





**"UK music channel consigns  
MTV Base to dustbin of history"**

**Arena Magazine-April 05**

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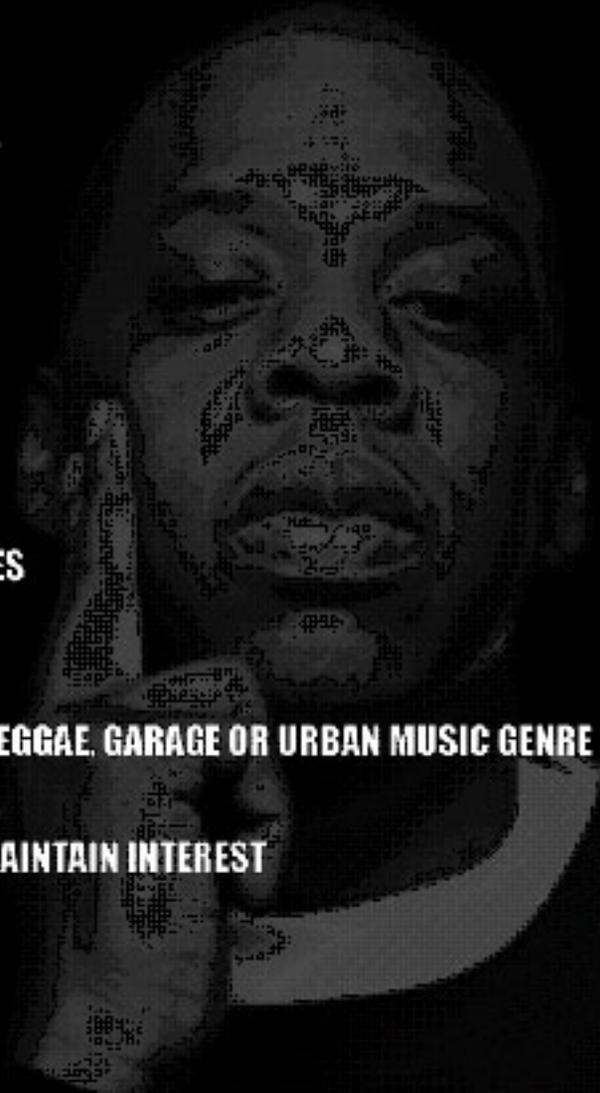


**"If it wasn't for Channel U, I wouldn't have my deal."**

**Lethal B**

## **THE MARKET - THE FACTS**

- OVER 84% OF THE UK ADULT POPULATION CLAIM TO LISTEN TO OVER 3 HOURS OF MUSIC EVERY DAY.**
- MUSIC IS MORE ACCESSIBLE THAN EVER BEFORE**
- MOVEMENT HAS GROWN TOWARDS A MORE ON DEMAND EXPERIENCE**
- DIGITAL TECHNOLOGY IS PROVIDING THE VEHICLE FOR THIS SUPPLY ( THE SINGLES DOWNLOAD CHART IS EVIDENCE OF THIS GOING MAINSTREAM )**
- NEARLY 50% OF ALL SINGLE SALES IN THE UK ARE EITHER OF THE HIP HOP, R n B, REGGAE, GARAGE OR URBAN MUSIC GENRE**
- CONSEQUENTLY, GREATER INNOVATION IS REQUIRED IN THE MUSIC SECTOR TO MAINTAIN INTEREST**



