

## Local Digital News

The multi-platform production company Inclusive Digital has set up Local Digital News (LDN) to offer digital, editorial and management services to organisations planning to apply for local TV channels.

The aim is to allow potential local TV operators to keep costs down by accessing a central pool of expertise and knowledge.

The announcement follows the unveiling of Culture Secretary Jeremy Hunt's strategy for local TV – which aims to see 50 local TV services on air in the next two years.



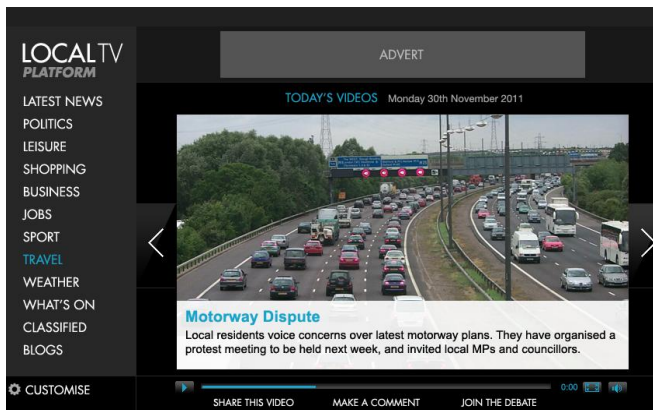
LDN is being led by two broadcasting and digital executives: Nigel Dacre, CEO of Inclusive Digital and former Editor of ITV News; and Steve Perkins, former Head of Content Policy at Ofcom.

They are bringing together a group of experts and consultants in essential TV fields, ranging from engineering to script writing.

LDN will initially offer local media organisations three crucial services:

- Consultancy in applying for licences: putting together bid proposals, drawing up editorial and technical responses, and writing and editing tender documents.
- Consultancy in setting up and operating local TV channels: including newsgathering, production, editorial and digital policies, compliance, technical infrastructure, local partnerships, and revenues.
- The development of a 'white label' digital TV platform: for mobiles, tablets, online, and connected TV. The platform is being developed by Inclusive Digital.

## Inclusive Local TV Digital Platform



The white label digital platform includes the following features:

- User-friendly interface
- Local TV branding
- Streaming of videos, audio, text and explanation graphics
- Videos streamed in Flash and HTML5
- Powerful search options – via maps, postcodes, categories and keywords
- Online networking with local organisations
- Share and social bookmarking
- Forums, comment areas, and community features
- Automated video and content upload for User Generated Content and Citizen Journalism
- Hosting on dedicated servers, and streaming via a secure Content Distribution Network
- Streaming to mobile, tablet and connected TV platforms
- Digital linking with partner organisations
- Integration with local and national advertising networks
- Compatibility with all major browsers and operating systems
- Configuration for locally-specific Search Engine Optimisation
- Google Analytics.

## Inclusive Digital

The company was set-up in 2007, and specialises in video and TV production, website development, online platforms, and digital consultancy ([www.inclusivedigital.tv](http://www.inclusivedigital.tv)).

Clients have included Google, Ten Alps, Trinity Mirror, the Press Association, Kent County Council, Centenary News, PAX, Ethical TV, the NHS, and the Royal Society of Medicine.

Consultancy projects have included project management of Kent TV, and editing the successful 2010 News 3 tender to run news on ITV in the North East of England.



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