

PROJECT PROPOSAL

Developing and building the United Kingdom's First Innovative, Informing, Multi-Cultural, Exciting Anglo- Italian Television Channel

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A blurred photograph of a busy city street, likely in London, showing pedestrians, streetlights, and buildings. A blue text box is overlaid in the center of the image.

New Potential Business Opportunities
“ with an approximate viewership” in
Excess of 12,000,000 people on our SKY
Platform, plus a worldwide potential
audience, via our on-live streaming service



ITALIA-UKTV

ITALIA-UKTV hopes to catch the imagination of three generations of Italians living here in the UK and the many thousands of others viewers who love everything Italian.

By providing relevant and entertaining television aimed at not only Italians who came here after the second world war but also now UK born Italians, ITALIA-UKTV will endeavour to make a connection with all Italians living in the UK.

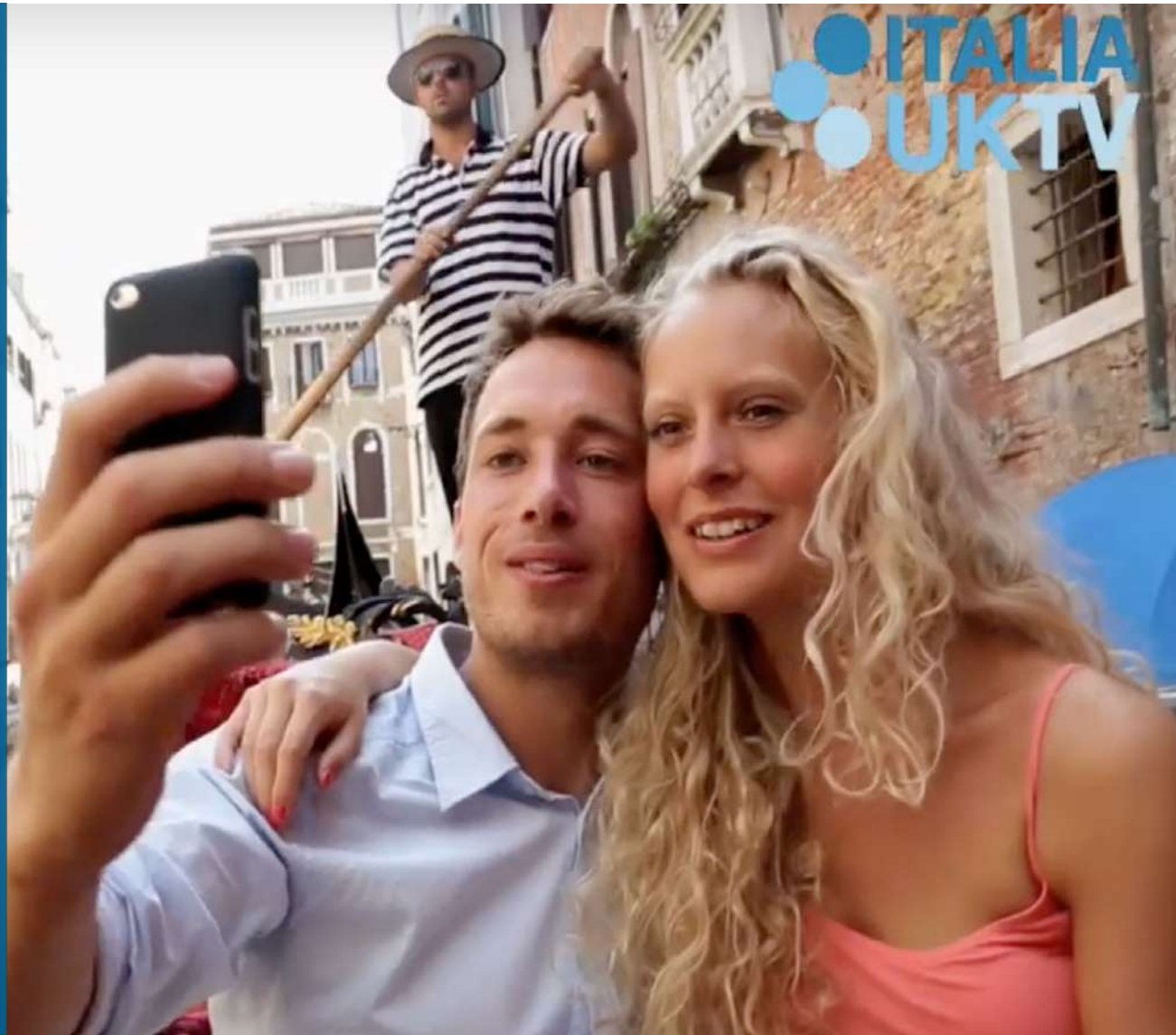
ITALIA-UKTV believes that by providing engaging and informative television it can bring communities together, so that they may all enjoy and embrace the Anglo-Italian culture, which is currently thriving here in the UK.

