using an analogue private data circuit (Keyline), type EPS21 or EP25.

#### Note:

Distribution from these 27 TIPs will be by NTL and will use either fixed radio links or reception of broadcast transmissions. The technical standards employed will be those imposed on NTL under The Wireless Telegraphy Act licence issued by the Department of Trade and Industry Radiocommunications Agency to NTL for the transmission of Broadcasting Services and for the operation of field microwave links. There will be no modifications to the Teletext technical standard in this distribution.

### **B3 Conditional access**

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

### **B3 Conditional access**

*UPDATE* has no plan at this stage to provide any conditional access services.

## **B4 Sub-licensing**

Taking account of the response to A8, the plan should include, as far as is known to the applicant, technical details relating to the proposed sub-licensing of any part of the service to third parties including, where possible confirmation that the proposed sub-licensee is aware of the obligations which will be imposed upon the winning applicant by the Public Teletext Service Licence.

## **B4 Sub-licensing**

*UPDATE* has no plan at this stage to sub-license any part of the Teletext service.

## **Appendix to B Distribution arrangements**

*UPDATE* has an agreement with British Telecom's Global Network Services (BT) as the distribution provider for the service. The purpose of this section of the application is to outline the arrangements we have agreed with BT.

BT has had many years' experience in the broadcasting business and have a full range of services which it offers broadcasters for the distribution of their signals throughout the United Kingdom.

### **Quality of service**

In choosing BT to provide the service we were conscious that they should provide an excellent quality of service in the following areas:

- \* 24 hour per day staffing
- \* Quick response to change
- \* Automatic network upgrading
- \* A managed service
- \* System resilience
- \* System availability
- \* Network performance
- \* Network security

### **Twenty-four hour staffing**

BT will provide a skilled level of staffing in all areas of the United Kingdom 24 hours per day together with access to specialised network management centres as appropriate.

### **Quick response to change**

BT will be able to respond immediately to any changing requirements of the network such as the connection of a new information provider or the introduction of a new editorial sub-region as change to long distance private data circuits is not required. The system is predicated on the development of a number of local circuits to a Global Network Service (GNS) which facilitates easy and fast amendments to the system at a fixed cost.

Indeed, GNS is a system owned and managed by BT in 20 countries with access, via a gateway system, to 80 other countries' public data networks. This will allow *UPDATE* both to send and receive information to 100 countries around the world on an infrastructure that is already in place. This may be particularly useful, for instance in the EBU Teletext page exchange system in which *UPDATE* intends to participate.

### **Automatic network upgrade**

BT's investment in new technology is significant and continuous. We have therefore an undertaking from them that they will continually review the GNS system in the light of technological developments and deliver the technology driven benefits quickly to all customers.

### **A managed network**

*UPDATE* is conscious that using BT to manage the network allows *UPDATE* to concentrate on the core elements of the service with the confidence that the day-to-day operation of the network is being undertaken by a professional organisation whose own core business is the management of communications networks.

### **System resilience**

We are confident that BT can deliver assurances on system resilience which cover the following elements:

- \* Guaranteed installation dates; and,
- \* Guaranteed repair times.

[See end of Section D] (These are covered in a letter, attached to Section D, details of which are outlined in the following paragraphs.)

#### **Guaranteed installation dates**

Under the company's new service programme, BT guarantee to deliver a dedicated connection within 30 working days of the agreement of the specification and exchange of contract.

#### **Guaranteed response times to faults**

BT is committed to the prompt repair of failures in the system which are as follows:

Guaranteed response time:	4 clock hours
Target repair time	5 clock hours
Period of cover	24 hours per day 7 days per week 52 weeks per year

## **System availability**

The network will consist of dedicated access lines which run from *UPDATE*'s premises to the nearest BT packet switch exchange each of which will be interconnected by multiple high speed links to at least two others. This will offer *UPDATE*'s data alternative routes to the destination.

