



How to Launch a DTV channel

John Dunlop: Head of Marketing Services



Agenda

- About Arqiva
- Revenue sources
- It's easier than it used to be
- How it works
- Key suppliers
- Costs

History and resources

- Arqiva (formerly ntl Broadcast) bought Inmedia Communications from Carlyle Group on 8th July 2005
- New division within Arqiva called Satellite Media Solutions
 - £80m turnover
 - 4 teleports, 70+ major uplinks ~ 220 DTH channels
 - ~ 70 channels of playout
 - 8 studios of which 3 VR
 - 9 trucks and 3 flyaways

Arqiva Satellite Media Solutions

- Distribution

- Direct to Home (Sky)
- European Cable Head-end
- Fibres to USA and Europe



- Occasional Video

- SNG trucks
- Teleport services



Arqiva Satellite Media Solutions

- Television Facilities
 - Studios
 - Outside Broadcast
 - Post Production
- Playout
 - Fully Managed
 - Archive
 - Participation TV



Why do they work now ?

- About £30k per month for technical services
- Programming is cheaper as people sell to more markets
- Repeat programming is OK
- Advertising spend is moving to more targeted groups
- It's easy - www.howtolaunchatvchannel.com

Revenue sources

- Advertising
 - Targeted audiences
 - How do you sell your advertising space
- Subscription
- Sponsorship
- Premium Rate Telephony
 - Fixed line voting
 - Texting
 - Competitions
 - Games using mobile phones
- Interactive

The operational process of launching a channel

- Get your tapes/content
- Put together some schedules
- Get your Platform EPG
- Get an Broadcast license
- Design the look
- Check your content
- Create your work flows
- Run up for 1 or 2 weeks

Playout check list

- Number of languages
- Schedule exchange format
- Tape format/ Video standard
- Schedule changes
- Content delivery time before transmission
- Teletext requirements
- Ingest and long term storage requirements



Supplier relationships

- Space Segment
- Uplink
- Playout services
- EPG from Platform operator
- Contract for content if you are not creating it yourself
- Subscription management
- License



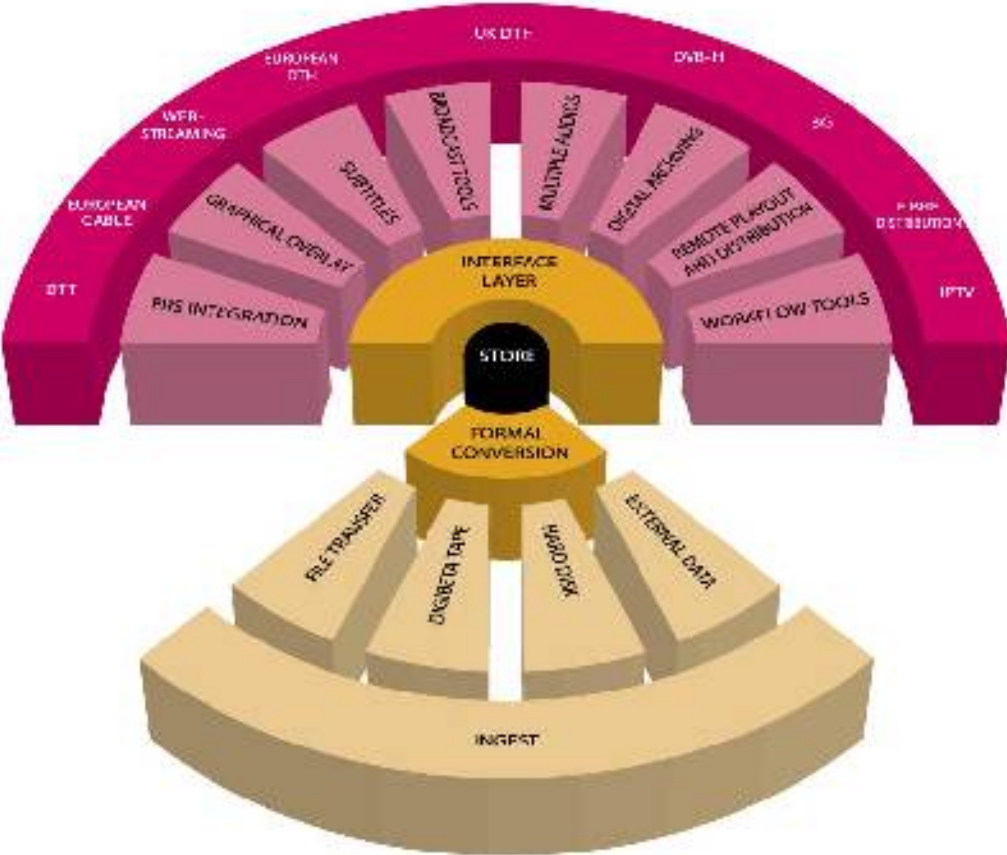
Main Costs (the obvious ones)

- Content rights
- Playout
- Uplink
- Space Segment
- EPG listing
- Broadcast licence

Hidden Costs

- Scheduling
 - System
 - Person
- Library management
 - Space
 - Person
- Courier costs
- EPG publishing
- Content acquisition

New Platforms and how to access them



sponsored by
arqiva

How To Launch a TV Channel



the guide the guide the guide the guide

This **guide** is aimed at anyone who may be launching a TV channel, but is not an expert in TV technology or a TV professional.

It will help you ask the right questions of your partners and understand how technology is crucial to your success.

The main goal of this guide is to impart enough knowledge for the channel owner to:

- ✦ **know why** they are launching a TV channel
- ✦ **evaluate** goals and objectives for the channel
- ✦ **investigate** different business models that can be applied to new channels
- ✦ **work out** who the target audience is and how best to reach them
- ✦ ask the right **questions** of their technology providers
- ✦ go "on-air" in the **most cost-effective** and flexible manner

[click here to download the guide as a pdf](#)

