

WORLD TELEVISION DAY



SPECIAL SERIES



CAN TV SAVE THE WORLD?

As the leaders of the world gathered at COP26 to stop climate change, broadcasters have also stepped up their ambition to fight back. In an industry first, 12 broadcasters and streamers have signed up to The Climate Content Pledge.

The signatories – who represent over 70% of time UK audiences spend watching TV and film, are committing to using their content to help audiences understand what tackling climate change might mean for them, as well as inspire and inform sustainable choices.

With TV having the power to reach 93% of individuals across linear and BVOD each week, the Broadcasters are positioned to deliver powerful messages on the effects and challenges of climate change at mass scale.



by George Edgley

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Unsurprisingly, news channels have led the way in their coverage of climate change with Sky News having a Daily Climate show, and ITV along with C4 allowing advertisers to run in specific COP26 evening news breaks. This has allowed clients such as the Woodland Trust to tactically buy into highly targeted content, reaching an engaged audience, and deliver their vital message of growing more trees to combat the climate crisis to the masses.

Dedicated shows have also been commissioned using top talent, such as Joe Lycett's 'Climate Investigation', John Richardson's 'Trash Monsters'

and Joanna Lumley's 'The Human Swan'. This creates not just a buzz within the TV world but also on social media as their followers tune in to listen to the issues raised in the show.

Elsewhere there was also a green crossover in everyone's favourite soaps featuring climate issues in their storylines, from the importance of electric cars in Hollyoaks to the need to grow your own fruit and veg in Coronation Street. The highlight of these climate issues in long running and entrusted soaps allows advertisers to showcase their message to a loyal and populous fan base on the big screen.



ITV's Climate Vod offering also allowed specific content targeting around climate shows on their HUB allowing advertisers with smaller budgets to specifically reach younger audiences and tap into a notoriously difficult audience to reach.

Overall TV has the power to deliver important and current messages on issues such as climate change on a mass scale, helping to provide information and insights on how we as a viewer can change our habits for the better.

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by Sarah Jennings

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SAVE CHANNEL 4

The United Nations World Television Day on November 21st recognises the crucial role of TV in bringing world attention to conflicts and threats to peace and security, plus provides a focus on many economic, social and environmental issues.

It serves as a reminder about the importance of the message being from a trusted source and how critical it is that the governance of that communication is properly managed via legislation and driven by honest journalism and the desire to share the truth.

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The proposed privatisation of Channel 4 puts at risk a publically owned institution that currently helps fulfil that role in the UK. Channel 4 News, Dispatches, Unreported World, plus a host of one off documentaries ranging from Syria to Myanmar, bring an unbiased, global perspective into our living rooms. The coverage of Cop26 from all broadcasters was excellent, but Channel 4 News in particular devoted hours to highlighting the plight of the world's poorest and most affected by climate change.

None of that coverage is commercially viable; viewing figures are small, reflected in the lack of advertising minutes available. Whilst a remit may help maintain some news coverage, the broader outlook of the Channel and its ambition to bring about social change via initiatives such as Black to Front will undoubtedly be hampered by more commercial objectives.

I am biased; I am proud to say that I worked for Channel 4 for 14 years. I doubt I would feel the same if my commercial efforts were helping to propagate an anti-vax message, elect a despotic president or vilify the NHS as some platform/media owners seem to readily enable.

Whilst I worked at C4 I was happy in the knowledge that the popularity of shows like Big Brother helped to fund the fabulous Jon Snow. As a salesperson I was often frustrated by the lack of commercialism and the fact that editorial content was more paramount than making money to re-invest in programming.



I know that the same integrity still exists at Channel 4 - it was evident throughout their Cop26 coverage - and I strongly believe that it is worth fighting to maintain.

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BLACK REPRESENTATION IN TV: MORE THAN JUST A MONTH

In October, various channels set out to celebrate black lives throughout Black History Month. As research from Ofcom shows, black people still remain underrepresented in UK TV and broadcasting, proving the significance and need for shining a light on some of the talent and notable achievements of black people in TV and media, but also raising general awareness surrounding Black History.