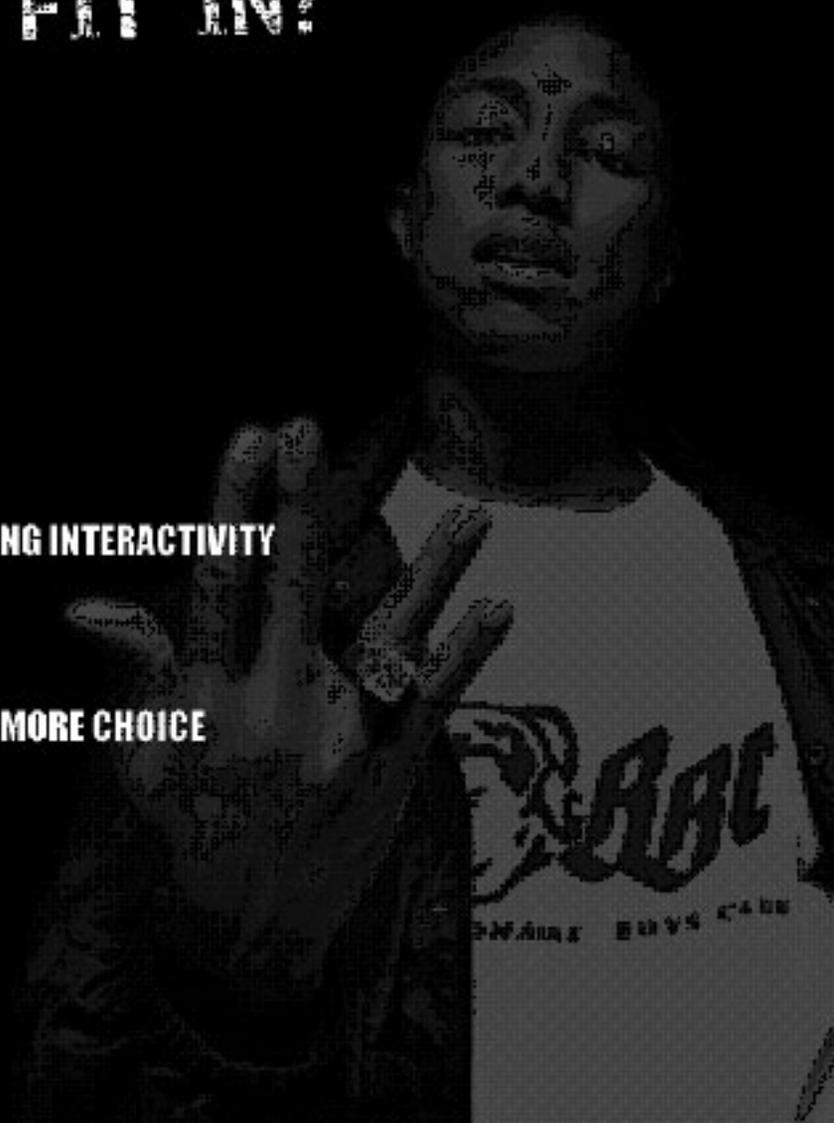


**"The only channel truly representing the UK urban scene."**

**Estelle**

## **WHERE DOES MUSIC TV FIT IN?**

- U MUSIC TV CAN OFFER THE RIGHT MUSIC AT THE RIGHT TIME**
- U TV IS ONE OF THE MOST ACCESSIBLE MEDIUMS IN THE WORLD**
- U IT CAN OFFER GREATER CONTROL TO THE VIEWER THROUGH INCREASING INTERACTIVITY**
- U "ITS LIKE THE DECLINE OF THE PACKAGE HOLIDAY, PEOPLE NOW WANT MORE CHOICE AND CONTROL OF THE EXPERIENCE"**





**"I have nothing but respect for them...  
Channel U are keeping it real."**

**Jay Sean**

## **SYNOPSIS**

- U LAUNCHED FEBRUARY 2003**
- U 24 HOUR MUSIC TV CHANNEL**
- U LARGEST URBAN MUSIC PLAYLIST IN EUROPE**
- U GENERATED OVER 1 MILLION VIEWERS PER WEEK WITHIN 6 WEEKS OF LAUNCH**
- U INNOVATIVE PROGRAMMING FORMATS ALLOWING VIEWERS MORE CONTROL OF THE PLAYLISTS THROUGH A HEAVY INTERACTIVE BIAS**
- U FEATURING THE UK'S LARGEST SHOWCASE FOR UNDERGROUND, INDEPENDENT AND UNSIGNED ARTISTS ALONGSIDE SOME OF THE BIGGEST INDUSTRY ARTISTS**
- U PLAYING AN ESSENTIAL ROLE IN THE SUPPORT AND PROMOTION OF THE UK URBAN MUSIC SCENE**





**"I respect what this channel does because it's very raw & very underground. It represents the word on the street, this channel is the real cutting edge."**

