

**we are**  
**notts tv**

notts tv 



# Local tv



BELFAST



BIRMINGHAM



BLACKPOOL  
& PRESTON



BRIGHTON  
& HOVE



BRISTOL



CAMBRIDGE



CARDIFF



EDINBURGH



GLASGOW



GRIMSBY



LEEDS



LIVERPOOL



LONDON



MANCHESTER



NEWCASTLE



NORWICH



OXFORD



SHEFFIELD



SOUTHAMPTON



SWANSEA



NOTTINGHAM

In October 2012, the government changed the face of TV broadcasting forever, granting Local TV licences across the UK. There are now 21 local tv stations broadcasting with 13 more planned for 2017.

## We are notts tv

From Arnold to Aspley, Southwell to Strelley, Notts TV is about your neighbourhood, your city and as importantly - it's engaging, entertaining and educating television. Launched in May 2014, Notts TV is considered to be a flagship Local Television station - one of the most watched and most successful in the UK.

With 300,000 Notts residents tuning in weekly, our mix of locally relevant news, sport, history, culture and debate has proven to be essential watching.

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“

I feel I just have to write to tell you how much I enjoy Notts TV Channel. I am originally from Scotland but have lived in Almeria in Spain for 25 years. I have never been to Nottingham but I must say you all seem like fantastic people. Your shows are so professional, the music and bands are exceptional and today I watched the tribute to Torvill & Dean...what can I say...fantastic and entertaining.

Keep up the good work..I am beginning to enjoy your Channel more than all the Sky, BBC & ITV as they are all so predictable and the same”.

Good Luck to all  
Nonie Doyle

news  
sport  
history  
lifestyle  
property  
politics  
culture  
music  
films



CHESTERFIELD

LINCOLN

MANSFIELD

NEWARK

SLEAFORD

NOTTINGHAM

DERBY

GRANTHAM

LOUGHBOROUGH

LEICESTER

OAKHAM

## Our coverage

From South Leicestershire to the very top of Lincolnshire, Notts TV's coverage continues to grow. Broadcasting 24/7 on Freeview, Virgin, Sky and On Demand, we're bringing Notts telly to you, wherever you are.

## Our TV audience

# 300,000 REGULAR VIEWERS TUNING IN EVERY WEEK\*

WE'RE  
GROWING  
FAST:

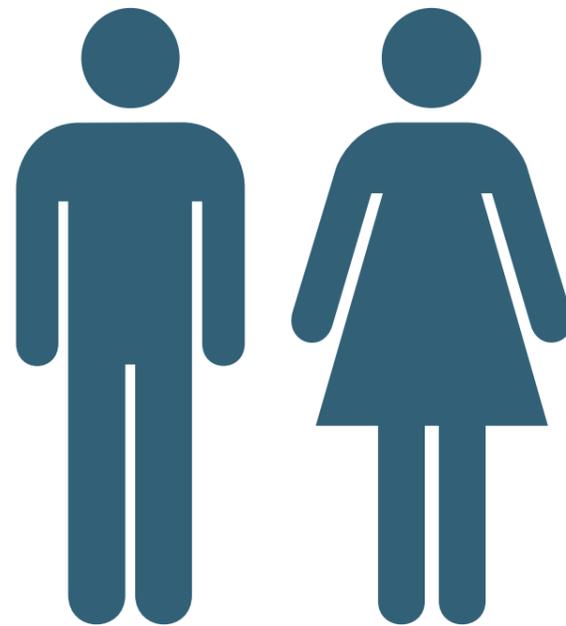
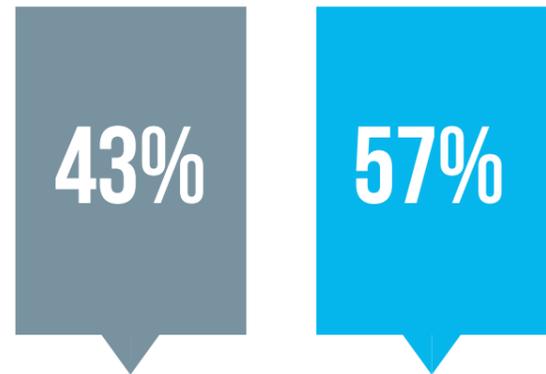
**32.4%**  
FEB 2016