Through the power that both linear and BVOD hold, stations including BBC, ITV, Channel 4, 5 and Sky, have used their reach and high potential of impact by dedicating a month in television to both educate and engage others in the ongoing fight for racial equality.



by Elinor Poole

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Stations have used their platforms through daily content and special features, but also by releasing a season of documentaries and films representing black people, black history and black achievement. On Sunday 24th October, BT Sport aired 'Standing Firm: Football's Windrush Story' which was highly responsive to current affairs, particularly the online abuse targeted at Marcus Rashford, Jadon Sancho and Bukayo Saka after missing penalties in the 'Euro 2020' final.

'Sorry I Didn't Know' which showcased across Sunday nights in October.

The comedy panel show, presented by some of the most famous comedians from diverse backgrounds, shines a light on many overlooked black people in history. Documentaries from leading ITV talent, included Ashley Banjo's 'Britain in Black and White' - where he tackles the subject from a personal, and more serious perspective, revealing how racism has impacted both his and his family's lives.



In the documentary, poet Benjamin Zephaniah speaks to a number of famous faces, including Andy Cole and John Barnes, celebrating everything black players do for football, whilst highlighting the horrific abuse they often still experience in return.

Overall, TV has the potential for raising awareness surrounding racial abuse and black history, by educating viewers and producing thought-provoking content. Equally, the industry has the power to represent black talent and commit towards diversity.

ITV have played a large role in celebrating the month with a brand new campaign for 2021, through awareness-raising strands and specially commissioned content across all their platforms. The station has said that they're delighted to continue their commitment to diversity with some exciting content, including the five-part series

Furthermore, powerful content, combined with the reach that TV and broadcasting has, creates an even larger potential; to change ongoing narratives surrounding black lives and black history across the country.

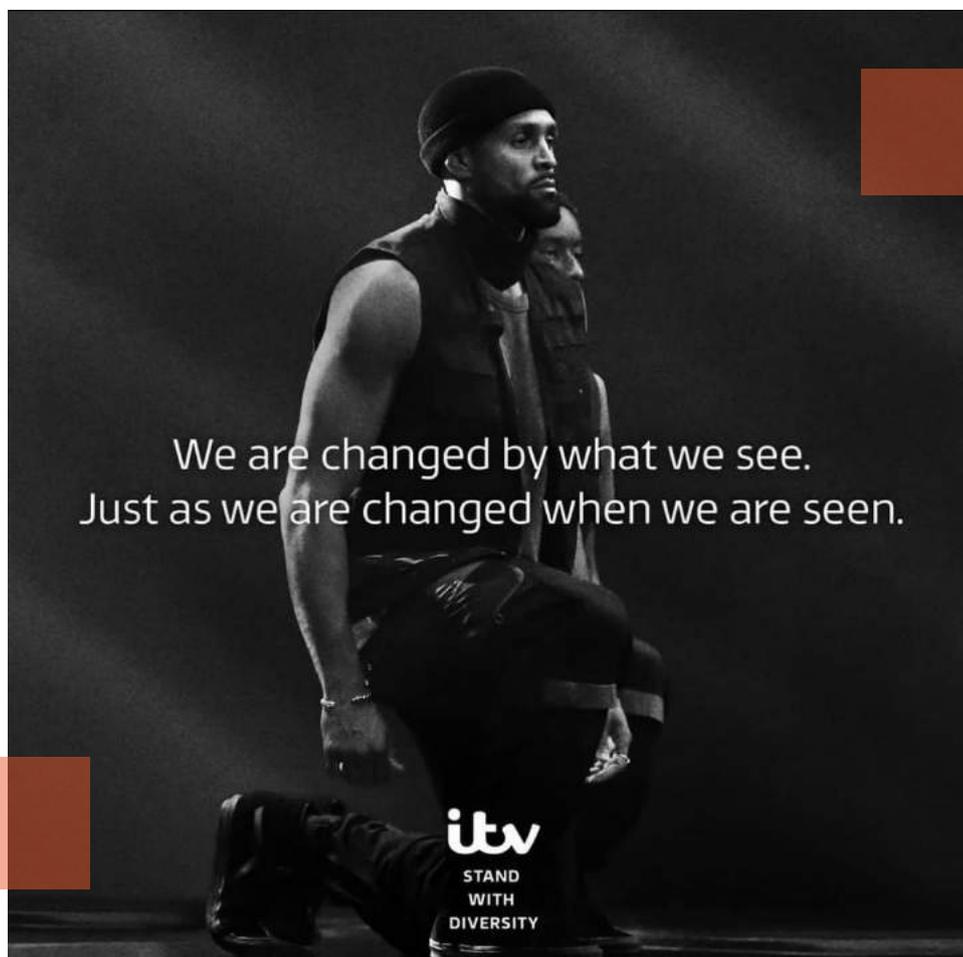
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Both Sky and Channel 4 have shown their dedication towards this commitment, where Sky has pledged that they 'will use their voice for good, because Black Lives Matter' putting £30m behind three areas to improve diversity and inclusion and support anti-racism, by: improving BAME representation within Sky, making a difference in communities specifically impacted by racism and using Sky's voice to highlight racial injustice.