**Jo Whiley  
Radio 1 DJ**

## DEMOGRAPHICS

### Viewer Numbers

Up to 1,000,000 unique viewers per week

### Viewing Times

Each viewing session last 14 minutes on average

### Gender Split

Male	59%
Female	41%

### Age Breakdown

4 -15 years	28.5%
16-24 years	35.5%
25-34 years	25.3%
35+	11.7%





**“Channel U’s captive audience is a wet dream for youth brand buyers”**

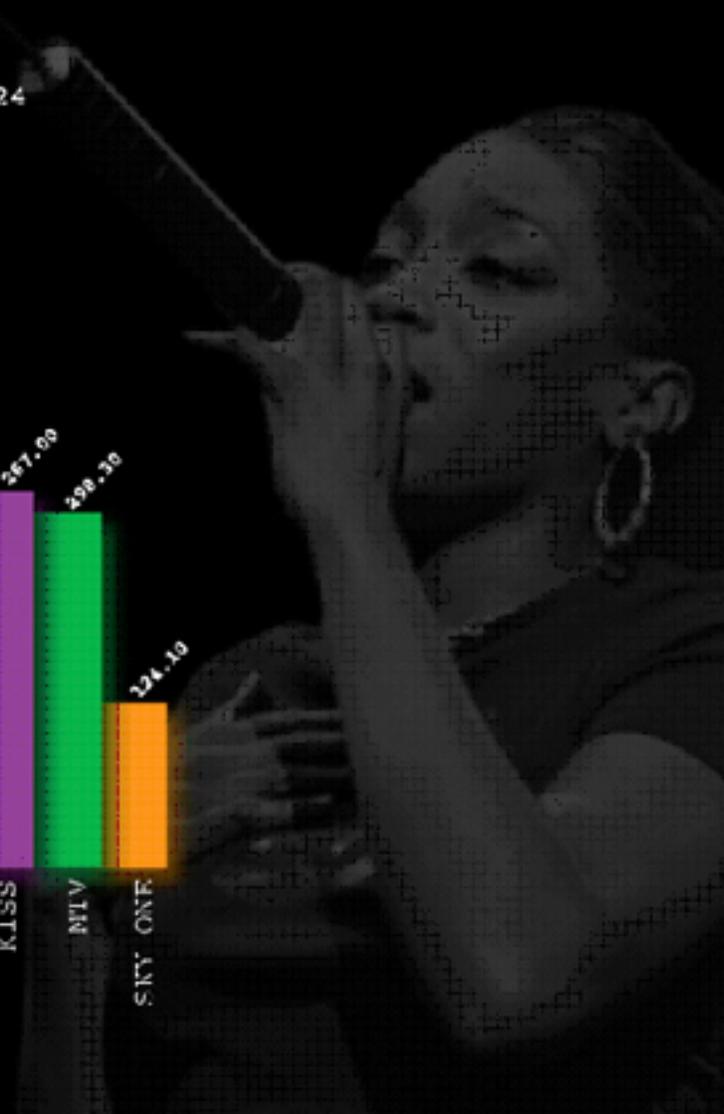
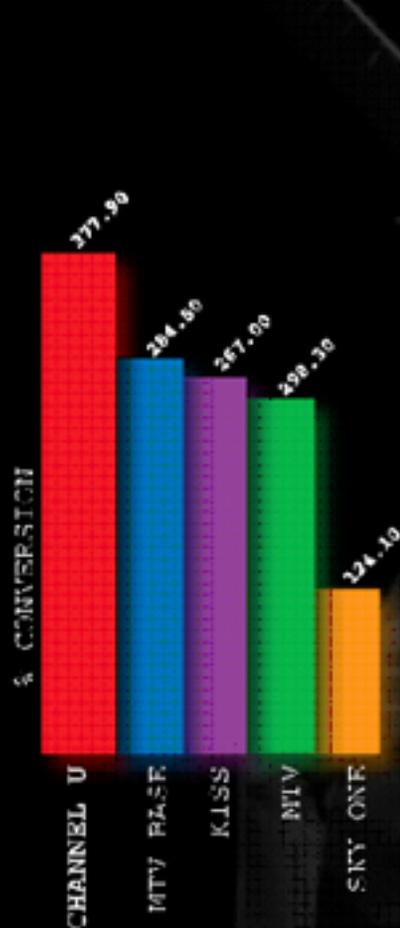
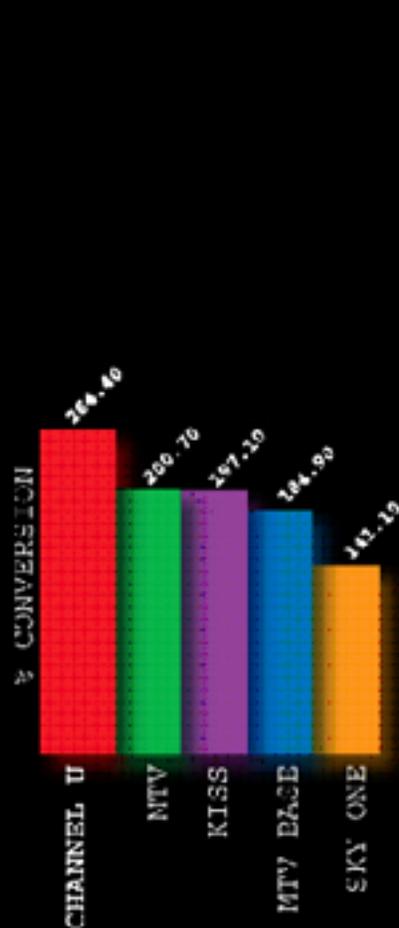
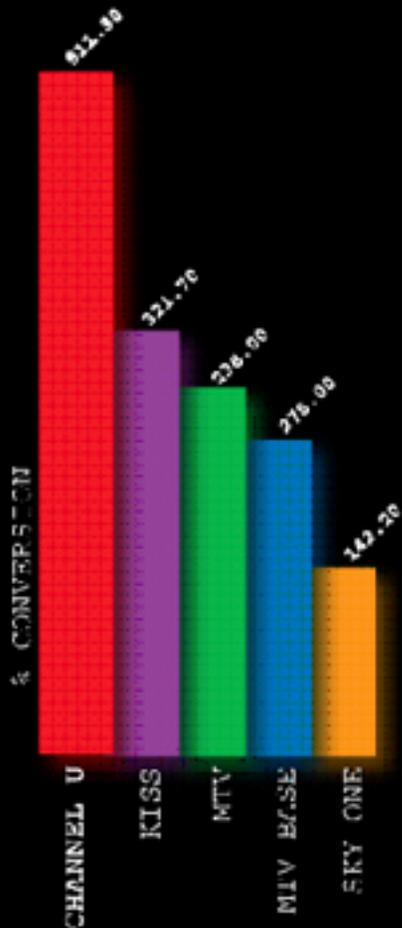
**Marmalade Mag**