In 2016, the Italian embassy in London estimated that there were over 600,000 Italians actually resident in the UK. In addition, according to Ethnologue, Italian is the first language of some 200,000+ people in the UK, although the 2011 Census recorded only 92,241 people with Italian as their main language in England and Wales.

Originally, many Italians came and set up new lives in the UK after the First and Second world Wars, even some well before this time.

This is now an aging population with strong family roots that are now firmly established in the UK.

Both Italian and the British data also show that presently young people account for the bulk of Italian emigration. The UK National Insurance statistics show that since 2002 more than 90 per cent of Italians registering to work in Britain were less than 44 years old. Some 77 per cent were aged between 18 and 34 years old.





Those Italians who have managed to relocate to the UK many years ago, have set up a new life in the UK, have settled in and even had children of their own here, and many of these children who have gone to school in the UK have also grown up living in the UK with many now having families of their own and it is their children and grandchildren who represent the future and promise of this country and the Italian community.

In addition, throughout the year it is estimated that there is a reasonably large Italian visiting population, either as a tourists, or visiting friends and relatives that are presently living in the UK, then of course there are the many visiting business people who either are visiting the UK to set up new business connections, or are visiting Italian UK businesses that are already firmly established in the UK.



Now, taking into account all of these facts, if all the population scenarios are taken together, the Italian and Anglo-Italian population in the UK is presently estimated to be well over 3.9 million (various ages) and expanding, and this does actually take into consideration the Italians who may also be presently on a short term working contracts in the UK (either working in UK businesses or for Italian companies etc), plus of course there are many other Italian people who are in the UK just to visit friends and family, then of course on top of this, there are the Italians who are presently in the UK just as tourists etc.

The aim of the channel and its concept is designed to bridge the gap between all the generations of Italians presently living in the UK and to provide content that is appreciated and liked by not only the older generation but also importantly, the younger generation as well.

However, in most cases and especially with the older generation, their roots and cultural feelings still remain Italian, therefore by also providing some of original Italian classic content it allows for an insight into the past history and culture, something that the older (and in some cases even the younger) generation of Italians living in the UK would find very special.

In addition, as the channel has been designed to bridge the Italian cultural gap between young and old, it also offers a range of Unique Selling Points (USP's), one of which its ability to not only interact with the Italian population in the UK, but also the general UK viewership as well.

This is because of the “Powerful” Italian “brand” that the channel portrays.





Business & Commercial Interest: (opportunity)

Italy has a diversified industrial economy, which is divided into a developed industrial north, dominated by private companies, and a less well developed, welfare-dependent, agricultural south, with high unemployment. ... These activities are most common within the agriculture, construction, and service sectors.

The Italian government debt is the public debt owed by the government of Italy to all public and private lenders. This excludes unfunded state pensions owed to the public, which was as of January 2014, an Italian government debt that stood at €2.1 trillion (131.1% of GDP).

The latest Economic Survey of Italy states that the country's GDP is expected to fall by around 0.2% this year before growing 0.5% in 2020. ... The report identifies strengthening the effectiveness and efficiency of the public administration and justice system among the reforms proposed that would have the biggest impact on GDP.

However, as expected, the world wide COVID 19 pandemic has also has a major affect on the world economy, which has obviously also seriously affected Italy.

Italy is not often considered a top destination for career advancement. As previously mentioned, many young, well educated Italians are leaving the country for better work prospects, while foreigners in Italy are far more likely to move to Italy mainly for its lifestyle or in fact the love of the country, rather than in fact, for a fatter pay check.