Additionally, Channel 4 have shown an ongoing and proactive engagement for the issues raised. An example, is their 'Black to Front' project; a day dedicated to black legacy and black representation, which took place on September 10th. By sparking important conversations and challenging us all to see our content differently, Channel 4 is the first broadcaster to make such important points of view about under-represented audiences, to the UK.

However, all areas of TV and broadcasting have the power to make a continuous effort to change this, and there is still a long way to go.



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TV IN YOUR TIME OF NEED

In the unfortunate event that a disaster strikes such as, for example, an earthquake, a typhoon or as in recent times a pandemic, it is crucial that those who need aid can get it as soon as possible.

TV plays a huge role in these circumstances. With its ability to reach the masses on a national scale, TV has been integral to the success of emergency appeals in which a message has to be communicated while the disaster is still happening or in the very near aftermath to bring urgent attention to the cause.

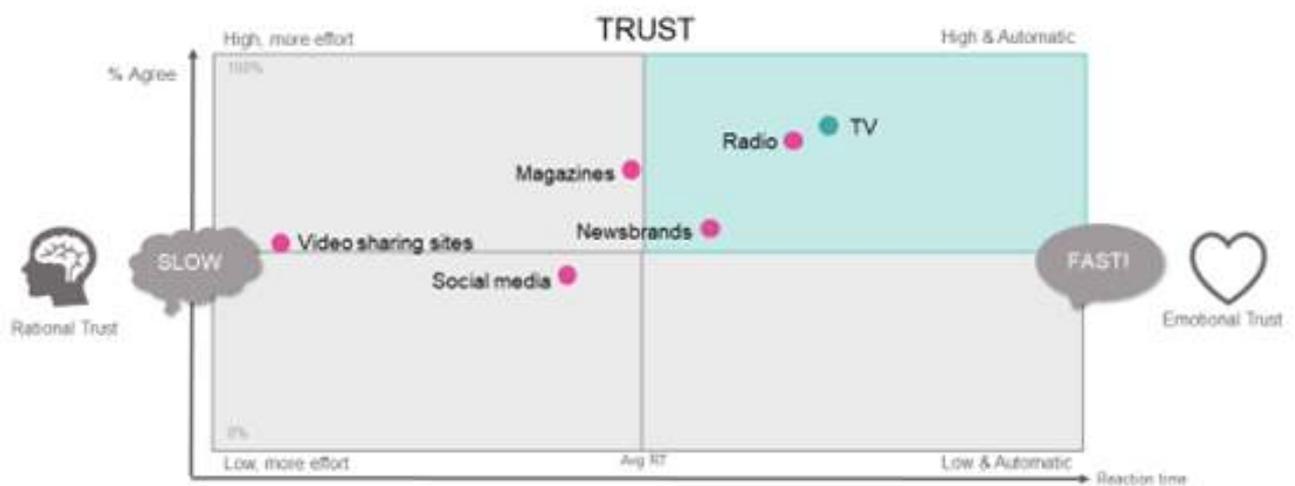


by **Gina Miller**

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TV & radio signal the strongest emotional trust



Source: Signalling Success, 2020. You451/Thinkbox. Base: all adults (3,654). Please see notes for detail on insight trust calculation.

As reported by Thinkbox, TV is the most trusted medium to deliver on promises made, making it the ideal space to evoke an emotional response and action. This is imperative when it comes to generating as many donations as possible as the viewer has the confidence in knowing the money is going to a legitimate organisation and that they are actually helping.

During the height of the pandemic a number of our clients needed to run emergency appeals, either humanitarian - DEC - or animal welfare – RSPCA - and thanks to all involved from client, creative, agency and media owner working at top speed to get these launched we were able to spread the message far and wide at the time it was most essential.

Even with the ever-changing landscape of TV it will continue to be the most trusted avenue for bringing world attention to emergency situations and give people the opportunity to offer support at the point when it's critical.

