

# The Greater Power of Television

**1M HOUSEHOLDS  
AND  
2.8M VIEWERS  
IN THE UK**



**M T V N**

**Manchester Television Network**

Freeview Television for the Greater Manchester Region

**For Content Owners From**

**All Over The World**



**Manchester Television Network**

Freeview Television for the Greater Manchester Region



MTVN has the capacity for 24/7 video and radio services - these are broadcast on **Freeview in the Greater Manchester Area** and can also be streamed online.

MTVN coverage is approximately **1 million households**, 5.6% of all Freeview homes in UK, or **approximately 2.8 million individuals**. Broadcast price per household is a **fraction of a national multiplex**.

MTVN Transmission facilities are based at Arqiva's Winter Hill site - the principal site used for terrestrial broadcast in the North West of England.

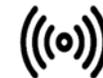
MTVN has recently invested in a new Antenna which has been mounted in a prime position to **increase coverage even further**.

MTVN's **transmitter power has been increased** to extend coverage and reception in line with Ofcom regulations.





# The Network



**MTVN** - Manchester Television Network - is a Free-to-air TV service (Regional DTT), exclusively represented by Canis Television & Media which carries six TV channels via the Freeview platform in the Greater Manchester Area.

These unique channels are accessed through the Freeview programme guide (EPG) at the next available channel number in the relevant genre and are broadcast in standard definition. This is a linear, broadcast TV service - not an IP or on-demand service.

**MTVN** offers broadcasters a route to a 24 hour service on the Freeview television platform in the Greater Manchester Area. We offer channel providers an option where traditional national Freeview broadcast may not be a suitable option for a variety of reasons, such as economic or localised distribution.

**MTVN** is an incubator opportunity to learn about the benefits of Freeview distribution in the UK at an economic price.

# Distribution



**MTVN** reaches in excess of **1 million households** in the dynamic region of Manchester, the UK's second city. MTVN offers broadcasters and content owners an economic channel to market of **approximately 2.8 million viewers.**

**MTVN** is highly **suitable to independent channel broadcasters and content owners** wanting to economically target companies and consumer audiences located within the Greater Manchester Area. Manchester is part of the Northern Powerhouse and is ideally suitable demographically to reach a diverse population.

**MTVN** provides a **unique opportunity** for international content owners and overseas channels to test market the suitability of their programming to Freeview audiences. The cost of access in such a market is much lower than T2 Freeview coverage and the full UK Freeview service.

**MTVN** currently hosts channels from major broadcasters across a range topics and genres. The network has hosted most **major broadcasters** through the last 6 years, including **Sony, Universal, TV Warehouse and Global Media & Entertainment.**

**MTVN** has proved to be **highly successful** to a major range of broadcasters targeting the **dynamic and proactive audiences** of Manchester at a moderate cost. The carriage costs are in-line with the level of households and we invite broadcasters and content owners to discuss their content, budgets and availability of spectrum.



# Broadcast



**MTVN** has recently been able to install a direct line into the Winter Hill transmitter. Now content owners can gain, for the first time, direct and economic access to the audiences, providing the content is curated and ready for transmission. This allows great flexibility and benefit which previously was denied as the broadcast stream beforehand was solely the rebroadcast of existing streams of content.

**MTVN** carries 6 channels at any one time therefore there is considerable competition to broadcast on this network. From movies, music, shopping channels and entertainment - all genres have proved to be successful, underpinning the high quality audiences in the Greater Manchester Area.