NTU Market Research,  
conducted January 2016,  
all viewers, Nottinghamshire  
postcodes

**23.5%**  
JAN 2016

JRA market Research  
conducted January 2014,  
all viewers, Nottinghamshire  
postcodes

% of NG population watching weekly



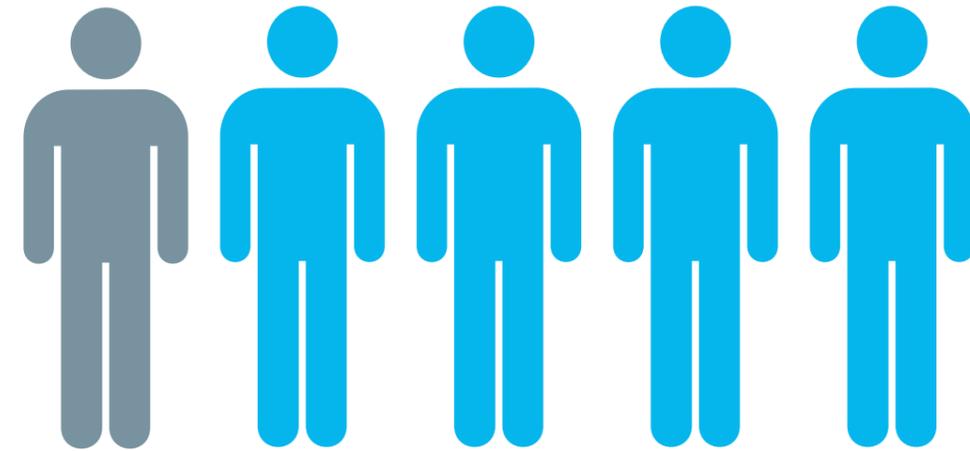
Gender split

## 2016 SURVEY RESPONSES:

"I was sceptical at first, but think Notts TV fills a niche that no-one else does"

"I love that we have a local TV channel to watch for local news etc. I will make the effort to watch it more in the future"

"Local TV is a good idea, it's relatable and directly relevant to local people"



AWARENESS  
OF NOTTS TV  
IS HIGH, WITH  
4 IN 5 (82%)  
PEOPLE BEING  
AWARE OF  
NOTTS TV

## OUR CURRENT VIEWERSHIP:

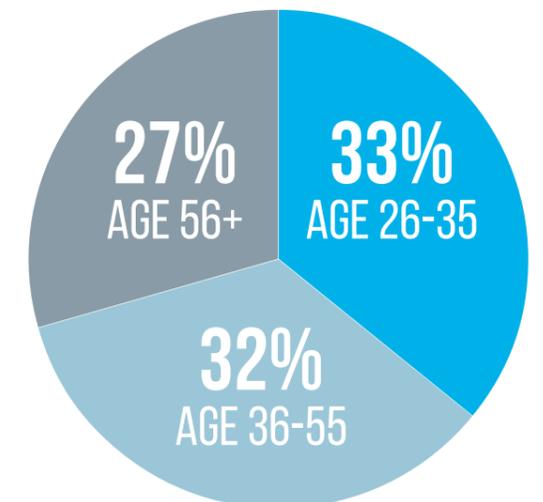
46.7% C2DE

53.3% ABC1

## CURRENT VIEWERSHIP: AGE DEMOGRAPHIC

Notts TV research was conducted by Nottingham Trent University Market Research Division in January 2016. They surveyed a panel of 487 residents living across Nottinghamshire (NG1 to NG25 postcodes) representing the total population of Nottinghamshire excluding under sixteens.