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FAKE NEWS

TV TRUMPS FAKE NEWS

TV is a very powerful medium that reaches millions of people on a daily basis in which it influences, informs and entertains. What makes TV so important is its trustworthiness, accuracy and quality, particularly when it comes to its role in enlightening people through the news in a time where fake news is widespread.

This is evident as TV is the most used platform to access the news at 79%. The Ofcom News Consumption Survey 2021 reports TV measures the highest in importance 70%, trustworthiness 68% and impartiality 58% in 2020. In stark contrast, social media ranks the lowest across the board with 52%, 33% and 32%.



by Scott Snaylam

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One of most important addresses the Queen has given to the country during her reign, the Coronavirus Address, demonstrates this. This across all news stations was watched by a mammoth 24 million people.

During Covid-19 fake news has been particularly rampant with claims such as 'if you can hold your breath for 10 seconds, then you don't have the virus' which was shared over 30,000 times on Facebook in over a dozen countries with people citing it came from a member of the Stanford hospital board. One fake story that gathered significant momentum and traction was that 5G causes the Coronavirus with videos posted online that purposefully showed people burning down 5G telephone masts.

Even celebrities, including Woody Harrelson were duped into sharing such theories. Therefore, it has never been more important to truthfully and accurately report current events be that the Covid-19 pandemic, political issues, environmental issues, the fight for equality and many more.

We are living in a time where people have never been more pro-active about causes that they care about and want to fight for. All news has a narrative and agenda, but people know that news on the TV has not just been made up on the spot.

Watching the news on TV is often the starting point, after which, people further research and act upon the information they have received. Be this through acts such as debates with family and friends, posting on their social media accounts or taking action in the form of protests.