# Services



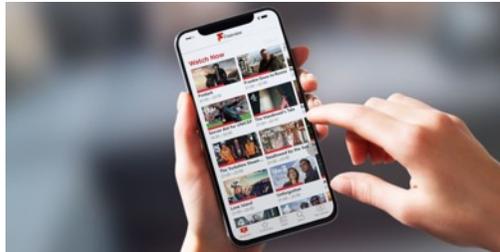
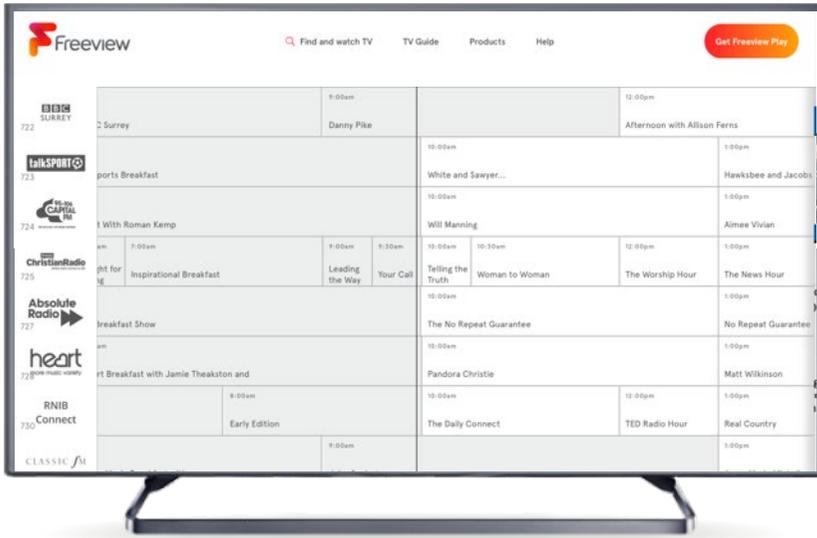
Six 24/7 video streams and 10 radio stations are available on MTVN – currently leased to a mix of established blue chip channels broadcasting on other platforms, including Entertainment, Music, Teleshopping, Movies and Children’s content/channels. Channels can also day-part capacity, allowing for more than six services via timesharing. This capacity is available on a long term basis at highly competitive rates.

Channels that would benefit from this form of distribution include Teleshopping, Music and General Entertainment, through to ethnically focused and niche channels.

Broadcasters do not need to be able to deliver content or a signal to Winter Hill – we can redistribute an existing signal from another broadcast platform, i.e. DSAT, Sky, DTT - or Canis can provide locally or remotely hosted playout, via our direct contribution circuit to the site.

***Capacity on MTVN can start at a fraction of the cost of launching on a national multiplex.***

In addition, we can provide a wide range of services, including Ofcom licensing liaison, scheduling, playout, dynamic and measurable ad insertion for non BARB channels, compliance, commercial sales and full channel management facilities and opportunities to launch on other platforms including satellite and online.