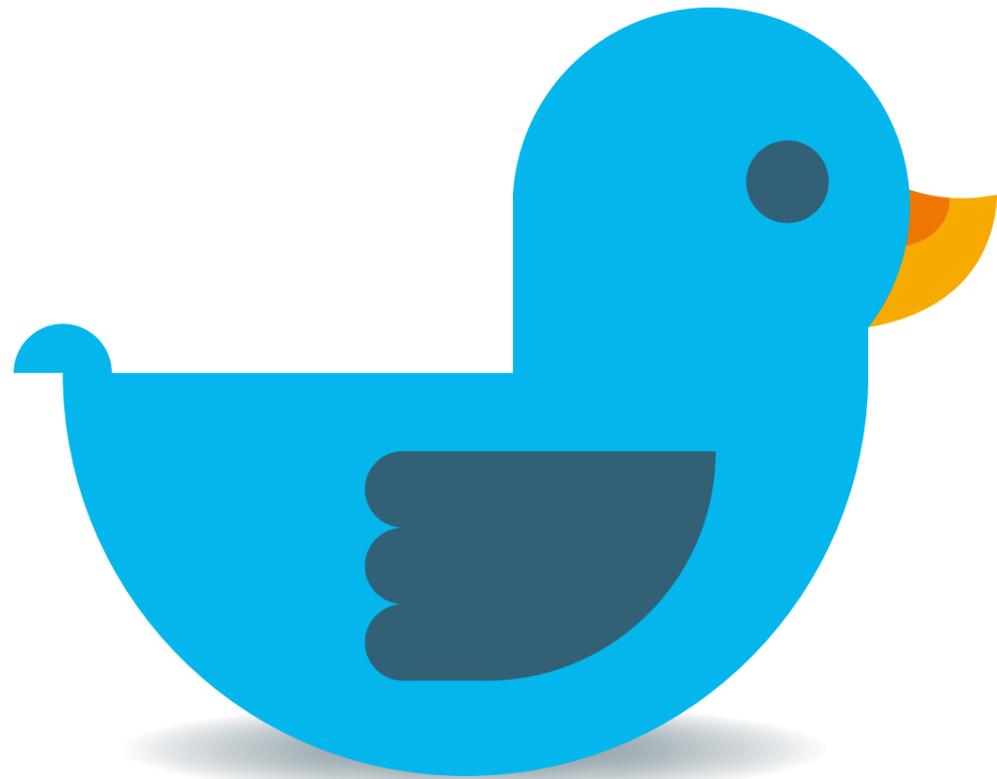
Nottingham Trent University is a Notts TV shareholder.



\* NTU Market Research, conducted January 2016, all viewers, Nottinghamshire postcodes

## Our digital audience

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In May 2014 Notts TV launched to national acclaim. With an innovative multi-platform campaign that captured the attention of the county and beyond, #BlueDuck hit Twitter timelines 4.5 million times in just 10 days - earning us a Royal Television Society nomination at a fledgling three months old.

And digital continues to be an integral part of the Notts TV offer - having doubled our website traffic over the past year and with a social media audience that is a local and vocal collective of over 35,500 people.



# Our TV audience

## WHO'S WATCHING?

300K REGULAR VIEWERS EVERY WEEK

### Notts TV News

Daily news from around Nottinghamshire

- + Notts TV's most watched show!
- + 50/50 male/female audience
- + 36% aged 16-35 years
- + Mostly full-time employed

### Team Talk

Pundits and fans discuss all things footy

- + 70/30 male/female audience
- + 25% males aged 26-35
- + 25% males aged 56-75
- + Mostly full-time employed

### Sam & Amy's Breakfast Show

Breakfast TV the Notts way

- + Multi-award winning breakfast show
- + 50/50 male/female audience
- + Mostly full-time employed
- + Even spread of viewers aged 16-75

### 6:30 Show

Popular daily lifestyle show

- + In top 3 'most watched' programmes
- + 60/40 female/male audience
- + 72% aged 26-45 years
- + Mostly full-time employed

### Working Week

Exploring what makes our local economy tick

- + 50/50 male/female audience
- + 40% aged 26-35 years
- + Half of audience full-time employed in managerial roles
- + Highest percentage of unemployed viewers

### Nottingham Now & Then

A trip with us down memory lane

- + In top 3 'most watched' programmes
- + 50/50 male/female audience
- + Mostly full-time employed
- + Highest percentage of retired viewers