The average 24 hour availability of the core network is 99.95% including scheduled and unscheduled downtime. Furthermore, this percentage rises to 99.99% during the hours of 0800 - 1800 hours Monday to Saturday as scheduled downtime is performed in the off peak period. BT has committed to inform us of all scheduled maintenance downtime in advance.

The dedicated access lines from *UPDATE*'s offices to the nearest GNS access point will have an average 24 hour 365 day per year availability of at least 99.6%. We will consider the options that are available to us to improve on this figure by utilising the 'dial back-up' system which will automatically restore a link which is unavailable for 60 seconds.

We are therefore confident that we can predict a minimum overall network availability as high as 99.775% throughout the year.

## **Network performance**

The average call set up and clear delays which we project over this network is an average of 800 ms and 550 ms respectively (ms = thousandth of a second).

The average packet transfer delay which we project for this network is an average of 830 ms.

## **Network security**

*UPDATE* is conscious of the requirement to maintain security of information broadcast at all times. The specification we have agreed with BT is therefore very precise. These precise details are included in an appendix to the BT letter attached, in Section D, entitled 'Global Network Services: A Security Review', and the main points noted below.

### Data integrity

Data integrity is ensured within the system through the use of strong error detection and correction systems which are built into the transmission protocols.

### Data confidentiality

The network will operate in such a way that the data for each connection point is kept entirely confidential, with no possibility of 'eavesdropping' or crossed lines.

Control of access to the network

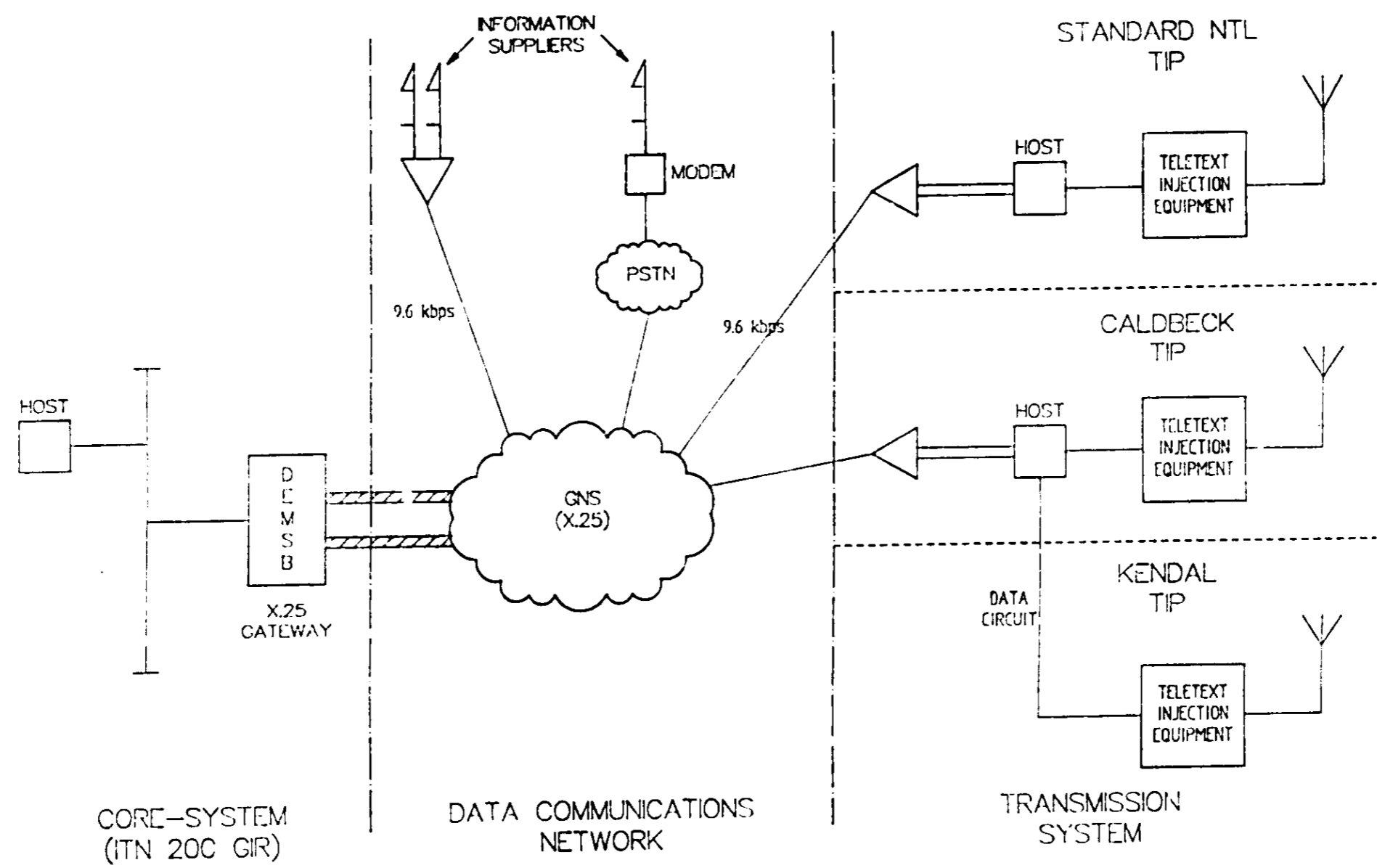
The network does provide effective access controls which prevent unauthorised persons from gaining access to the network in order to make use of its communications facilities.