# Radio



**MTVN** has recently opened up its capacity for a maximum of 10 mono radio stations across Greater Manchester.

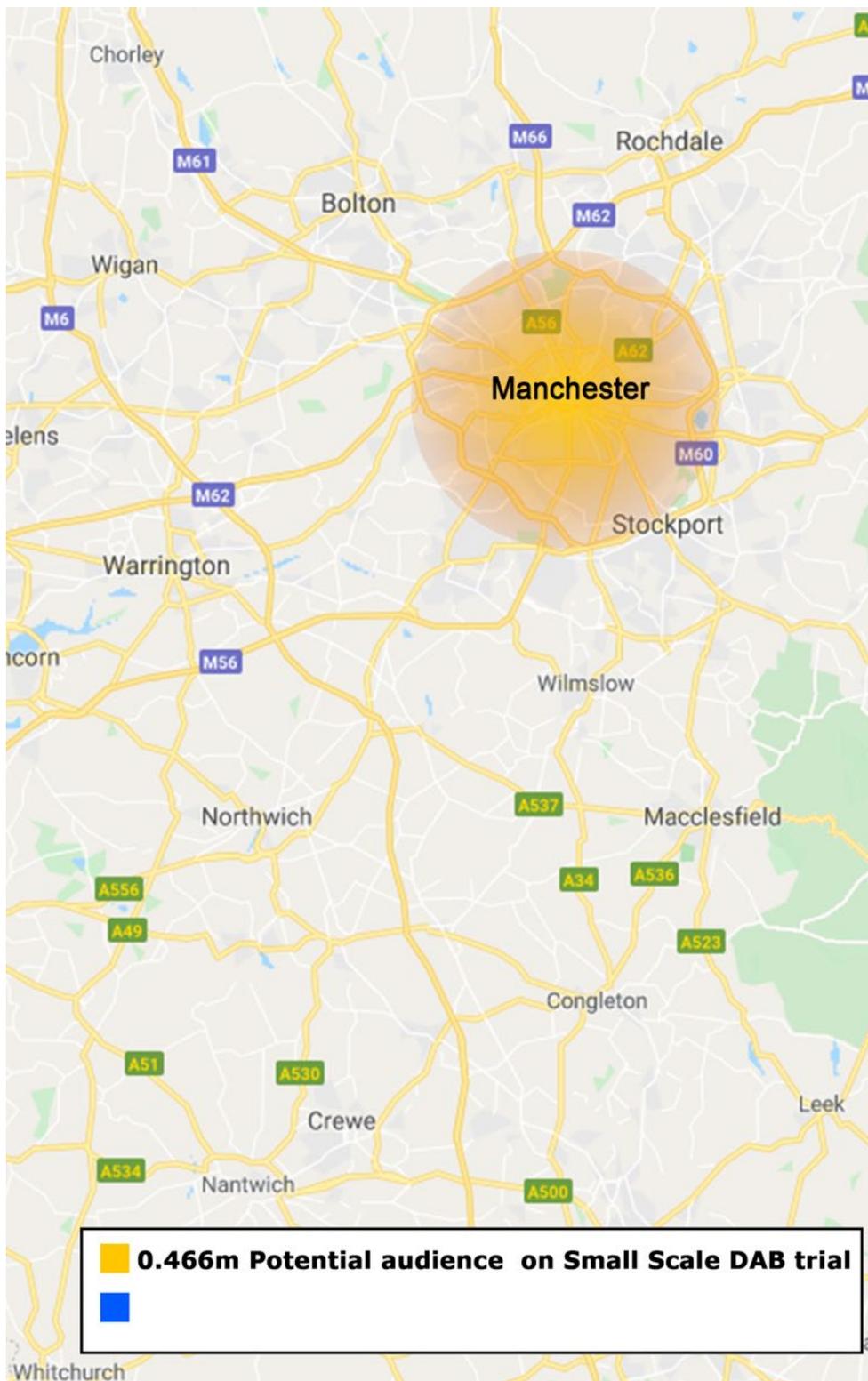
- Commercial radio revenues continues to maintain share in 2018
- Live listening remains strong (*Q1 2019, 89% of UK adults listened to at least five minutes of live radio each week*)
- Digital listeners increased to 56% of share of listening
- *Source (Ofcom Media Nations 2019)*

# Radio



**MTVN** has recently opened up its capacity for a maximum of 10 mono radio stations.

- Available to 1 million homes in Greater Manchester area
- Potential listenership of more than 2.8 million adults
- Signal stretching as far north as Bolton and Rochdale, south to Crewe and west to Warrington
- Digital fibre line to transmitter, so need to be based in Manchester