It is important to understand that in principle the idea of the channel sounds fantastic and it could have a number of amazing possibilities and opportunities for all involved, especially in areas of Italian news and support information of all types etc.

Building and Developing the Project (developing a viewership platform)

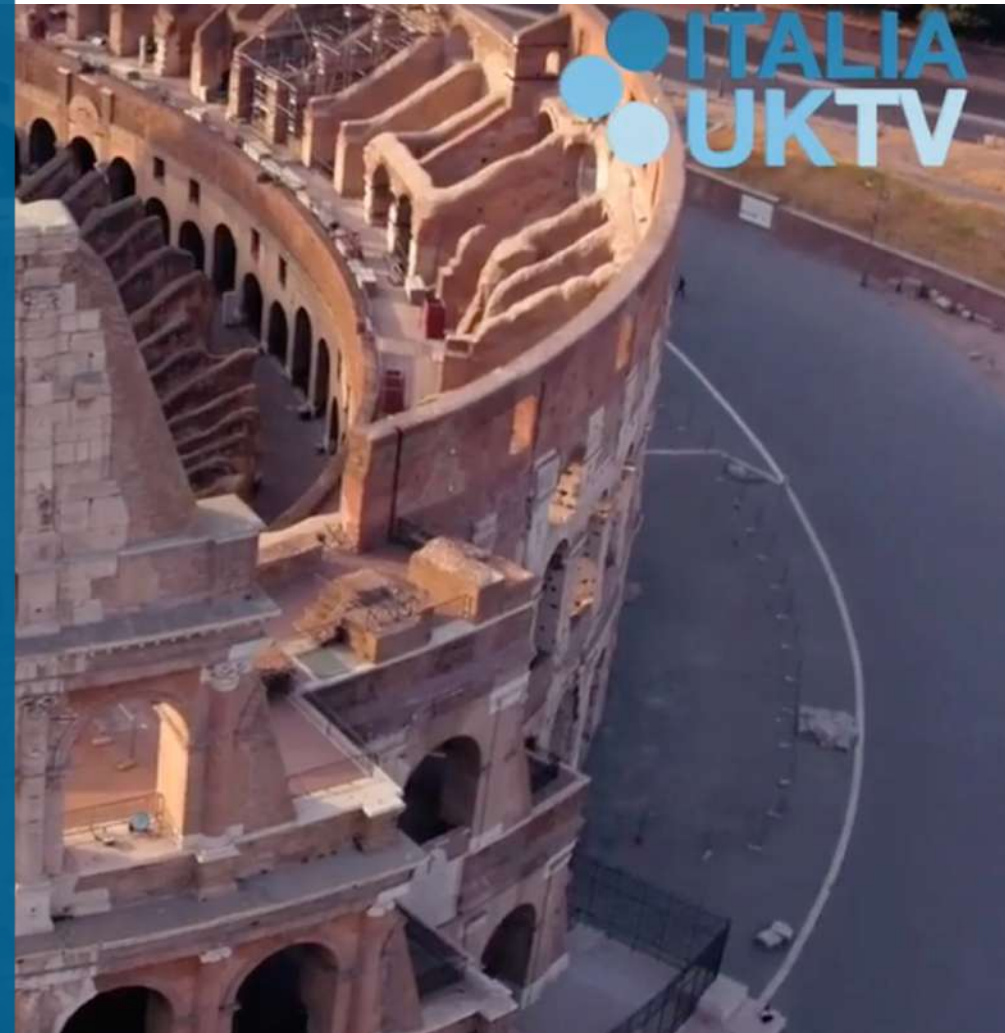
A major part of the business plan will involve describing the actual “content” and the broadcasting approach (aims, reasoning, ambitions, innovative, creative etc), that will set the channel apart from others. This is an essential part of the business plan, as it shows just how effective and innovative the channel is aiming to become and how it will in fact interface with its bedrock viewers and importantly, how it will in fact attract new viewers.

This is an important factor when preparing and submitting the overall business plan, as it shows to possible investors just what the capabilities of the channel can and could achieve and again as previously mentioned, how the channel is designed to attract new viewership.

