

wm-tv

PROJECT:

To set up, manage and sustain a local free to air digital television channel that is received on an accessible television platform as well as through PC networks

OBJECTIVES:

To provide a compelling localised infotainment channel that

- 1) Is watched by a variety of local communities, villages of common interests and, importantly, individuals of all ages on a television network in the home
- 2) Raises global awareness of the West Midlands Region
- 3) Demonstrates that a professionally produced television channel can attract and retain viewers without breaking the bank

TITLE:

WMTV Ltd badged as **wmtv** or **wm-tv**

Other working title options include citytv, UrbanTV, MidTV, BusyTV

PRIORITY TARGET MARKETS:

1st: The 400,000 + television-abled homes in the greater West Midlands conurbation

2nd: The global PC viewer (same content)

3rd: The wider West Midlands television-abled homes

The detailed strategies to reach these target audiences can only be properly developed as a result of practical research. Birmingham's Creative Cities Feasibility Study Programme has provided a modest grant to fund the initial research. Ultimately the success of any television channel is measured by the number of viewers combined with an assessment whether or not content providers (including **wm-tv** itself) and funders achieve their objectives. This research will show where there are markets and how **wm-tv** can address them.

WHY **wm-tv**:

Developing **wm-tv** is a unique opportunity and there are key selling points that make it an attractive proposition. A driving dynamic is its local identity, it will be the only localised television channel in the region and it is being developed at a time when industry research indicates there is increasing interest from the potential viewing audiences in localised programming.

