

This document is the property of CAN Media Ltd and tendered to you on the understanding that it's contents are copyright and that the proposals expressed in it are those of CAN Media Ltd and The Life Channel Ltd. Nothing contained in this document may be divulged to any third party without prior written consent of CAN Media or The Life Channel Ltd.



Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5 th December 2007



part of the CAN Media Group
CAN MEDIA

What it was

- Previous owners, 'Health Track Media' went into receivership in 2003 with losses of £18m:
 - Reliance on national media sales alone did not create a profitable enterprise
 - Poor brand equity with healthcare users (hosts) and patients (viewers)
 - Content was not engaging audiences or attracting advertisers
 - 850 site estate was operational but technically dysfunctional

Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5 th December 2007



part of the CAN Media Group
CAN MEDIA

But everyone appeared to be losing money!

- How could we be different?
- Why were the brands not buying into CANs?
- Everyone talks about "Currency"
- Everyone talks about "Consolidation"
- Is this the really the solution or are the brands simply taking the easy way out by staying with traditional media
- **So how do you flush the brands out and entice them to spend money on your network?**

Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5 th December 2007



part of the CAN Media Group
CAN MEDIA

The key to securing revenue was to attract attention to the channel

Create a brand

Create something that blue chip advertisers would wish to be associated with

Ensure that our audience “watched” the channel

Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5 th December 2007



part of the CAN Media Group
CAN MEDIA

Key milestones

2003: CAN
Media
purchases
Health Track
Media

2005: build team,
begin network
remodelling.
National and PCT
clients re-engaged,
revenue develops

2007: Tony Blair
launches TLC Schools,
several high profile PCT
launches, unique DoH
content agreement,
expansion into Play
Centres and other
'community' environs, UK
and abroad.

2003

2004

2005

2006

2007

2004: financing
& business model
development. Existing
network management
continues

2006: Several PCT-wide
launches, UK-wide network,
local, regional & national
clients. Launch of "in
pharmacy" TV business.

Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5 th December 2007



part of the CAN Media Group
CAN MEDIA

“Now we’ve built it they have come”

2007: revenues of £6m

Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5 th December 2007



part of the CAN Media Group
CAN MEDIA

How have we done this?

Today

Content: 94% viewer satisfaction

**Estate: 1,250 surgeries = Audience of 4.5m+ per month
PLUS 175 schools, 205 Pharmacies, 115 Play Centres**

2003

2007

On-screen media sales: Sponsorship, spot ads, campaigns

Off screen media: leaflets, magazines & websites

Revenue: Increases across the board yr on yr

Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5 th December 2007



part of the CAN Media Group
CAN MEDIA

Engaging across the community



Political Decision Makers



Community Policy



Service Commissioning



Community Icons



Community Services



Administrative Services

Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5th December 2007



part of the CAN Media Group
CAN MEDIA

A clients perspective:

“[The Life Channel] is a fantastic tool to help our children become less obese, fitter and more active in everyday life. Where I live, where I work and what I do is all about prevention and the way we can prevent is by promoting nutritional values, healthy eating and exercise at the earliest possible age we can.”

**Sam Alladyce, Manager
Newcastle United Football Club**

Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5 th December 2007



part of the CAN Media Group
CAN MEDIA

A clients perspective:

“In the NHS, we're only really just starting to wake up to the fact that we can use the same marketing methods and techniques that companies like Nike use to sell trainers. And the best commercial marketing is extremely effective at influencing the way in which people think and the way in which people behave.”

**Dr Danny Ruta, Director of Public Health
Newcastle Primary Care Trust**

Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5 th December 2007



part of the CAN Media Group
CAN MEDIA

A clients perspective:

“Chelsea Football Club has a very strong Corporate Social Responsibility programme and we see it as our duty to work with organizations like North Fulham NDC and The Life Channel to ensure the message we want to portray is out there using a medium that’s really compatible with the people we are trying to attract.”

**Michael Cole, London Football Development Manager
Chelsea Football Club**

Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5 th December 2007



part of the CAN Media Group
CAN MEDIA

A clients perspective:

Steve Arkley

Head of Neighbourhood initiatives

District of Easington Council



District of **easington.**

Why do we use The Life Channel?

1. Clear cost benefits
2. Strong added value
3. Highly Flexible
4. Complementary values
5. An integral communication partner



District of **easington.**

Over 200 regional campaigns:



Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5th December 2007



part of the CAN Media Group
CAN MEDIA

Supported by premier sports clubs



**NEWCASTLE
UNITED**

**Football in the
COMMUNITY**



Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5 th December 2007



part of the CAN Media Group
CAN MEDIA

Working closely with key organisations & Charities



**METROPOLITAN
POLICE**

Working together for a safer London



DogsTrust



LONDON FIRE BRIGADE
making London a safer city



DWP

Department for
Work and Pensions



Middlesbrough
Primary Care Trust



HELP THE AGED



Child Trust Fund
What will yours grow into?

Children in Need



SAMARITANS



Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5th December 2007



part of the CAN Media Group
CAN MEDIA

Engaged with blue chip brands

vtech

NORWICH UNION
an AVIVA company

Wyeth

LighterLife
Life in balance

DAIRY CREST

Unilever

Boots

BUPA
feel better

MATTEL

sma
nutrition

NOVARTIS

Unilever

Fisher-Price

play. laugh. grow.

VW

Lloydspharmacy

Lloydspharmacy

gsk

GlaxoSmithKline

Kimberly-Clark

Thomas Cook

Johnson & Johnson

Specsavers
Opticians

Gala BINGO

UNIVERSAL
UNIVERSAL MUSIC GROUP

SSL International plc

TESCO

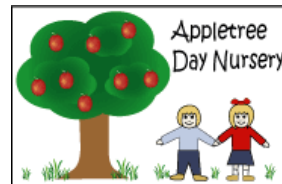
SMART CELLS
building blocks for life

Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5th December 2007

Life channel
part of the CAN Media Group
CAN MEDIA

part of the CAN Media Group
CAN MEDIA

Over 1,300 local campaigns in 2007:



Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5th December 2007



part of the CAN Media Group
CAN MEDIA



Brand value drives growth

- The orthodox approach is to create a currency based on a CPT value
- TLC is unorthodox: it trades as much on its brand as it does its CPT, the brand values of which are: editorially meaningful; promoting positive action; relevant to everyone; locally relevant; giving something back = **credibility**
- TLC brand values will grow into **other networks** by the virtue that the principles are universally applicable, accepted and credible - **question is should other network owners buy-into and re-use the IP already developed by TLC to their own advantage?**

Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5 th December 2007



part of the CAN Media Group
CAN MEDIA

What are we going to do?

2008: Projected revenues of £12m

Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5 th December 2007



part of the CAN Media Group
CAN MEDIA

How will we do this?

2008

Developing the brand proposition
Channel & media integration (more than just community)
Rollout across retail and the high-street

Today

2008

Developing a cohesive multi-site platform
(Install + 1,500 surgeries, + 3,000 schools, 1,000
Pharmacies)

Maintaining & updating the network
Diversifying on-screen and off-screen revenues

Presentation to	POPAI Digital
Presented by	Phil Austin, Managing Director, CAN Media Group
Date	5 th December 2007



part of the CAN Media Group
CAN MEDIA



Thank you
www.thelifechannel.com