

Britain's ITV testing local broadband TV

October 18 2005

Britain's ITV television network will soon begin a limited trial run of a new broadband TV service with an emphasis on local programming.

The service, called ITV Local, consists of seven channels accessible through broadband that carry 24-hour live and on-demand programming and a searchable archive feature.

ITV is Britain's largest commercial television network, but it is gearing ITV Local toward locally produced content and regional advertising that appeal to a specific local market.

"ITV Local will use the ITV brand to entertain and inform, build communities and encourage participation at a local level," the network's Jeff Henry said in a news release. "If this is successful we believe there is a great opportunity for a commercial broadcaster like ITV to move into new markets such as local classified advertising."

The trial run will be limited to the cities of Brighton and Hastings but can be accessed from anywhere at itvlocal.tv.

Copyright 2005 by United Press International

Citation: Britain's ITV testing local broadband TV (2005, October 18) retrieved 23 May 2024 from <https://phys.org/news/2005-10-britain-itv-local-broadband-tv.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.