### Notts TV Debate

Local matters under the spotlight

- + 65/35 female/male audience
- + 75% aged 26-45 years
- + Mostly full-time employed
- + Highest percentage of female viewers

### Noise Floor

Showcasing the best local and global music scene

- + 60/40 male/female audience
- + Equally popular with males aged 16-35 years & males over 55
- + Mostly full-time employed

### F-Stop

Film

- + 80/20 male/female audience
- + 73% aged 16-35 years
- + Mostly full-time employed
- + Highest percentage of student viewers

### Digital Nation

Lifestyle

- + 80/20 male/female audience
- + 44% aged 36-45 years
- + Mostly full-time employed
- + Highest percentage of male viewers

## What we offer

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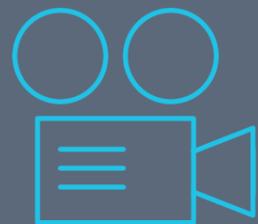
A range of products to support your marketing plans – Notts TV’s advertising packages are bespoke to you and your business. From digital advertising to on-street promotion, sponsorship opportunities to airtime, your campaign will be well-thought-out, well-planned and designed with your business objectives at the very core.

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### Airtime

With 300,000 people tuning in every week and a schedule of programming that appeals to a wide demographic, advertising on Notts TV is a cost-effective way of building your brand. With prices starting from as little as £15 a spot, whether it’s profile-raising or promoting a particular service or product, our team will work with you to place your adverts alongside programmes that appeal directly to your target market.



### Production

Our award-winning in-house production company is responsible for some of the most iconic pieces of film in the UK. From post-production on ‘This Is England’ to producing Nottingham Forest epic ‘I Believe in Miracles’ – the team is skilled at taking ideas and making them into engaging and powerful pieces of film and animation. From 30-second adverts for broadcast, to 10-second stings for digital, we guarantee your content will be well-thought-out and well-executed.



### Digital Advertising

From sponsored content on our website, to social media competitions, e-marketing campaigns to website banners, our digital advertising packages are a targeted and measurable way of reaching your customers. Having doubled our website traffic over the past year and with almost 35,500 fans and followers across Facebook and Twitter, there’s never been a better time to embrace digital advertising with Notts TV.



### Sponsorship

Sponsorship delivers stand-out in a cluttered market and really builds brand fame. Guaranteeing a prime position and maximum visibility to your chosen target audience, Notts TV offers varied and vibrant content, giving you the opportunity to align your company, product or service with a programme, schedule slot or even seasonal time period. And we’ll vary your package to suit your needs – with integrated partnership offers that include a whole host of different on and offline brand association opportunities.



### Notts TV Street Crew

Spread the word about your products, events or services by hitting the streets with the Notts TV Street Crew. An army of brand advocates designed to promote your business – from handing out literature and samples, to gathering all-important consumer insights, the Notts TV Street Crew are experienced at spreading key messages in an enthusiastic and attention-grabbing way.