# BARB FIGURES

MEN 16-24

MEN 16-34

ADULT 16-24





**“Channel U has amazingly stimulated the UK urban scene”**

**Guy Moot**  
**Head of UK and Europe Publishing EMI**

## PROGRAMMES



### Westwood TV

Tim Westwood is regarded as the most influential figure in hip hop in Europe and as a pioneer of the UK scene. Channel U is now home to The Westwood Show, 60 minutes of exclusive interviews and performances from the biggest names in the game. From behind the scenes at his legendary rap show on Radio 1 to backstage at the biggest events on the calendar, Tim Westwood brings the viewer up close and personal with the likes of Jay Z, DMX, Nelly, LL Cool J like no one else can. But its not only the big American artists who feature, Westwood also catches up with UK favourites such as Ty and Skinnyman.

**CLICK IMAGE 2 WATCH CLIP**





**“Channel U's the only channel  
on my TV right now.”**

**Dizzee Rascal**

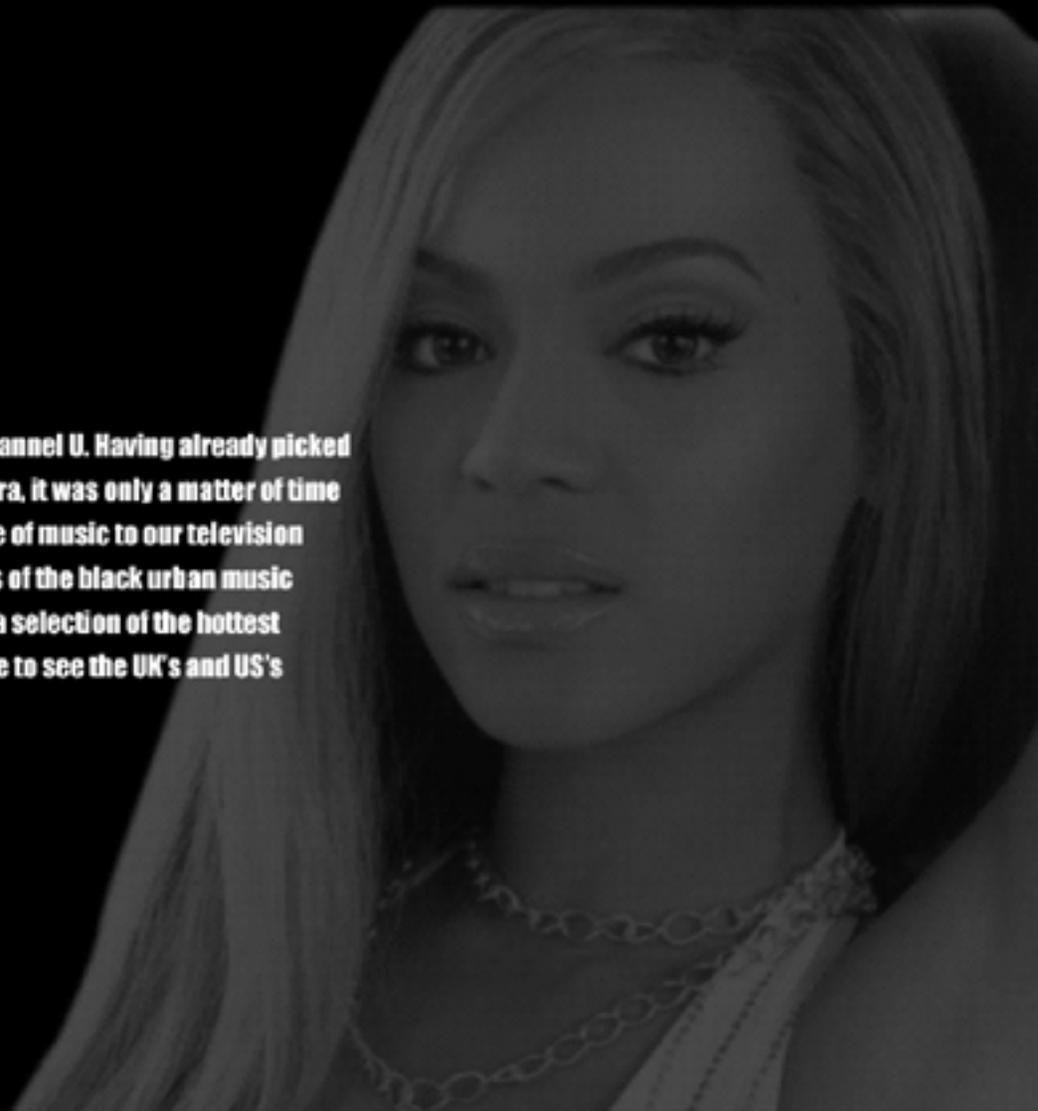
## PROGRAMMES



### **The Illout Show with Ace and Invisible**

The Illout Show with Ace and Invisible, is a programme exclusive to Channel U. Having already picked up a gold SONY award for their much acclaimed lunchtime show on 1xtra, it was only a matter of time before the award winning duo brought their trademark banter and love of music to our television screens. During the half hourly show Ace and Vis delve into all aspects of the black urban music scene with the latest news, album and mixtape reviews together with a selection of the hottest videos on the channel. The show is now widely recognised as the place to see the UK's and US's finest up and coming, as well as established artists perform.