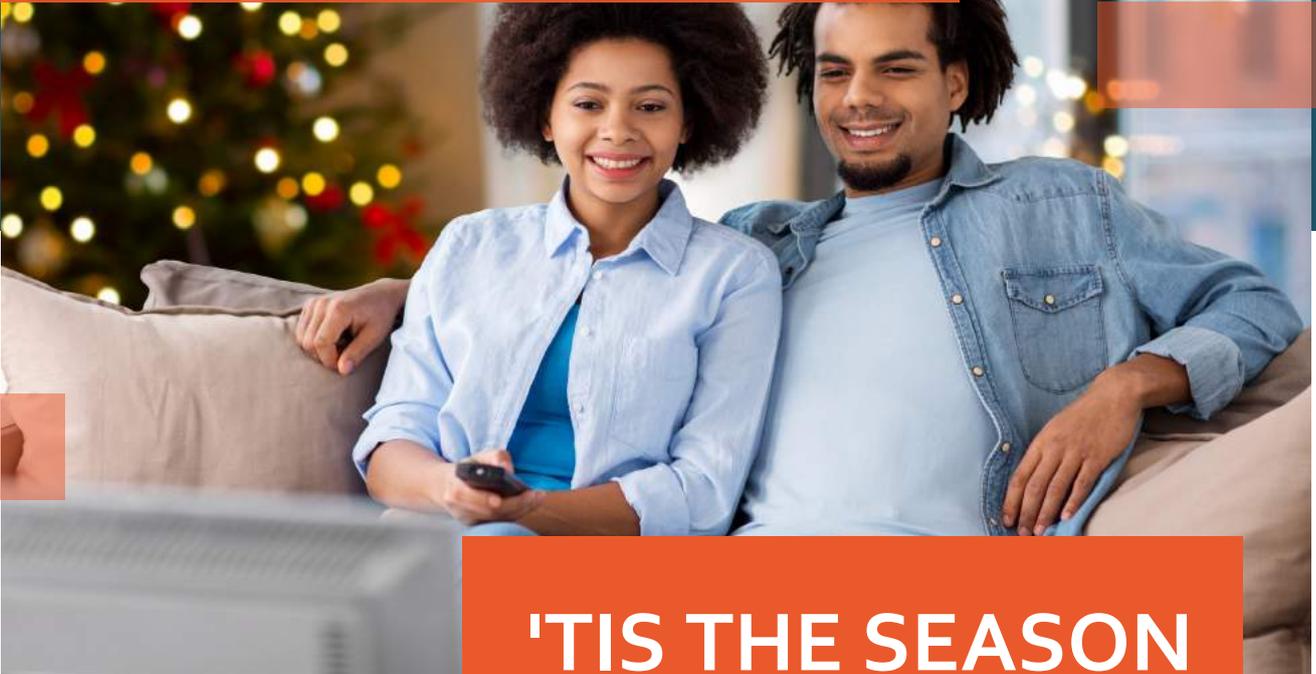
Put simply - people trust what they see on TV.



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'TIS THE SEASON TO WATCH TV

Christmas acts as a multifaceted tool for most TV advertisers when planning campaigns. On the one hand, it is the single biggest holiday of the year, where families and friends enjoy quality time together. On the other hand, it is a peak period for consumption of products and television.

Therefore, the dilemma for TV advertisers during this festive season is – build long-lasting emotional connections with audiences? Or fill that precious airtime with promotions in order to maximise short-term revenue?

