

# Property tv

"Just as it turns people into stars,  
TV turns brands into household names."

ThinkBox



business **advice** **COVERED**<sup>mag</sup>

Fresh business  
thinking.com

The Telegraph

# Property TV is here to serve the property industry's needs for exposure and production

As the only television channel in the UK providing up to date news and views about the property industry, we deliver the right environment for advertisers and sponsors in the property sector.

sky 198



Amazon Fire



Apple



Android

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Exposure

# sky Channel 198

Property TV broadcasts daily on Sky 198, the UK's largest paid TV subscription service.

## 11 Million + Subscribers

Being seen on Sky TV enables those featured to reach mass audiences, but also to raise their profile simply by being seen on national TV.

Property TV broadcasts as a free to air channel on Sky, which means it also reaches over 500,000 expat viewing homes.



Property TV is the UK's only television channel dedicated to entertainment, education and up-to date information about the property market, investment and home improvements in both the UK & overseas.

The blend of entertainment and informative content ensures a wide range of viewers from the general public to property industry professionals. This in turn creates a unique platform for our commercial partners.

## 238k

Highest Recorded Daily Audience

## 40k

Highest Recorded Audience For One Episode

## 72%

ABC1 Viewership Demographic

# Why TV?



The Development



Property Panorama Interview with Lord Mehndelsohn

## Authority



## Effectiveness

UK television is known for being highly regulated. This means that to the general viewing audience, those featured on TV in either an interview or advertising capacity are associated with having authority in their industry.

TV also enables you to increase the authority of your printed materials by enabling you the use of 'As seen on TV'. This gives your company a market leading appearance.

TV is the most effective advertising medium. Every major study into advertising effectiveness agrees on this.

On Property TV, your brand will be seen alongside national and multi-national brands that regularly advertise on the channel.

Studies have shown that 84% of adults believe TV is most likely to influence their buying decision



# Catch Up Service

Here at Property TV, we understand that not all the population are Sky subscribers. It's for that reason that we've created the Property TV Smart TV Application, making the channel available to almost every connected smart TV and mobile device across the UK & the world.



Amazon Fire



Android mobiles & tablets



Apple TV

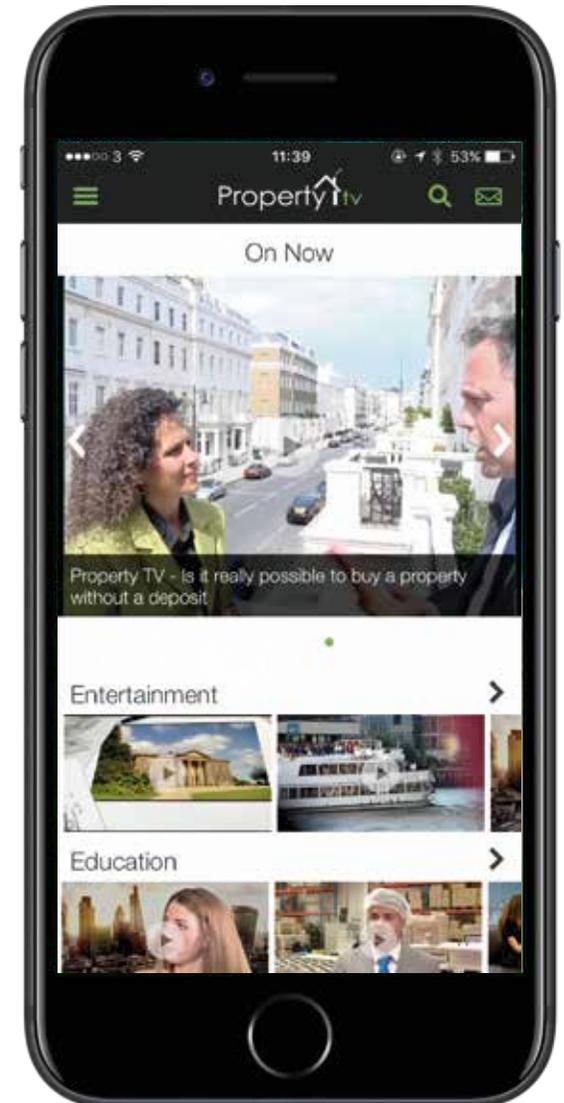


Apple mobiles & tablets

**ROKU**

**Chromecast TV**

Our catch up services allow our commercial partners to demonstrate to their clients that they are market leaders, on almost any device, anywhere in the world.



# Social Media & Mail Shots

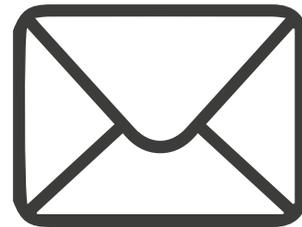
In this day and age the importance of social media is clear. Property TV has created a following of over 60k across it's databases and social media to reflect this.

One of the most important aspects of Property TV is the halo effect that it causes across all the other forms of marketing, including the ones below.

**60K**  
Combined Reach



**You Tube**



Property TV gives it's commercial partners the opportunity to promote the content being aired on Property TV across our vast network of platforms, to increase the level of that commercial partner's exposure.

How would you like to be immediately seen by 60k fresh potential customers?