\*CLICK IMAGE 2 WATCH CLIP



CHANNEL



**“The first and last word in  
UK urban music programming”**

**Dazed and Confused**

## PROGRAMMES

SHOWTIME

### **Showtime with Ras Kwame**

Showtime with Ras Kwame is a brand new fortnightly programme taking a no holds barred look at all the black urban music scene. Ras Kwame is already a hugely respected figure within UK music industry, and will now share his knowledge and understanding of the scene on Showtime.

\*CLICK IMAGE 2 WATCH CLIP



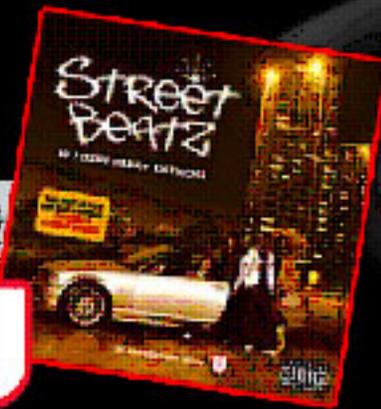


**"On our clients 16-34 campaign, Channel U delivered far greater than any other station"**

**Rathbone Media**

# WHY U? - A CONCLUSION

**PREMIUM BRAND WITHIN THE UK URBAN MUSIC TV INDUSTRY**



## LARGEST CONVERSION RATE FOR THE LUCRATIVE 16-34 ADULT DEMOGRAPHIC

Station	Avg TVRS Adults	Avg TVRS Men 16-24	Avg TVRS Men 16-24
SKYBOXEV	0	0	587.00
<b>CHANNEL U</b>	<b>.01</b>	<b>.04</b>	<b>511.00</b>
KISS	.01	.04	321.00
TROUBLE	.02		
MTV DANCE	.01		

Station	Avg TVRS Adults	Avg TVRS Men 16-24	Avg TVRS Adults 16-24
<b>CHANNEL U</b>	<b>.01</b>	<b>.03</b>	<b>377.50</b>
TROUBLE	.02	.07	367.00
B4	0	0	302.90
TROUBLE	.06	.18	301.70
MTVBASE	.03	.07	298.35

Station	Avg TVRS Adults	Avg TVRS Men 16-24	Avg TVRS Men 16-24
SKYBOXEV	0	0	271.00
<b>CHANNEL U</b>	<b>.01</b>	<b>.02</b>	<b>264.40</b>
QCHAN	.01	.01	238.60
M2	.01	.02	234.20