It is essential to build a platform that not only provides effective and watchable content, but also programming that will attract viewership.

As the channel design has been developed to be multi-cultural, it allows for the content to appeal to both the UK and Italian viewership. This factor enables a much wider audience spectrum and also offers a further range of specific USP's.

This specific feature enables much more interest to advertisers and potential programme sponsors, as well as potential stake-holders and overall investors.



Due to the channels multi-programming ability, there is in fact a major opportunity for business to advertise a whole range of products and services that appeal to both the UK and Italy, and as the channel is specifically Italian based, it can offer advertising support, business exposure and media support to all Italian companies that already reside and operate in the UK, as well as those wanting to enter the UK market place.

The channels ability to understand the Italian culture and its language is another important and unique USP, as this effectively provides a range of support, promotional opportunities and benefits to these companies that are all wishing to successfully promote their brand, products and services in the UK market place.

Viewership is one of the key factors for the channel's success going forward but with its multi-cultural approach to programming and its ability to provided unique effective content, this major feature enables the channel to have yet further USP's in capturing viewership.



A further important and additional USP is the channels ability to be used in ways not normally specifically aimed at by other television broadcast platforms.

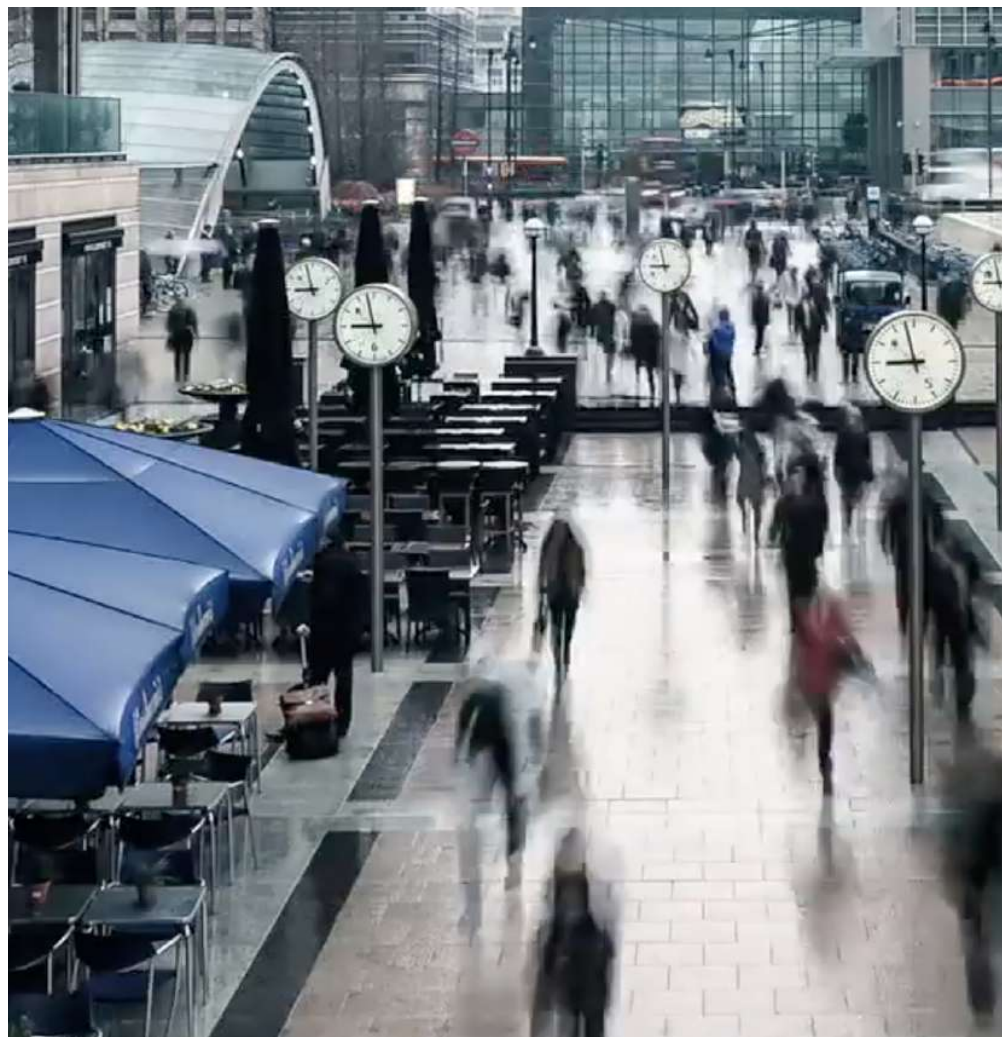
Due to the specialised nature of the channel and its unique brand and content abilities, it has opened up an opportunity to increase its viewership by being seen in UK Italian food and hotel outlets (it is extremely common nowadays for every Pizza outlet to have a television within the store).