**primecover**.co.uk  
01204 387501

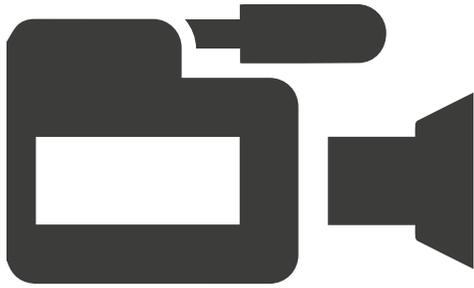


**Less Tax 4 Landlords**  
Tax & Estate Planning Consultants

# PRODUCTION



Films, videos, motion pictures and many other terms are all used to describe audio-visual presentations. It is a well proven fact that over and above the use of audio or visual media alone, when you combine the two you create a more engaging and memorable message.



# Why audio-visual?

- Shoppers who viewed video were 174% more likely to purchase than viewers who did not. (Retail Touchpoints)
- Having a video helps build trust and creates a personal connection with your audience. (inc.com)
- 59% of executives would rather watch a video than read text. (Forbes)
- A 1 minute video is worth 1.8 million words. (Dr. McQuivey, Forrester Research).
- Including video in an email leads to a whopping 200-300% increase in click-through rate. (Forrester Research)
- 50% of executives look for more information after seeing a product/service in a video. (Forbes)
- Video has proven to be more memorable than text or audio alone. (inc.com)
- Video is already helping your competition. 81% of senior marketing executives now use online video. (MarketingProfs)



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TO  
HELP YOU

Download Your **Free Buying Guide To Spain** Today At:  
[property-tv.co.uk/spain](http://property-tv.co.uk/spain)



depositdoctor.com



# Short Form Advertisements

'Short form advertisement' is the term we use for most commercial presentations that are under 3 minutes long.

Typically short form advertisements are:

10 Seconds   30 Seconds   60 Seconds   2 Mins   3 Mins   Long



## For TV

*"We've found that the Property TV audience is a big fan of our product!" Property Partner*

Since 2015, Property TV has created hundreds of quality productions for companies around the country and indeed the world! Designed to create, attention, interest, desire and then, ultimately action!

Ranging from completely bespoke filmed advertisements to graphic animations with music and voice-over, our team can produce approved television advertisements to fit most pockets. Incredibly, starting from as little as £300

Visit: [property-tv.co.uk/productions](http://property-tv.co.uk/productions)

## For the web

*"Shoppers who viewed video were 174% more likely to purchase than viewers who did not." Retail Touchpoints*

Of course, once we have created an advertisement for you, this production is yours to keep.

Whether or not you choose to promote this advert across Property TV's social media, we always encourage clients to make the most use of their production by promoting it across social media and the web.

Video is proven to be the very best marketing medium. Therefore if you are not using it, you should be!

# Television Programmes

// *The impact on my own positioning with my Elite Investor Club business was immediate and substantial. Graham Rowan* //

Over the last three years, Property TV has created dozens of brand new and exclusive television programmes, including:

The Deal Shop\*

Make Your Money Work

The Development

Investing In

Buyers Guide

Property Panorama

Property Forum Chat Show

Renovation Challenge

Live The Dream

Moving To

\*The Deal Shop, recently nominated for the Property Press Awards, Programme of the year!

We are incredibly proud of the programmes that we have produced which have featured individuals such as; Lord Mehndelsohn, Jim Mellon and Justin Urquart Stewart.

Our first class, in house team of producers, camera operators, editors and production assistants have a huge amount of experience and have previously worked for companies such as the BBC.

If you have a programme idea that you would like to see become a reality, filmed on our 4k ready equipment and viewable by our audience on Sky, please do not hesitate to contact us.



// *Thanks so much for your company's involvement yesterday. . . I would just like to say how tremendously professional your whole team was. News 4 Media //*

## Corporate Films

Because property TV has a fully operational TV production team, we are often asked by clients if we will consider producing their corporate video.

Having the expertise of a broadcast quality production team working on your company's corporate film has clear benefits.

Our team of professionals, some of which have worked for of the UK's largest media companies are hugely passionate about creating fantastic productions and love working with companies to produce corporate videos.

The importance of a corporate film can no longer be ignored and we work with our clients all the way from pre-production planning to delivery of a final polished film.

If requested, we will also advise and support you in getting your film viewed by the largest and most targeted audience.

## Event & Exhibition Filming

Professionalism is something that we pride ourselves on, here at Property TV. The quote from News 4 Media when filming their awards ceremony is testament to this.

We have found that when hosting an event or exhibition, the presence of a filming team adds to the atmosphere on the day and creates a hugely important tool for the promotion of the next event.

However, having a Sky television production crew (over and above just a cameraman) adds a whole new dimension to an event and brings an incredible level of authority.

It is for this reason we have worked with and been chosen to be the television partner of many events and exhibitions, including the likes of the Dubai International Property Show.

# Airtime

The ability to broadcast content to millions of homes all around the UK is hugely powerful and creates a massive amount of commercial opportunities.

Property TV are often asked if we will consider airing programmes or helping others launch their television concept, something that we are always delighted to do. The team combined have decades worth of experience in TV production and broadcasting and we are confident that we will be able to help bring your idea to life.

If you have a television programme, idea for a programme or even a part or full channel please be sure to contact us to discuss the opportunities available.

Since 2015 our team have been involved in the launch of dozens of new TV concepts.



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