**"If you want a 16-34 male audience,  
you have to be on Channel U"**

**Fans FC.com**

## **WHY U? - A CONCLUSION**

**TRAIL BLAZING ACTS AND TRENDSETTING ARTISTS**



**FLEXIBLE FORMAT WITH MINIMAL RESTRAINTS AND HUGE POTENTIAL**





## CONTACT

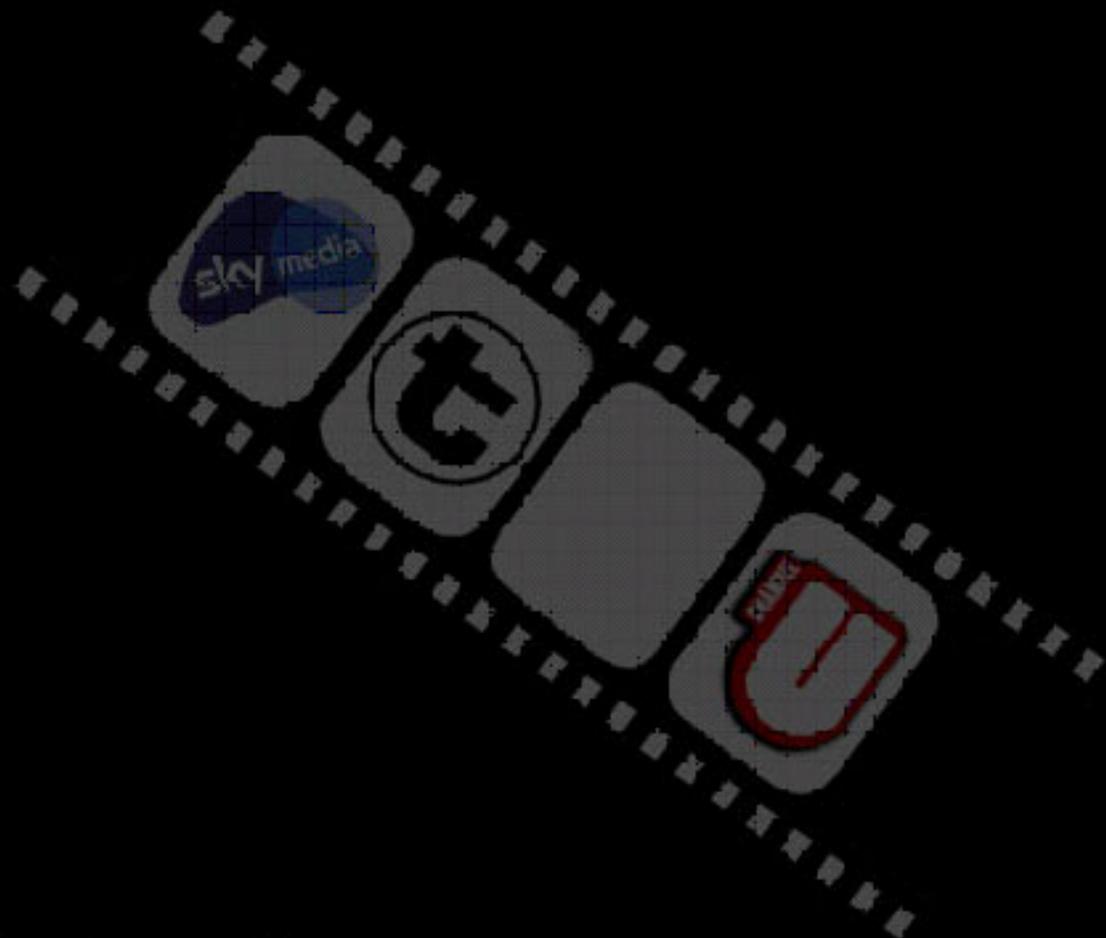
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**"The first and last word in  
UK urban music programming"**

**Dazed and Confused**

## PROGRAMMES

### **Further programming ...**

Channel U features hours of some of the finest that UK and US urban music has to offer.

With contemporary programs such as UK TINGS, U'RE MUSIC, NEW ON U,  
THE CHART SHOW, HIGH ROLLERZ AND XXX U, all featuring trail blazing artists,  
Channel U is firmly positioned at the forefront of Urban music culture.