This is because physiologically, it assists in helping to bide time for instance when waiting for an order to be processed.

Would it therefore be somewhat authentic if Italia UKTV was to be shown in these outlets?

(Especially the larger chains and again, especially if they were to also advertise on the channel)





In addition, figures for 2018 have also shown that there were nearly 2 million Italian people who visited the UK as tourists. These people have to stay in hotels or other types of accommodation, all of which will most probably have the ability to watch television and presently as we know, there is no specialised Italian TV service available in the UK, so therefore there is yet a further major opportunity here for such a channel.

Competition on the present day UK Broadcasting Platform

As previously mentioned, presently on the UK mainstream Television platforms, there is NO FULL TIME Italian presence of any kind whatsoever and therefore, ITALIA UKTV is a unique first, and as well as being able to provide unique and specialised broadcasting for the Italians living and working in the UK, is also exclusively offers and subsequently provides a presently unavailable ability of providing up-to-date news and support information for visiting Italian tourists (for example: viewing in hotels, restaurants, family homes etc).

It is also a fact, that Italian programmes (food programmes being a good example here), are also extremely popular in the UK. However, research proves that these types of programmes are not shown all of the time (there are obvious reasons for this of course).

Knowing the fact that Italian content is actually very successful, then by providing a dedicated channel to continually provide such content does make perfect sense. In addition, the channels unique and innovative concept also allows for additional interest from other types of viewership's, which again increases its USP's and business possibilities going forward.

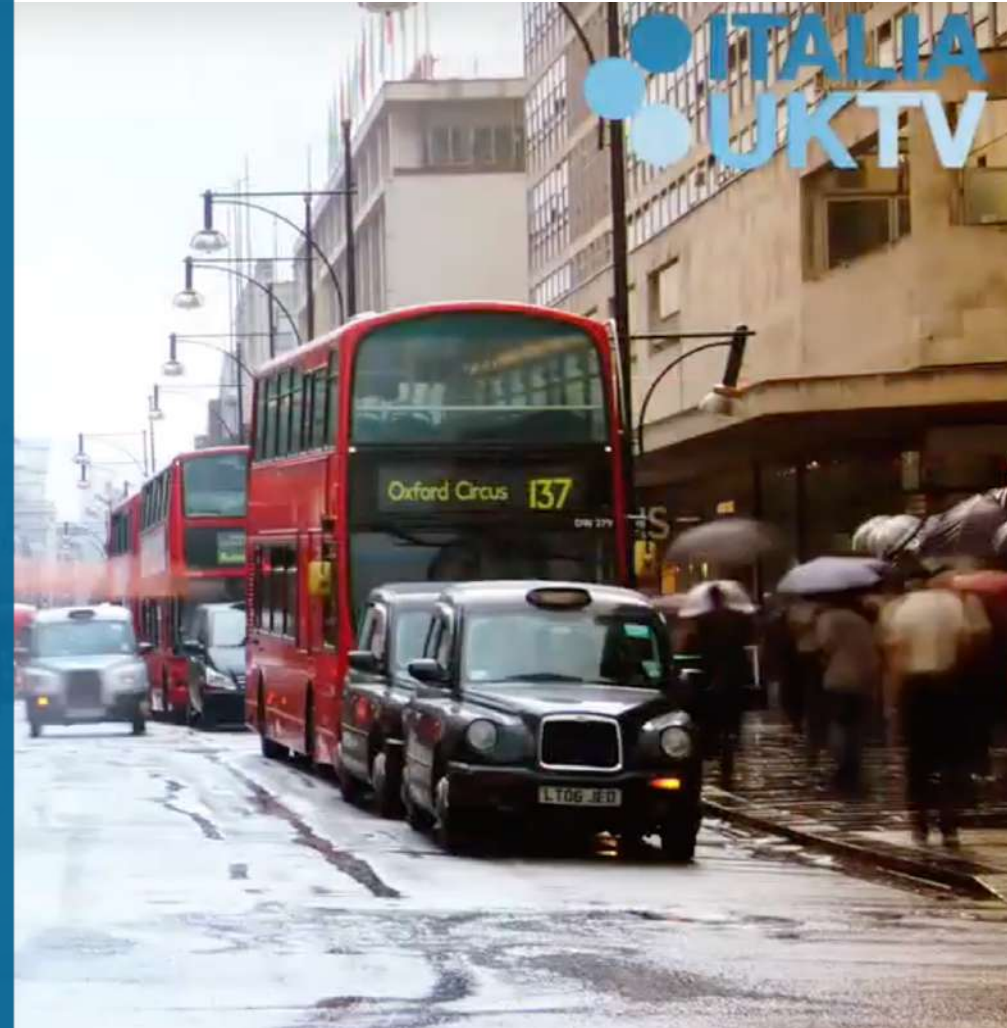
Therefore, taking all the aspects noted here, it is plain to see that there are in fact considerable numbers of people who would have a serious interest in watching this channel.