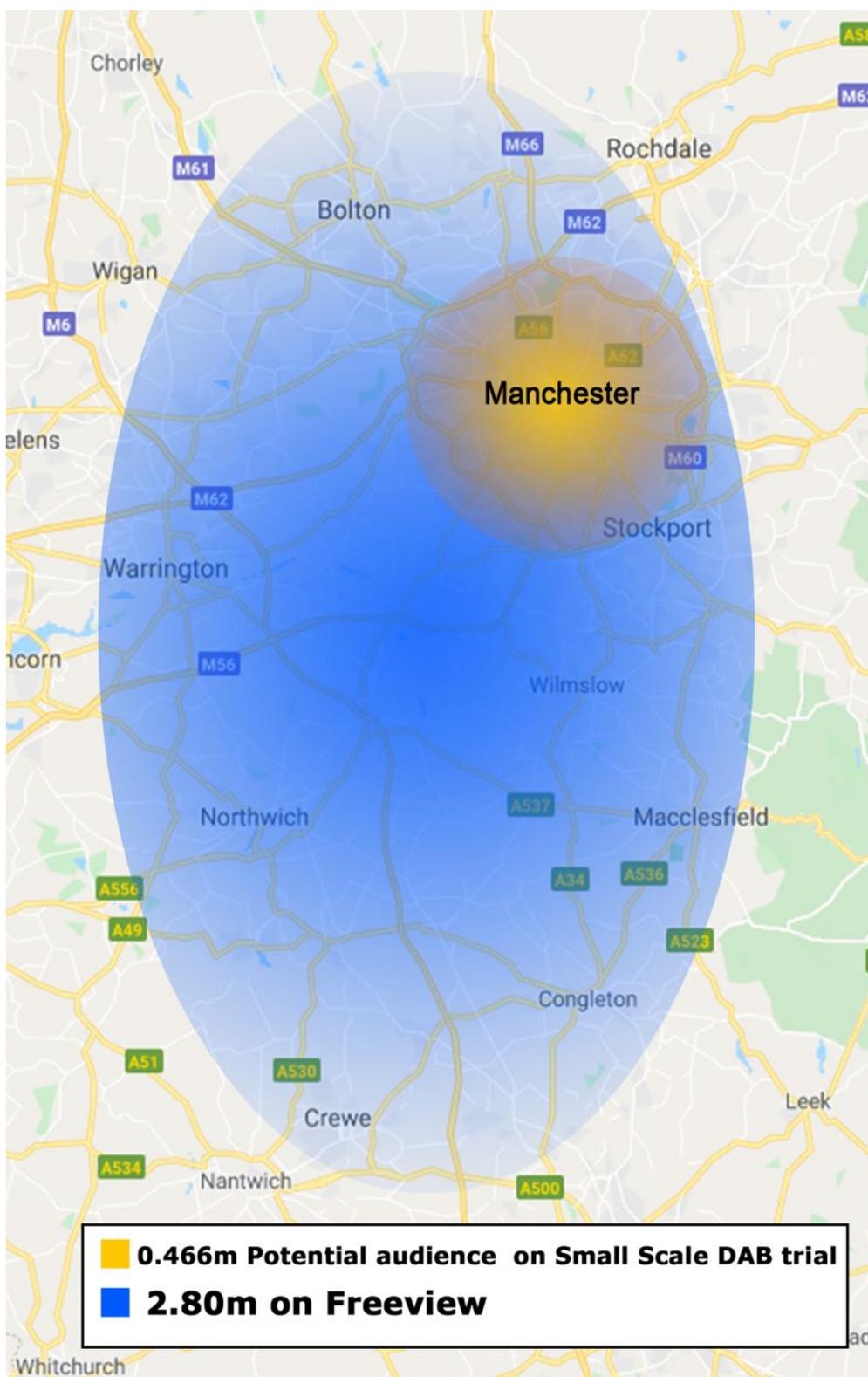


# Radio



## Advantages of Freeview platform from MTVN

- Freeview carries only 18 commercial stations presently
- Greater reach and much lower CPT than Small scale DAB Manchester trials
  - 2,800,000 vs 466,000 potential listeners
- Much less competition from other radio stations than on other media platforms such as
  - FM/DAB +100 National & local stations
  - Sky +85 stations
- Appear on Freeview EPG channel 734 onwards
- Radio information available on Freeview app



# Connected Freeview via IPTV



**MTVN** can now deliver many more channels to Freeview, using IPTV technology to UK smart TVs

- Access to 9 m homes NATIONWIDE (*Ofcom Media Nations 2019*)
- Most non broadcast content is now viewed on Smart TVs in the UK (*Ofcom Media Nations 2019*)
- Cost effective carriage and transmission
  - Via shared portal of channels 'Channelbox'
  - Or have own LCN channel
- Unique advertising insertion into live streams and VOD content.
- Measurable impacts and additional revenue to non BARB channels
- Online advertising revenues continue to increase
- Robust online CPM
- Access to digital advertisers and agencies

# Facts



## Population

The population of Greater Manchester grew by 7.2% (183,100) between mid-2004 and mid-2014. Manchester local authority saw its population grow by 16.9% (+75,300) between 2004 and 2014 to 520,215 – a growth rate more than double the UK as a whole over the same period (7.8%). Greater Manchester has the largest travel-to-work area of any conurbation in the UK outside of London, with 7 million people living within one hour's drive of the city centre.

*Source: Office for National Statistics, 2011 Census, MIDAS, DCLG*

## Demographics

- 20% of Greater Manchester's population belong to a non-White British ethnic group, of which Pakistanis are the largest ethnic group. 14.4% of the population in the city of Manchester are Asian, a little under 75,000 people.
- 7.1% of the population of Greater Manchester are Asian, a little under 195,000 people.
- 18% ( just over 40,000 households) in the City of Manchester include somebody for whom English is not their main language.
- 4.4% ( just over 55,500 households) in Greater Manchester have no one who speaks English as their first language. In the city of Manchester this percentage rises to 10.3%. ( just under 23,000 households).

