

GIG Creates Online submission

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HE Digital and Creative

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Biographical notes:

Daniel Carter has worked for the Grimsby institute for over 8 years. He has worked for Estuary TV for over 5 years as their Broadcast Manager, and was instrumental in their launch on Freeview, as well as consulting on the rebranding of the channel. As the Programme Leader for Film and TV production, his research focusses on the developments within the industry, and the changes surrounding how we view local TV.

Abstract from conference:

How can the 'Local TV Network' exist beyond a terrestrial platform in this digital age?

A brief review of the history of the local television network envisioned by Jeremy Hunt, and its journey to date. Using Estuary TV as a case study, and quantitative data collected over a period of time, we will explore the idea that by moving away from a linear broadcasting system could “hyperlocal TV” become more valued by the general public, and attract a new viewing audience? Could there be a correlation between the changing viewing habits of our American cousins and our viewing habits here in the UK?

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