It is important to effectively evaluate the channels programming and to couple this with the right type of programme or general advertising possibilities. This allows for maximum coverage, the right social placement for a product or service and the best return as far as a selected audience is concerned. In this way, the return on investment is at its highest.

Utilising the ability to provide modern, watchable, contemporary and entertaining content also allows for other broadcasters (both in the UK and elsewhere), to become interested in the channel's own "Home Produced" content and therefore, there would be a strong possibility that content shown on the channel would also be purchased and shown on other channels.

This situation is not unusual in the broadcasting sector, in fact it is quite common practice nowadays, and as good entertainment content is needed to fill the programme schedules of every channel, especially the commercial broadcasters, because obviously, good content helps to increase viewership, which is essential for effective advertising, which is with out a doubt, is in fact an important revenue stream for all commercial broadcasters, therefore, providing exceptional and watchable content is paramount.

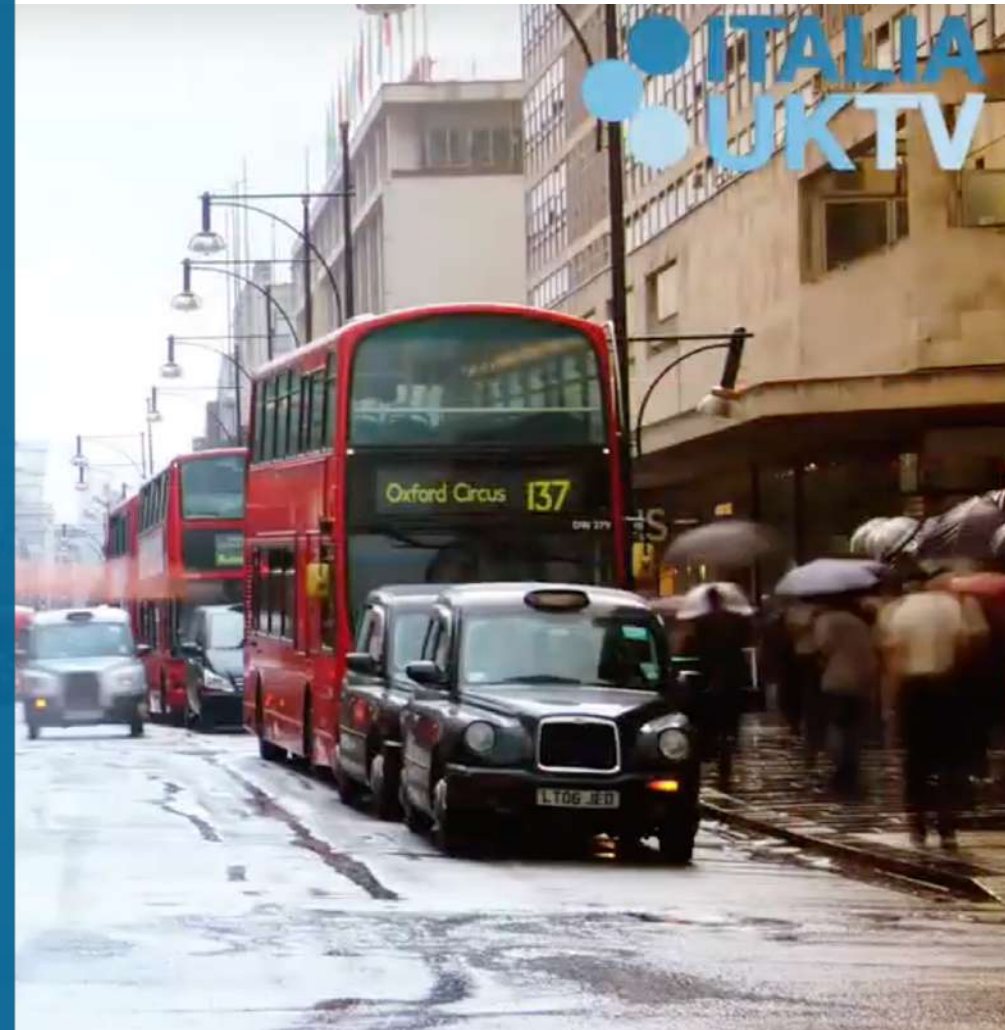


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As previously mentioned, good programming is an essential and paramount part in making the channel a success and with good content it increases the possibility to obtain effective and valuable mainstream sponsorship and as previously mentioned, general advertising.

The financial gains that channels can achieve when advertising is in most cases based on actual viewership numbers (the audience watching at the time). This is calculated by BARB (British Advertising Records Bureau), and the financial gain to the channel is calculated and based on these figures per hour.

The figures provided by BARB can also be effectively used for the channels own marketing and branding requirements and are particularly helpful for evaluating and subsequently promoting mainstream advertising and programme sponsorship procurement from businesses and other possible revenue streams (as previously mentioned, there are potentially over 12,500,000 receivers just in the UK alone, plus of course those in Northern Europe as well, so even a small percentage of viewership would be in the tens of thousands!).



To make the most out of the various revenue streams that are available and to also make the channel both effective and efficient in its operation, it is essential that the business side of the channel is effectively developed, designed, evaluated and put into place.

This will require the setting up of various departments within the organisation and a high percentage of this work is already being evaluated, plus we now have a modern studio.