Physical security

The premises and equipment comprising the network are suitably protected from external unauthorised access and BT staff are only allowed access to the equipment on the basis of operational need. Furthermore, *UPDATE's* data lines will not be identified by name making it virtually impossible for an unauthorised person to identify the *UPDATE* communication lines.

Figure B (I)

NTL Teletext Injection Points	Address	Map Ref	Region Name
Rosemarkie	Rosemarkie Ross-shire	1	North of Scotland
Durris	Kincardineshire	2	North of Scotland
Black Hill	Shotts, Lanarkshire	3	Central Scotland
Divis	Dunmurry, Co. Antrim, N Ireland	4	Northern Ireland
Caldbeck	Wigton, Cumbria	5	Borders and the Isle of Man
Kendal	New Hutton, Westmoreland	6	Borders and the Isle of Man
Pontop Pike	Newcastle Upon Tyne	7	North East England (Tyneside and the North)
Bilsdale	Bilsdale, North Yorkshire	8	North East England (Teesside and the South)
Emley Moor	Huddersfield, Yorkshire	9	Yorkshire (Humberside, Lincolnshire)
Belmont	South Willingham, Lincolnshire	10	Yorkshire (North, West, South, Notts, Derbyshire)
Winter Hill	Bolton, Lancs	11	North West England
Blaen-Plwyf	Aberystwyth, Cardigan	12	North Wales
Carmel	Carmel, Dyfed	13	North Wales
Wenvoe	Wenvoe, Nr. Cardiff	14	South Wales
Setton Coldfield	Sutton Coldfield, Warwickshire	15	West Midlands
Waltham	Melton Mowbray, Leics.	16	East Midlands
Oxford	Beckley, Oxford	17	South Midlands
Sandy Heath	Sandy, Bedfordshire	18	East of England (West)
Tacolneston	Tacolneston, Nr. Norwich, Norfolk	19	East of England (East)
Crystal Palace	Upper Sydenham, London	20	London
Dover	Church Hougham, Nr. Dover	21	South and South East England (Kent)
Rowridge	Nr. Newport, Isle of Wight	22	South and South East England (Sussex/Hants)
Hannington	Hannington, Nr. Basingstoke, Hants	23	South and South East England (Thames Valley)
Mendip	Pen Hill, Nr. Wells, Somerset	24	The West of England
Stockland Hill	Nr. Honiton, Devon	25	South West England (East)
Caradon Hill	Minions, Cornwall	26	South West England (West)
Freemont Point	Freemont Point, Channel Islands	27	Channel Islands