**CLICK IMAGE 2 WATCH CLIP**





# APPENDIX 1

## Duration Weighted Cost Analysis 2005

Sales Area: Network

Updated by: Wely Warner 02/02/2006 11:45:21

2004	REVENUE	Homes	Homes	HwChl	ABC1Hr	Adults	1624 Ad	1634Ad	ABC1Ad	Men	1634M	ABC1M	Women	1634W	ABC1W	Childs	1654Ch
Jan	156,582,343	7.34	8.38	35.61	21.25	5.44	71.56	20.62	14.26	14.14	74.65	36.15	8.85	41.58	23.55	57.27	17.60
Feb	125,091,893	6.62	8.94	39.27	28.29	6.41	89.09	28.62	17.21	16.42	89.85	42.85	79.59	46.89	28.84	61.33	19.42
Mar	132,356,840	6.28	10.73	45.31	35.83	7.62	86.58	35.21	19.54	18.28	88.17	48.82	11.48	51.91	31.48	75.65	22.27
Apr	146,344,839	11.48	13.31	56.44	37.97	8.64	138.27	42.72	25.25	22.18	136.85	58.12	14.75	67.83	38.78	88.35	28.90
May	151,932,652	12.83	14.12	58.71	43.31	9.20	115.78	42.97	24.74	23.73	139.17	61.55	15.04	67.21	41.25	101.25	24.54
Jun	136,846,989	11.73	14.40	62.28	41.29	9.28	179.43	42.83	24.55	22.90	179.89	65.13	15.81	69.79	42.49	107.69	29.30
Jul	123,852,712	16.50	12.34	59.29	36.81	6.68	168.96	41.50	22.48	20.78	158.89	55.78	13.27	65.04	37.87	94.05	27.15
Aug	106,494,919	9.82	10.98	55.74	31.47	7.31	186.43	40.17	20.87	18.33	183.23	63.98	11.77	62.57	34.63	81.52	24.84
Sep	157,824,694	12.72	14.80	63.22	43.09	9.70	128.19	48.87	26.37	25.69	141.33	67.48	15.58	74.79	43.27	134.43	28.94
Oct	174,782,891	12.88	14.45	65.68	43.98	9.42	158.24	48.21	26.79	24.80	148.66	68.38	15.79	73.24	43.19	101.75	28.19
Nov	168,317,895	11.78	13.62	54.31	40.40	8.87	109.50	40.69	24.59	23.59	136.59	63.35	14.21	62.48	48.18	87.57	25.73
Dec	126,144,387	9.96	10.32	45.77	36.95	6.64	96.79	33.64	18.03	17.11	88.11	48.38	10.84	62.57	29.97	63.82	21.97
Total	1,471,770,825	10.48	13.15	52.34	35.58	7.91	183.76	38.75	21.88	20.61	187.38	64.18	12.88	68.62	33.63	83.84	25.13

2005 Impact Change over 2004

Rev. Yr/Yr	Homes	Homes	HwChl	ABC1Hr	Adults	1624 Ad	1634Ad	ABC1Ad	Men	1634M	ABC1M	Women	1634W	ABC1W	Childs	1654Ch
Jan	112	-8.8%	-8.8%	-22.7%	-11.2%	-10.2%	-24.6%	-11.7%	-11.6%	-26.2%	-13.4%	-9.2%	-23.2%	-10.6%	-27.2%	-16.6%
Feb	103	-13.7%	-12.4%	-25.0%	-34.8%	-14.3%	-23.0%	-25.0%	-15.9%	-17.7%	-28.7%	-19.0%	-32.0%	-23.8%	-13.1%	-30.0%
Mar	114	-3.3%	-2.4%	-5.7%	-2.7%	-2.2%	-2.0%	-4.4%	-0.7%	-2.9%	-5.0%	0.1%	-1.7%	-4.2%	-1.2%	-2.6%
Apr	95	-4.8%	-2.3%	-1.1%	-2.3%	-1.2%	-7.0%	-2.3%	-1.3%	-3.2%	-2.9%	-1.6%	0.0%	-1.9%	-1.2%	-12.1%
May	100	-3.1%	-1.1%	-0.9%	-1.8%	-1.2%	-8.9%	-0.9%	-0.6%	0.7%	-6.0%	0.3%	-1.5%	-7.3%	-1.2%	-3.7%
Jun	91	-1.3%	3.3%	4.5%	2.9%	2.5%	0.6%	-3.2%	-0.2%	-4.4%	-11.1%	-6.9%	7.2%	1.5%	4.6%	4.0%
Jul	98	0.7%	3.5%	4.4%	2.7%	2.1%	3.0%	4.5%	3.6%	1.4%	1.3%	1.9%	2.6%	9.2%	5.1%	6.9%
Aug	108	6.2%	5.2%	6.7%	6.9%	6.1%	7.9%	9.2%	7.6%	6.0%	10.2%	10.2%	6.1%	8.7%	5.9%	4.0%
Sep	98	0.6%	0.6%	0.6%	0.6%	0.6%	-0.6%	0.4%	0.6%	0.6%	0.4%	0.6%	0.6%	0.6%	0.6%	1.0%
Oct	103	-3.1%	-5.1%	-0.6%	-2.9%	-3.3%	-2.8%	-2.9%	-3.3%	-4.6%	-3.2%	-4.0%	-2.6%	-2.1%	-2.9%	-2.7%
Nov	104	0.2%	-0.9%	-0.8%	2.8%	0.1%	-0.6%	-3.6%	2.8%	-0.7%	0.6%	0.6%	-6.1%	4.7%	1.1%	-1.1%
Dec	98	-5.3%	-5.3%	-3.5%	-3.9%	-5.5%	-4.1%	-4.1%	-7.4%	-7.4%	-6.4%	-4.3%	-2.6%	-2.6%	-11.1%	-5.0%
yr on yr %	102	-3.4%	-2.8%	-5.1%	-2.9%	-2.7%	-6.2%	-6.3%	-2.9%	-4.4%	-7.9%	-4.0%	-1.7%	-6.4%	-1.6%	-3.6%

