



MERHBA

**WELCOME**





# Do it Yourself TV

The 2020 answer:  
Small stations, big ideas





**TV**

**on a shoestring  
is possible ...**





**BUT**

**Too many shortcuts  
Quality suffers**





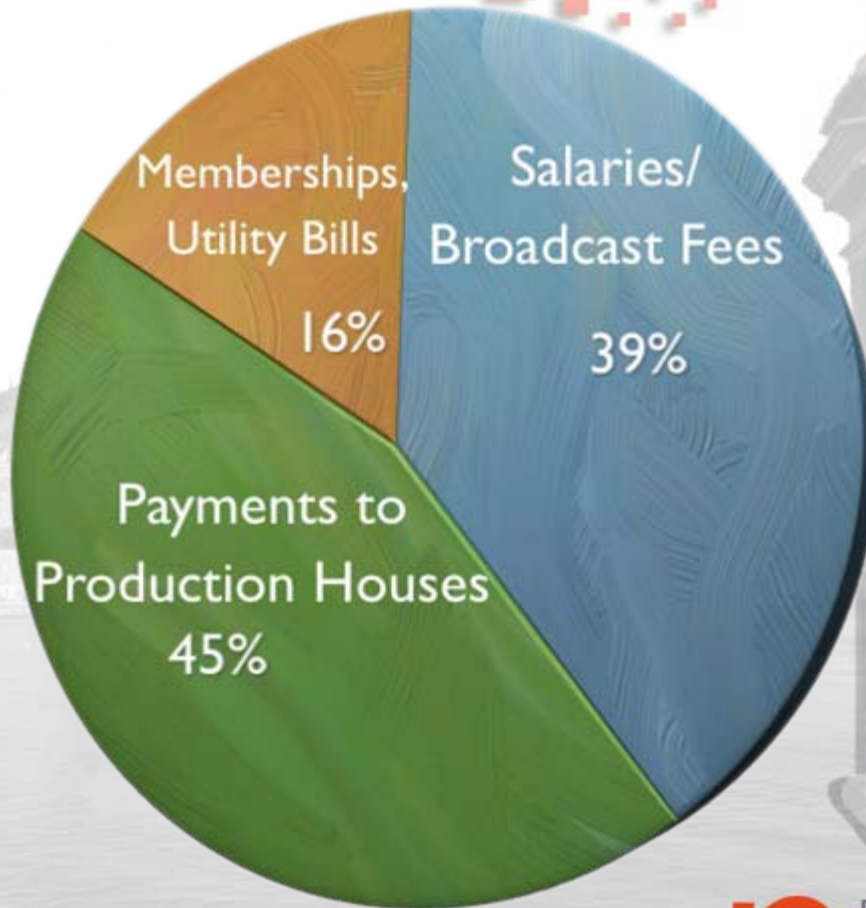
**BUT**

**Can you ever say you have  
enough money?**





# SOME FIGURES





# The big question





# How big is the cake?

or is it just



a muffin







**5.8 million Euros**

**for 6,570 hours  
of television**



**Our Solutions**  
or  
our way  
of doing things





# The Schedule

Core PSO programmes

Extended PSO programmes

Commercial programmes



# Core public service obligation

news

sports

legal obligations

parliamentary debates







# Extended public service obligation

Programmes not commercially viable  
important for the cultural, social and  
educational development of society  
children's programmes  
cultural and religious programmes  
classical music , documentaries



# Commercial programmes

Entertainment

Films

Variety shows

Comedies

Programmes with a strong  
advertorial content





# Filling the schedule

We buy some programmes

Sell air time

Sell advertising



# MIX

**We buy  
but pay part by cash  
and  
part by advertising minutes**







Let me

# **PROVOKE YOU**

**Are people still after quality in filming and transmission?**

**Are people getting used to internet quality transmission?**

**But are we not moving in the era of digital TV where quality is even more necessary**

**What about HD, where defects are amplified?**



**Bakkar u ishar**

**Be there early  
and leave late**





# Be hands on

Do it yourself. Show it can be done.

Praise your staff when they deserve it

Learn from mistakes

Tell them when they go wrong and where,  
and more importantly, how it could have  
been improved





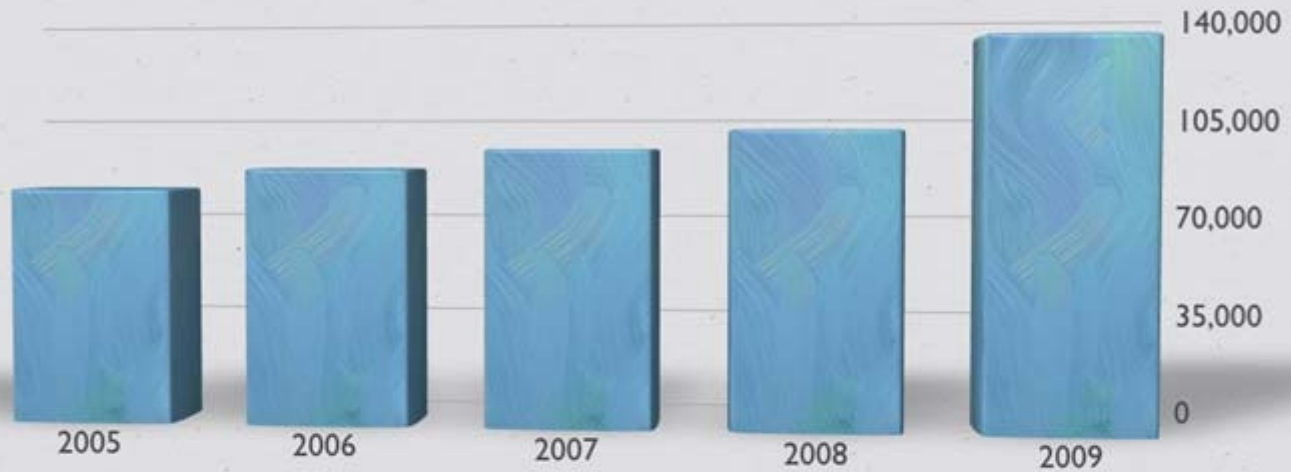
# Change the rundown

Make it more  
people related





# Audiences TVM News







# Grazzi

# Thank you

