

LONDON LIVE TEXT SUMMARY

London's only dedicated TV Channel, launched March 2014, broadcasting 24 hours a day seven days a week, forms part of the Lebedev holding group which includes sister companies, Evening Standard and independent.co.uk.

As part of the Public Service Broadcast license the channel was awarded a prominent position on the EPG – 8 Freeview, 117 Sky and 159 Virgin – key to boosting ratings success.

The transmission footprint extends beyond the Capital, into the Home Counties reaching Southend-on-Sea, Luton, High Wycombe, Guildford and Sevenoaks.

Reaching more than 2,700,000 Londoners monthly, the core audience is 25-44-year olds with a gender-neutral balance and a natural skew towards the sought after ABC1 demographic. Self-described as entrepreneurial, early adopters of music & movies, food and drink; viewers are confident, career driven, preferring premium to standard goods and are culturally active within the Capital.

Ranking in the top 20 commercial channels in London, with greater reach than established brands such as Sky Atlantic, Daybreak, FiveUSA and Comedy Central to name a few.

London Live also competes with the major radio station brands and has a greater reach than BBC Radio London, SKY News and LBC London News, in the Capital in terms of weekly reach for regionally targeted audience.

Combining authentic London content with entertainment, news and current affairs the schedule is as dynamic as the city.

The News team deliver a fresh perspective, breaking stories, travel updates, red carpet event coverage and in-depth insight into events across London.

Films consistently deliver robust audiences while the documentary strand attracts a higher level of ABC1s, cult comedy draws viewers throughout the night.

Providing event coverage as the official broadcast partner for the Notting Hill Carnival, London Pride, and Chinese New Year adds further diversity to the genre portfolio.

London is the fifth most affluent city in the world; advertisers will always benefit from accessing such an audience.

LONDON

7th LARGEST ECONOMY IN EUROPE

If London Was A Country

LARGEST CITY BY POPULATION

In the European Union

Includes: Switzerland, Austria, Sweden, Belgium, Poland, Norway

LARGEST UHNWI POPULATION

In the World

an individual with assets greater than \$30m

HIGHEST HNWI POPULATION

Of any European City

an individual with assets between \$1m and \$30m

5th MOST AFFLUENT CITY IN THE WORLD

Your Capital's TV Channel

(GDP)

LONDON LIVE

LONDON'S ONLY DEDICATED CHANNEL

Your Capital's TV Channel

PUBLIC SERVICE BROADCASTER

Launched March 2014

NOT A GRAVEYARD CHANNEL

8 FREEVIEW / 117 SKY / 159 Virgin / 8 YOUVIEW

BRAND FAME - UNIQUE COMMERCIAL PROPOSITION

The Local broadcaster licence offers advertisers the opportunity to appear in a feature length episode in peak.

This format is unique to the local TV market, therefore the likes of major broadcasters such as ITV, Channel 4, SKY and Channel 5 are unable to offer an advertorial style piece - only teleshopping.

Teleshopping will be in the form of an infomercial, with the transmission typically scheduled late night.

ADVERTISING COSTS

THIRD TRADITIONAL BUYING POINT FOR LONDON

ITV, C4 and London Live are the only traditional places to buy regionally

COST EFFECTIVE ENTRY POINT

No only to London, but to test TV

AUDIENCE DATA

2.7 Million Monthly Adult Reach

Top 15 Commercial Channel in London

AB'S FORM 1/3 OF AUDIENCE

70% greater than the London region population

GREATER REACH THAN



PROGRAMMING

Entertainment with News & Current Affairs

Authentic London Content

24 Hours A Day 7 Days A Week

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Kids 0600 – 0859							
Entertainment 0900 – 1259							
Films 1300 – 1559							
Entertainment 1600 – 1759							

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
News & Current Affairs 1800 – 1859							
Entertainment 1900 – 2059							
Films 2100 – 2659							
Entertainment 2700 – 2959							