## Economy

- Manchester has a growing economy and as such is ranked as a "beta city" by the Globalization and World Cities Research Network.
- The Greater Manchester economy generates £56 billion of gross value added (GVA) on an annual basis (e.g. £56 billion of real value produced in the economy, like national GDP), higher than the GVA of the North East (£45 billion), West Yorkshire (£46 billion), Merseyside (£27 billion), and accounting for nearly 40% of GVA in the North West.
- There are 1.4 million people working in Greater Manchester in around 105,000 businesses.
- Around 110,000 additional jobs are forecast within Greater Manchester for the period 2014–24 by the Greater Manchester Economic Forecasting Model (GMFM).
- GVA is forecast by GMFM to rise by 2.8% per year between 2014 and 2024 – in line with the UK figure and above the North West annual rise of 2.6% – increasing to more than £72 billion by the end of this period.
- Around 13.1% of people 16-64 in Greater Manchester and in employment are self-employed.

*Source: Business Register & Employment Survey, Inter-Departmental Business Register, Office for National Statistics, New Economy*

# Facts



## Key Sectors

- Outside of London, Greater Manchester is the UK's main centre for the Business, Financial & Professional Services sector, employing 324,000 people and generating £16.2 billion of GVA annually. Key companies include Co-op Banking Group, RBS and BNY Mellon.
- Health & Social Care sector employs 177,000 people generating annual GVA of £4.2 billion. Assets include The Christie and the UK Biobank. Greater Manchester has one of the largest creative and digital clusters in the UK, employing 63,500 people and generating GVA of £3.1 billion each year. Key assets include Media City UK (home of the BBC & ITV) and The Sharp Project.
- Education sector employs 115,900 people, and creating annual GVA of £3.7 billion.
- Manufacturing as a whole employs nearly one-in-ten residents in Greater Manchester (123,000). Around 54,000 people are working in advanced manufacturing, which generates £3.9 billion of GVA every year. Key companies include NXP, Siemens and Holroyd.
- Employing 18,100 people and generating annual GVA of £0.33 billion, the Sports sector features big clubs like Manchester United and Manchester City, The area is home to major sporting companies such as Adidas and Umbro and national organisations such as British Cycling.

*Source: Greater Manchester Forecasting Model, Visit Manchester, New Economy*

## Education

- Greater Manchester has 274 schools which educate children at a secondary level. Of these 41 are independent schools.
- Greater Manchester has one of the largest student populations in Europe. There are around 96,200 people studying at five Higher Education Institutions, of which 17,500 are international students.
- There are more than 20 universities within one hour's drive of Greater Manchester, with over 400,000 students. The University of Manchester is one of 11 UK universities in the top 100 globally.
- There are 10 Further Education colleges, 11 sixth form colleges and over 50 work-based learning providers in the Greater Manchester Learning Provider Network, providing education and training for over 70,000 young people across Greater Manchester.

*Source: Department for Education, New Economy, HESA*

## Housing

- Manchester has been voted the best city to live in the UK in the 2013 Global Liveability Survey.
- The average house in GM cost £111,700 in September 2015, an increase of 3.8% (£4,000) on the figure 12 months previously. Trafford and Stockport had the highest average house prices in GM. All districts recorded annual increases in house prices between September 2014 and September 2015.
- House sales in GM grew by 7.3% between July 2014 and July 2015. This percentage change is higher than found in the North West and nationally.
- The levels of private renting across GM increased by just over 62% between 2001 and 2011, now accounting for 16% of all households. This increase in the level of private renting has been particularly pronounced in Manchester, increasing by 85%, accounting for over 28% of households.

*Source: Land Registry, Department for Communities & Local Government, Census - 2001 & 2011*

# Attention Content Owners



Join Manchester Television Network



[mark.dodd@canismedia.com](mailto:mark.dodd@canismedia.com)



[07768511705](tel:07768511705)

Exclusive Sales Agency: Canis Television & Media



[www.manchestertelevisionnetwork.co.uk](http://www.manchestertelevisionnetwork.co.uk)



020 3740 3242

[info@manchestertelelevisionnetwork.co.uk](mailto:info@manchestertelelevisionnetwork.co.uk)  
[www.manchestertelelevisionnetwork.co.uk](http://www.manchestertelelevisionnetwork.co.uk)