UPDATE TELETEXT  
DISTRIBUTION  
(Fig Bii)

## **SECTION C**

### **C1 Directors**

- (1) Where the applicant is a body corporate, he should give for each of the following, the full names, addresses, nationality, country of residence, and other directorships, offices or employments of the individuals concerned:

  - (a) the directors of the applicant body;
  - (b) if the applicant body is yet to be incorporated or formed, the proposed directors;
  - (c) the directors of any body by which the applicant body is controlled (as defined in Schedule 2 of the Act);
  - (d) the directors of any body that is a participant (as defined in Schedule 2 of the Act) with an interest of more than 20 per cent in the applicant.
- (2) Where the applicant is not, or is not proposed to be, a body corporate, similar information should be provided about those responsible for management and policy-making.

## **C Composition and identity of the applicant**

### **C i Directors**

(1)(a) The Directors of Update Teletext Limited are as follows:-

Chairman:	Robert Phillis, Chief Executive, Independent Television News Limited
Shareholder Non-executive Directors:	Richard Emery, Commercial Director, Independent Television News Limited  Roger Laughton, Chief Executive, Meridian Broadcasting Limited and MAI Broadcasting Limited  David McCall, Chief Executive, Anglia Television Limited  Angus Macdonald, Managing Director, Scottish Television Plc
Managing Director:	Derek Taylor
Publisher:	Peter Jackson
Finance Director and Company Secretary:	Details of the individual who will be appointed as the Finance Director of Update Teletext Limited upon the award of the Licence are being provided separately, in confidence to the ITC

Note: Further independent non-executive directors may be appointed after the award of the Licence

---

In respect of each of these persons the further details required are as follows:-

Name:	Robert Weston Phillis
Address:	The Old Vicarage High Street Wargrave Berkshire RG10 8DH
Nationality:	British
Country of Residence:	England
Other Directorships:	Independent Television News Limited. National Academy of Television Arts and Science Television Trust for the Environment

Other Offices or  
Employments:

Chief Executive, Independent Television  
News Limited.  
Chairman, The Royal Television Society

---

Name:

[REDACTED]

Address:

[REDACTED]

Nationality:

British

Country of Residence:

England

Other Directorships:

Independent Television News Limited

Other Offices or  
Employment:

Commercial Director, Independent Television  
News Limited

---

Name:

[REDACTED]

Address:

[REDACTED]

Nationality:

British

Country of Residence:

England

Other Directorships:

Film & Television Completions plc  
MAI Broadcasting Ltd  
MAI Broadcasting South Ltd  
Meridian Broadcasting Ltd  
Daybreak Television Ltd (as alternate to  
C.R. Hollick)  
Daybreak Television Holdings Ltd (as alternate to  
C.R. Hollick)  
Satellite Information Services Ltd (as  
alternate to C.R. Hollick)

Other Offices or  
Employments:

Chief Executive, Meridian Broadcasting  
Ltd and MAI Broadcasting Ltd

---

Name: [REDACTED]  
Address: [REDACTED]  
Nationality: British  
Country of Residence: England  
Other Directorships: Anglia Television Limited  
Television Sales and Marketing Services Limited  
Survival Anglia Limited  
Anglia Television Films and Drama Limited  
International Television Enterprises Limited  
Anglia Television (Music) Limited  
Independent Television Association Limited  
S.M. Holdings Plc  
Suffolk Capital Trust Limited  
International Television Enterprises Inc.  
Anglia Television, Inc.  
Independent Television News Limited  
Timeissue Limited  
Other Offices or  
Employments: Chief Executive, Anglia Television Limited  
and Anglia Television Group Plc  
Member of the ITVA/Channel 4 Liaison  
Committee  
Member of the ITVA Chairman's Committee  
Member of the TV Times Liaison Committee  
Fellow of the Royal Television Society  
Regional Director of the Eastern Advisory Board  
of the National Westminster Bank  
Member of the National Council of the  
Association of British Chambers of Commerce  
Member of the Regional Council of the  
East Anglian Chambers of Commerce  
Member of the Executive Committee of the  
Council of the Norwich and Norfolk Chamber of  
Commerce

