

Britain's ITV testing local broadband TV

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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.

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