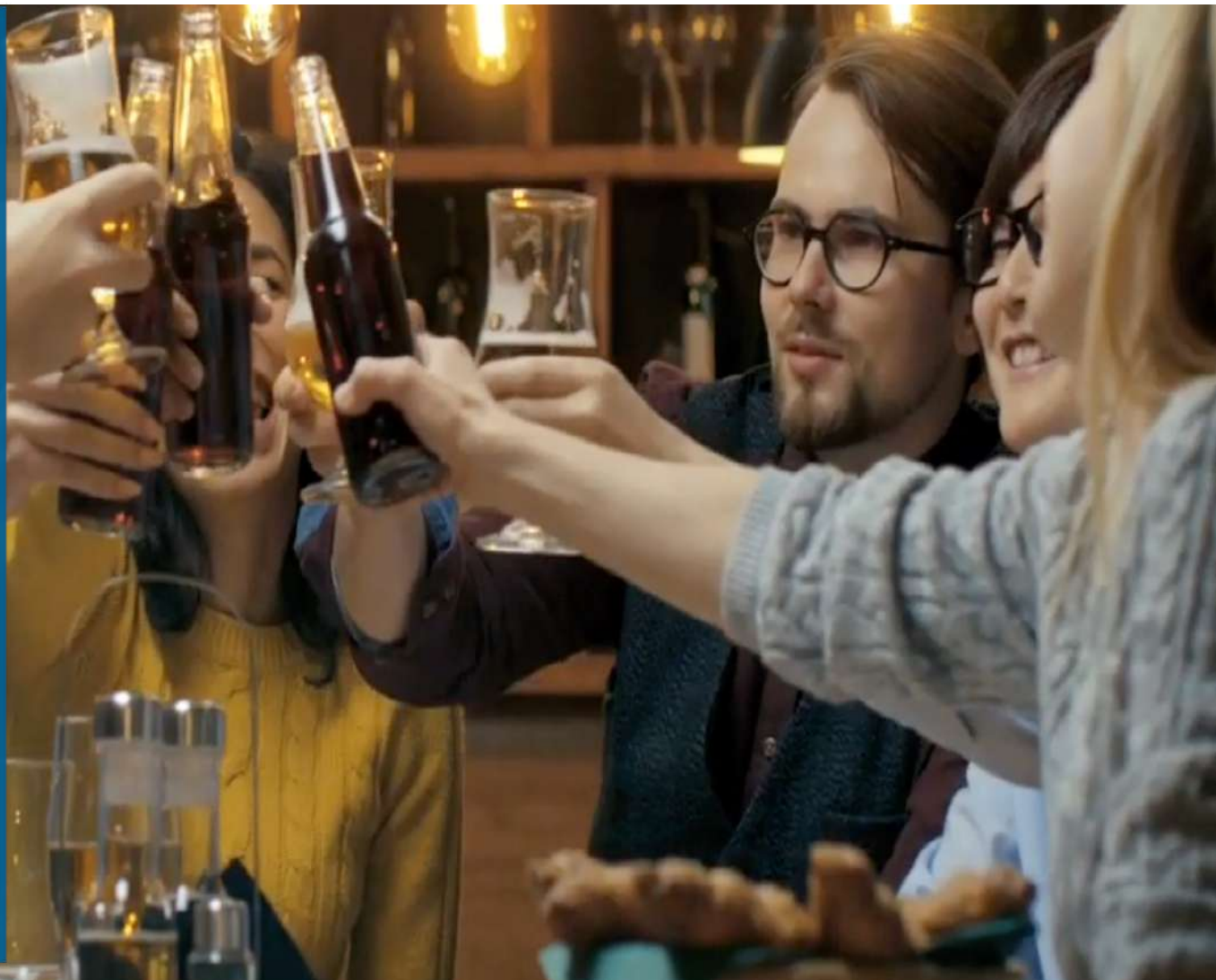
The channel's operational, business concept, theory of operation and promotional ideas are continually under development and to date there has already been a tremendous amount of interest from both the UK and Italy.

This has produced an influx of varied programme content, all of high quality and interest. On top of this, the channel is in the process of producing its own specialised content and also working on studio programming for "live" and "as live" shows etc.

In addition, interest has been shown from Italy for joint programming links, for example, joint news and other relevant joint country information.

Live sport has also been offered and presently being evaluated.

The channel's interest and ability to effectively communicate inform and entertain both Italian and British viewership, plus its varied USP's for future sponsorship and advertising potential has already attracted business support and this has enabled partnerships to have been agreed, along with major concessions and support in helping the overall business plan going forward.



Broadcasting on the SKY & FREESAT Platforms with international streaming

Actually broadcasting on a UK mainstream television platform is one of the most expensive overheads for any television channel because of the various high costs involved in broadcasting and streaming on these platforms.

However, due to the potential business and marketing opportunities that this innovative project could provide going forward, we are now working closely in a partnership with a UK television platform provider, who also believes in the future success of the channel and its overall business concept.

With Television presently under dramatic change, they have seen the possibilities that ITALIA UKTV can bring to the UK and international broadcasting platforms and with its varied USP's and its specialised area and overall general UK and international viewership possibilities going forward, have now come on board with us, to join in the success that is envisaged going forward.

To beta test the channel ITALIA UKTV will be airing each Thursday evening on SKY Channel 191 from 21:00 - 24:00. The channel can also be seen on its streaming platform in HD by going to www.ayozat.com and selecting the "ayozat" channel.

We have been very fortunate to be able to have this unique opportunity. However, it again shows that the project does have considerable merit and effective possibilities going forward and in this way, it shows without any doubt, the overall business and marketing possibilities and advantages of the channel and its concept going forward.





ITALIA UKTV

A niche, innovative and unique broadcasting Channel, providing considerable business and marketing opportunities on a major UK television Broadcasting platform and international streaming service