---

Name: [REDACTED]  
Address: [REDACTED]  
Nationality: British  
Country of Residence: Scotland

**Other Directorships:** Edinburgh International Film and Television  
Festivals Council  
Edinburgh International Television Festival  
National Film School Distribution Co. Ltd  
National Film and Television School  
Pauline Hyde & Associates Ltd  
Mac III Productions Inc.  
Scottish Television Film Enterprises Ltd  
Scottish Television Inc.  
Independent Television Association  
Sunrise Television Limited (as alternate for  
William Brown)

**Other Offices or  
Employments:** Managing Director, Scottish Television Plc

---

**Name:** [REDACTED]  
**Address:** [REDACTED]  
**Nationality:** British  
**Country of Residence:** England  
**Other Directorships:** None  
**Other Offices or  
Employments:** Senior Development Executive,  
Independent Television News Limited

---

**Name:** [REDACTED]  
**Address:** [REDACTED]  
**Nationality:** British  
**Country of Residence:** England  
**Other Directorships:** Grayling Publishing Ltd  
Wallington Irving Jackson Ltd  
**Other Offices or  
Employments:** Managing Director, Grayling Publishing Ltd  
Editorial Director, Headwater Communications -  
London and New York

(1)(b) Update Teletext Limited was incorporated on 30th October 1991 and this question is therefore not applicable.

(1)(c) At the date of this Application, Update Teletext Limited is a wholly owned subsidiary of Independent Television News Limited which holds all the issued share capital of Update Teletext Limited.

The details required in respect of each of the Directors of Independent Television News Limited are as follows:-

Name: [REDACTED] (Deputy Chairman)

Address: [REDACTED]

Nationality: British

Country of Residence: England

Other Directorships: Independent Television Association Ltd  
Cosgrove Hall Productions Ltd  
Teddington Broadcasting Consultants Ltd  
Thames Television International Ltd  
Starteam Ltd  
Independent Broadcasting Telethon Trust  
Television Broadcasting Company Limited  
Thames Help Trust Limited  
Channel Four Television Company Limited  
Thames Television Plc  
Societe Europeene des Satellites (Luxembourg)  
Studiengesellschaft Business Channel EBC AG  
(Zurich)  
Thames Television Inc  
Thames Television (Australia) Pty  
The International Council of NATAS  
Grand Central Films Inc  
Association de Televisions Commerciales en  
Europe

Other Offices or  
Employments: Chief Executive, Thames Television plc  
Vice President, Royal Television Society  
Governor, National Film and Television School  
Governor, Forest School  
President, Battersea Arts Centre  
Trustee, Cinema and Television Benevolent Fund

Name: [REDACTED] (Chief Executive)  
Address: [REDACTED]  
Nationality: British  
Country of Residence: England  
Other Directorships: National Academy of Television Arts & Science  
Television Trust for the Environment  
Update Teletext Limited  
Other Offices or Employments: Chief Executive, Independent Television News Limited  
Chairman, The Royal Television Society

---

Name: [REDACTED]  
Address: [REDACTED]  
Nationality: British  
Country of Residence: England  
Other Directorships: TVS Entertainment Plc  
TVS Limited  
TVS Music Limited  
TVS Pension Fund Trustees Limited  
TVS Production Limited  
TVS Television Limited  
TVS Telethon Trust Limited  
Talent Production Services Limited  
Television South Limited  
Telso Communications Limited  
South & South East Communications Li  
Air Manser Limited  
Northern Joint Haulage Company Limited  
Independent Television Association Limited  
Invicta Sound plc  
Invicta Radio Limited  
Lifestyle Television Limited  
Music House (International) Limited  
Solent Cablevision Limited  
Tugs Limited  
Menwood Pty Limited (Australia)  
Telso Communications Inc (USA)