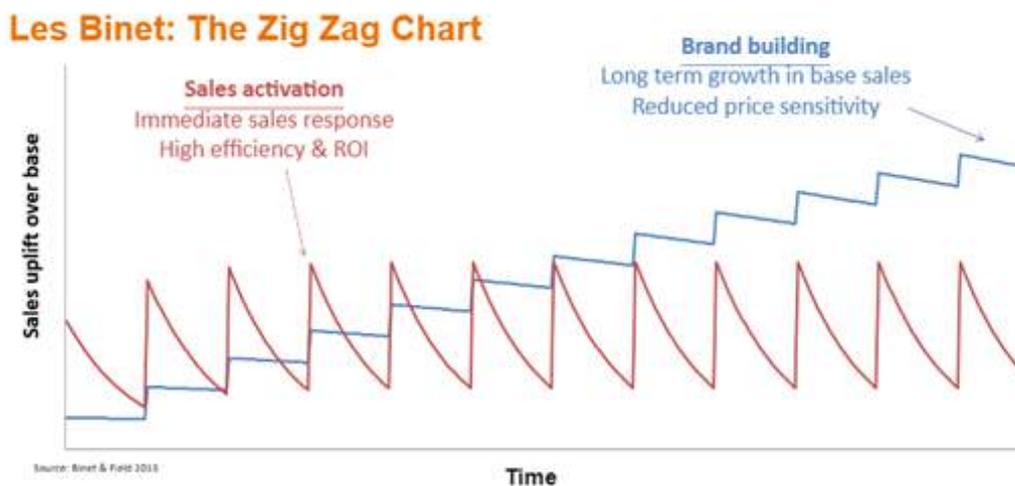


by **Michael Mernin**

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Below is marketing expert Les Binet's 'Zig Zag Chart', which demonstrates the effect of brand building on long-term growth, versus sales activation and short-term selling. The latter aims to create an immediate behavioural response which creates a sharp boost in sales. However this is short-lived due to the lack of a long-lasting impression the campaign creates. Alternatively, brand-building is ideal for long-term growth, as once customers are exposed to the personality of the brand conveyed through their ad, they begin to align certain qualities with that brand which in turn creates positive brand associations and customer loyalty.

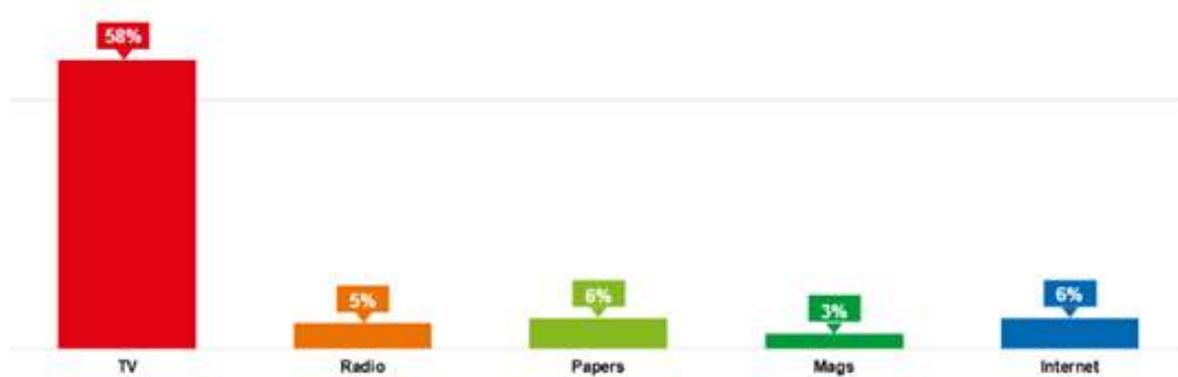


When we think of the most impactful Christmas TV ads from the past, one's that triggered an emotional response tend to come to mind; John Lewis' 'Man on the Moon', Sainsbury's '1914' or perhaps Coca-Cola 'Holidays are Coming' to name a few. All of which encapsulate the traditional emotions that surround Christmas – inclusivity, family and giving.

This year John Lewis released their 2021 Christmas ad two weeks earlier than usual. Within 24 hours of the 'Unexpected Guest' ad going live, the retailer claimed that Christmas-related searches on its website were up 50% compared to last year. Once again highlighting the importance an emotional connection through a TV ad can have on sales and driving traffic.

TV ads evoke emotion more than ads on other media

58% claim TV ads are most likely to make them feel emotional



Source: TVAd Nation, 2016. Ipsos ConnectThinkbox. Question: 'In which, if any, of the following places are you most likely to find advertising that ... adults 15+

This Christmas John Ayling & Associates are working closely with brands such as Baylis & Harding, Sekonda and charities like RNIB and Cats Protection to deliver their seasonal campaigns. Christmas is the most important advertising period of the year for many, with more people indoors and watching TV due to the effects of winter weather and so a greater audience. However, television ratings won't reach the highs experienced last year during the national lockdown over Christmas. Therefore, to make the most of TV advertising this year, brands and agencies alike will be working to increase awareness in an incredibly competitive and volatile market.