2005	REVENUE	Homes	Homes	HwChl	ABC1Hr	Adults	1624 Ad	1634Ad	ABC1Ad	Men	1634M	ABC1M	Women	1634W	ABC1W	Childs	1654Ch
Jan	129,794,000	9.08	10.33	30.97	29.28	6.78	109.27	39.28	18.03	17.90	112.89	48.83	10.84	60.25	29.39	88.01	23.14
Feb	121,090,890	10.46	11.89	33.40	24.79	7.82	109.72	41.34	21.32	20.89	118.85	56.16	12.49	63.49	34.75	91.79	25.29
Mar	158,890,890	10.60	12.53	34.77	36.23	8.17	112.28	42.67	21.96	21.44	118.25	51.86	13.32	66.33	36.34	92.12	26.10
Apr	141,389,872	11.26	12.99	56.33	37.02	8.34	113.04	41.66	22.46	21.64	114.72	58.28	13.48	69.42	37.37	95.83	25.63
May	151,894,891	12.41	14.26	62.35	45.92	9.31	127.02	46.10	24.89	23.88	126.66	61.71	15.24	72.47	41.71	105.70	29.24
Jun	126,326,968	10.81	12.68	54.21	36.46	8.24	107.81	40.24	22.28	21.70	113.62	58.80	13.24	62.26	36.94	93.69	26.07
Jul	138,594,883	16.16	11.86	55.38	34.85	7.73	103.12	38.75	21.16	19.97	110.26	53.61	12.61	68.71	34.96	85.83	24.86
Aug	116,447,819	9.64	11.21	58.24	33.81	7.42	109.10	39.89	20.89	18.62	109.65	52.78	11.94	61.97	34.98	84.33	25.17
Sep	154,029,387	12.41	14.43	61.73	42.83	9.48	131.51	47.78	25.75	25.10	137.62	68.01	15.18	73.14	42.21	111.25	30.23
Oct	189,062,485	13.39	15.68	65.43	44.79	10.04	135.78	50.96	27.97	28.78	149.81	71.21	16.06	77.22	44.79	109.12	31.98
Nov	175,934,831	12.82	14.30	56.96	43.91	9.32	115.33	43.91	24.58	24.72	122.59	65.62	14.71	68.42	39.66	92.17	28.12
Dec	125,918,289	9.32	10.63	46.22	39.30	6.84	88.89	33.19	18.34	18.01	99.92	47.18	11.04	62.26	30.91	69.80	22.14
TOTAL	1,701,388,695	11.87	12.71	56.15	36.74	8.77	117.98	42.89	22.61	21.67	135.81	67.34	13.33	68.26	35.85	97.75	28.80



## APPENDIX 2



### U knows it!

**UK music channel consigns MTV Base to dustbin of history**

**M**uch of the driving force behind the recent grime boom has been upstart music station Channel U, a British-slanted 'jukebox' alternative to yankophile MTV and The Box. Its lo-fi look, promotion of local talent and willingness to air videos by kids without record deals has made it an essential staging post for anyone trying to break into the scene. "What it has shown is that once you open the door and sift through the talent you will find the good stuff," claims Ricky Bleau, head of music at the channel. Dan Stacey, A&R for The Streets' label 679 Recordings is unequivocal about the channel's importance. "Channel U

**"Channel U has now replaced pirate stations as the outlet for new British artists"**

has now replaced pirate stations as the outlet for new British artists."

The crucial difference between U and its rival is its open door policy – Bleau gets sent 50 new videos a week. "If you're a 16-year-old British kid you have the choice between watching a generic 50 Cent video, or seeing your contemporaries tearing around in a Mr Wong video," says Stacey. "It's pretty clear why U has grown so quickly." With shows like *Ace and Invisible's* (pictured) *il/ou* giving the station a slicker look, U should be increasingly influential this summer. *Sky 467; u-music.tv; hear Ace and Invisible on 1Xtra every weekday*