**Other Offices or  
Employments:**

Deputy Chairman and Managing Director,  
TVS Television Limited  
Governor of the Out of Town Centre

---

**Name:**

[REDACTED]

**Address:**

[REDACTED]

**Nationality:**

British

**Country of Residence:**

England

**Other Directorships:**

Channel Four Television Company Limited  
The Open College Limited  
Cities in Schools

**Other Offices or  
Employments:**

Chief Executive, Channel Four Television  
Company Limited

---

**Name:**

[REDACTED]

**Address:**

[REDACTED]

**Nationality:**

British

**Country of Residence:**

England

**Other Directorships:**

Channel Four Television Company Limited  
London Weekend Television Limited  
London Weekend Television International  
Limited  
LWT (Holdings) Plc  
South Bank Television Holdings Limited  
Vine Productions  
Independent Television Association Limited

**Other Offices or  
Employments:**

Group Chief Executive, London Weekend  
Television  
Chairman, ITV Sport

---

Name:

[REDACTED]

Address:

[REDACTED]

Nationality:

British

Country of Residence:

England

Other Directorships:

Central Independent Television Plc  
Central Television Enterprises Limited  
Central Films Limited  
President Films Limited  
Central Independent Television Pty Limited  
Central Independent Television USA Inc  
Independent Television Companies Association  
Broad Street Films Limited  
Central Productions Limited  
FilmFair Limited  
Television Sales and Marketing Services Limited

Other Offices or  
Employments:

Managing Director, Central Independent  
Television plc

Name:

[REDACTED]

Address:

[REDACTED]

Nationality:

British

Country of Residence:

England

Other Directorships:

Album Rock Limited  
British Advertising Broadcast Awards Cable  
Developments Limited  
Centreslide Limited  
Chevron Music Publishing Limited  
Chevron Corporate Communication Limited  
Emmerdale Farm Limited  
History of Advertising Trust  
Maxbest Limited  
Media & Airtime Sales Limited  
Music Box Limited  
New Era Television Limited  
Electric Bazaar Limited  
Lifestyle Television Limited  
Studio Wes Limited

Television Music Limited  
The Radio Sales Company Limited  
Tritel Music Limited  
Yorkshire Television Enterprises Limited  
Yorkshire Films Limited  
Yorkshire Television Holdings Plc  
Yorkshire Television International Limited  
Yorkshire Television Marketing  
International Limited  
Yorkshire Television Marketing Limited  
Yorkshire Television Limited  
Yorkshire Television Production Facilities  
Limited  
Yorkshire Television Programmes Limited

Other Offices or  
Employments:

Managing Director, Yorkshire Television  
Chairman, Leeds Training Enterprise Councils

Name:

[REDACTED]

Address:

[REDACTED]

Nationality:

British

Country of Residence:

England

Other Directorships:

TSW - Television South West Holdings Plc  
TSW Television South West Limited  
Marketing South West Limited  
Entertainments Investments Limited  
TSWA Limited  
Princes Youth Trust Limited  
Independent Television Association Ltd  
Armada Productions Limited

Other Offices or  
Employments:

Chief Executive, Television South West  
Limited  
Vice Chairman, Advertising Association

Name:

[REDACTED]

Address:

[REDACTED]

Nationality:

British

Country of Residence: England

Other Directorships: Granada Group Plc  
Granada Studio Tour Ltd  
Granada Television International Limited  
Granada Television Ltd  
Granada Film Finance Corporation Ltd  
Granada Film Productions Ltd  
New North Vision Ltd  
Castlefield Properties Ltd  
Independent Television Association Ltd  
Broadcasters' Audience Research Board Limited  
Halle Concerts Society  
North West Business Leadership Team Ltd