# Why advertise on Notts TV

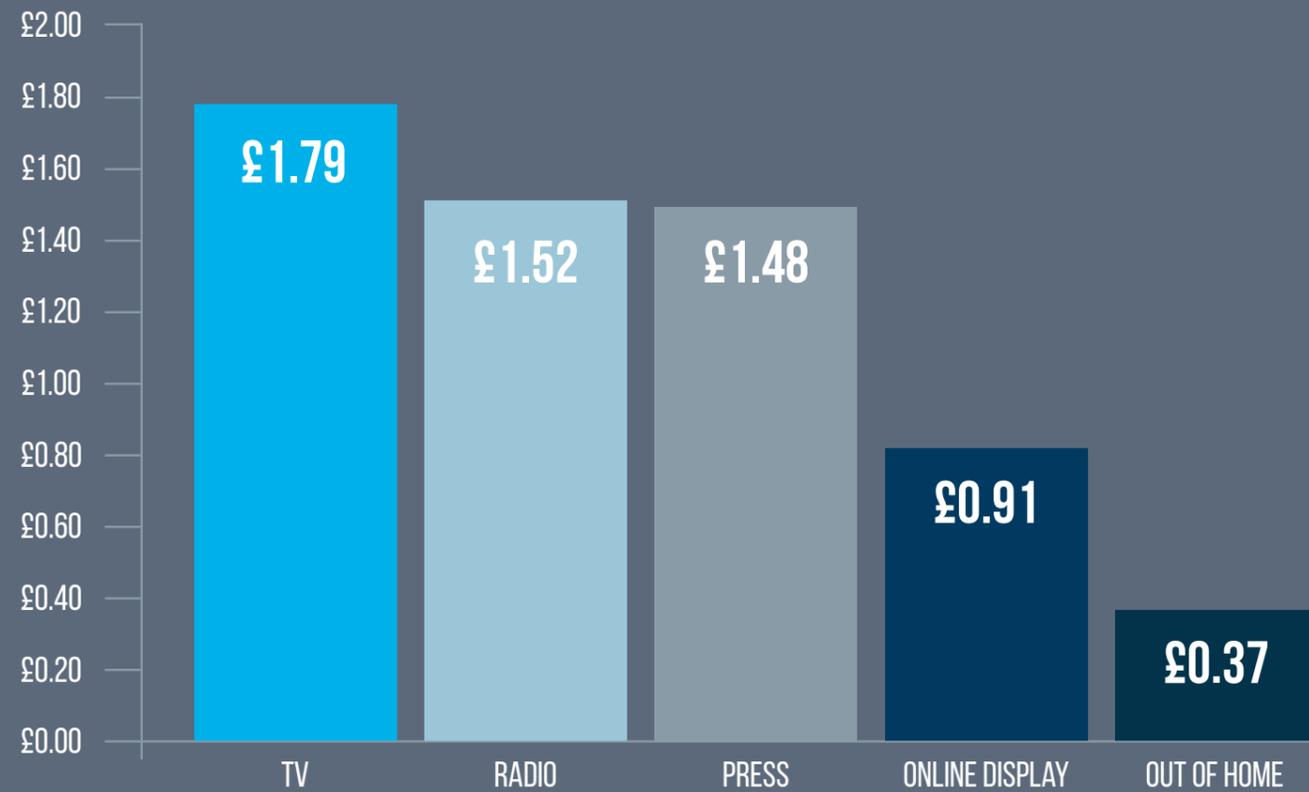
TV is the reigning King of advertising mediums - with no sign of a successor to its throne.

- It is the most effective
- It generates the most profit
- It creates more sales

TV market research experts Thinkbox suggest 60% of your advertising budget should be spent on TV:

- TV's 'halo effect' boosts other forms of advertising -including TV advertising in a campaign increases its efficiency six fold
- TV is becoming even more effective due to growing synergies with online - we offer an integrated digital package\*

(IPA, 'Advertising Effectiveness: the long and short of it', 2013)



Study conducted by Thinkbox, 2014. Ebiqity's Marketing Performance Optimization

# Testimonials:



The day the advert went out - we had more footfall. It's as simple as that."

**Très Gretton-Roche, Owner Wired - Nottingham**



It's worked for us - why shouldn't it work for other businesses."

**George Ktori, Owner Yamas Tapas - Nottingham**



Businesses should ignore local TV at their peril. As well as being a great platform to reach local markets and engage the community, local TV also reaches firms' staff, offering a really good route to boost their teams' profiles and staff morale. Avoiding this valuable platform could mean that superb opportunities are missed. It's an excellent opportunity to reach a geographically targeted but demographically-wide audience, and offering producers and researchers really good stories and interviews and exclusives, which in turn will keep viewers tuning in."

**Lisa Mennie, Director Skylark PR. Source: The Drum 14th January 2015**

## **Get involved**

### **Advertising**

advertise@nottstv.com | 0115 993 2388

### **News**

news@nottstv.com | 0115 848 4369

### **Programming**

hello@nottstv.com | 0115 993 2350

**www.nottstv.com**



### **Notts TV is brought to you by:**

The Confetti Media Group

Nottingham Trent University

Inclusive Digital

The Nottingham Post Media Group

**notts tv** 