Other Offices or Employments: Managing Director, Granada Television Ltd

---

Name: [REDACTED]

Address: [REDACTED]

Nationality: British

Country of Residence: England

Other Directorships: BASYS International Limited  
Parliamentary Broadcasting Unit Ltd  
BASYS Incorporated

Other Offices or Employments: Consultant, Independent Television News Limited

---

Name: [REDACTED]

Address: [REDACTED]

Nationality: British

Country of Residence: England

Other Directorships: None

Other Offices or Employments: Editor-in-Chief, Independent Television News Limited

Name: [REDACTED]  
Address: [REDACTED]  
Nationality: British  
Country of Residence: England  
Other Directorships: Update Teletext Limited  
Other Offices or Employments: Commercial Director, Independent Television News Limited

---

Name: [REDACTED]  
Address: [REDACTED]  
Nationality: British  
Country of Residence: England  
Other Directorships: Anglia Television Limited  
Television Sales and Marketing Services Limited  
Survival Anglia Limited  
Anglia Television Films and Drama Limited  
International Television Enterprises Limited  
Anglia Television (Music) Limited  
Independent Television Association Limited  
S.M. Holdings Plc  
Suffolk Capital Trust Limited  
International Television Enterprises Inc  
Anglia Television, Inc  
Independent Television News Limited  
Timeissue Limited  
Update Teletext Limited  
Other Offices or Employments: Chief Executive, Anglia Television Limited and Anglia Television Group Plc  
Member of the ITVA/Channel 4 Liaison Committee  
Member of the ITVA Chairman's Committee  
Member of the TV Times Liaison Committee  
Fellow of the Royal Television Society  
Regional Director of the Eastern Advisory Board of the National Westminster Bank  
Member of the National Council of the

Association of British Chambers of Commerce  
Member of the Regional Council of the East  
Anglian Chambers of Commerce  
Member of the Executive Committee of the  
Council of the Norwich and Norfolk  
Chamber of Commerce

---

Independent Television News Limited is the only participant (as defined in Schedule 2 to the Broadcasting Act 1990) in Update Teletext Limited. Details of the Directors of Independent Television News Limited are set forth in (1)(c) above.

---

- (2) Update Teletext Limited is a body corporate. This question is therefore not applicable.

## **C2 Shareholders etc**

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

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

## C 2 Shareholders etc

- (a) At the date of this Application, Independent Television News Limited is the only participant (as defined in Schedule 2 to the Broadcasting Act 1990) with an interest in Update Teletext Limited. The relevant details in relation to Independent Television News Limited are as follows:-

Name: Independent Television News Limited  
 Address: 200 Gray's Inn Road  
 London  
 WC1X 8XZ

Number and class of shares held at the date of this Application: 2 Ordinary Shares of £1 each (one share being held in the joint names of Richard James Emery and Independent Television News Limited as nominee for Independent Television News Limited)

- (b) The following persons will, following the award of the Licence, be participants (as defined in Schedule 2 to the Broadcasting Act 1990) with an interest of more than five per cent in Update Teletext Limited:-

Name	Ordinary Shares of £1 Each	Percentage of Issued Ordinary Share Capital	
Independent Television News Limited	150,000	20 %	
MAI Broadcasting Limited	225,000	30 %	
Scottish Television Plc	225,000	30 %	
Anglia Television Group Plc	150,000	20 %	

The relevant details required in respect of each participant are as follows:-

Name: Independent Television News Limited  
 Address: 200 Gray's Inn Road  
 London  
 WC1X 8XZ

Number and class of shares to be held if this Application is successful: 150,000 Ordinary Shares of £1 each

Name: MAI Broadcasting Ltd  
Address: 8 Montague Close  
London Bridge  
London SE1 9RD  
Number and class of shares to be held if this Application is successful: 225,000 Ordinary Shares of £1 each

---

Name: Scottish Television Plc  
Address: Cowcaddens  
Glasgow  
Scotland G2 3PR  
Number and class of shares to be held if this Application is successful: 225,000 Ordinary Shares of £1 each

---

Name: Anglia Television Group Plc  
Address: Anglia House  
Norwich  
NR1 3JG  
Number and class of shares to be held if this Application is successful: 150,000 Ordinary Shares of £1 each

---

- (c) At the date of this Application, Update Teletext Limited is controlled (as defined in Schedule 2 to the Broadcasting Act 1990) by Independent Television News Limited. The relevant details of participants (as defined in Schedule 2 to the Broadcasting Act 1990) with an interest of more than five per cent in Independent Television News Limited are as follows:-

<u>Name &amp; Address</u>	<u>Ordinary Shares of £1 Each</u>	<u>Percentage of Issued Ordinary Share Capital</u>
Central Independent Television Plc Central House Broad Street Birmingham B1 2JB	56,216	14.054 %

Granada Television Plc Quay Street Manchester M60 9EA	51,168	12.792 %
HTV Limited Culverhouse Cross Cardiff CF5 6XJ	27,200	6.8 %
LWT Plc South Bank Television Centre London SE1 9LT	21,188	5.297 %
Scottish Television Plc Cowcaddens Glasgow Scotland G2 3PR	22,316	5.579 %
TVS Television Plc Television Centre Southampton SO9 5HZ	32,036	8.009
Thames Television Plc 306-316 Euston Road London NW1 3BB	88,900	22.225 %
Yorkshire Television Limited Leeds LS3 1JS	38,880	9.720 %

- (d) At the date of this Application, Independent Television News Limited is the only body with an interest in Update Teletext Limited. Details of participants (as defined in Schedule 2 to the Broadcasting Act 1990) with an interest of more than five per cent in Independent Television News Limited are given in (c) above.

Note:

Five copies of the Memorandum and Articles of Association of Update Teletext Limited are provided separately.

### **C3 Disqualified persons etc**

- (1) In relation to the details given in answer to C2 (a)-(d), applicants should identify any body or individual who is:
- (a) an individual who is neither
    - (i) a national of a Member State who is ordinarily resident within the EEC, nor
    - (ii) ordinarily resident in the UK, Isle of Man or Channel Islands;
  - (b) a body corporate which is neither
    - (i) a body formed under the law of a Member State which has its registered or head office or principal place of business within the EEC, nor
    - (ii) a body incorporated under the law of the Isle of Man or Channel Islands;
  - (c) a local authority;
  - (d) a body whose objects are wholly or mainly of a political nature, or is affiliated to such a body;
  - (e) an individual who is an officer of a body falling within (d);
  - (f) a body corporate which is an associate (as defined in paragraph 1(1) of Part I of Schedule 2 to the Act) of a body falling within (d);
  - (g) a body whose objects are wholly or mainly of a religious nature;
  - (h) an individual who is an officer of a body falling within (g);
  - (i) an advertising agency or an associate of an advertising agency.
- (2) The applicant should give details of any other participant in the applicant body whose interest is or could be deemed to be incompatible with the requirements imposed by or under Schedule 2 to the Act.

### **C 3 Disqualified persons etc**

- (1) None of the bodies referred to in C2 above falls into the categories set forth in paragraphs (a) to (i) of this question.
- 

- (2) At the date of this Application, the only participant (as defined in Schedule 2 to the Broadcasting Act 1990) in Update Teletext Limited is Independent Television News Limited. However, following the award of the Licence, the bodies identified in C2 (b) above will, together, be all the participants with interests in Update Teletext Limited.

Following enquiries, Update Teletext Limited confirms that, as at the date of this Application, none of these participants has or will, following the award of the Licence, have an interest which is or could be deemed to be incompatible with the requirements imposed by or under Schedule 2 to the Broadcasting Act 1990.

