

Tyne and Wear

ICT & eGovernment Partnership

Graham Jordan

DigiTV in the North East

29<sup>th</sup> November 2004

Projects

Experience

Content

Usage

Costs

Next steps

Data flows

Further info

 Help

 Terms

Press 'OK' to select  
this menu item

# Digital Interactive Television

- Newcastle 'DIGiT' project

- 1999+
- Telewest only



- Tyne and Wear Pilot

- Start summer 2004
- Part of the ODPM's National Project on Digital Television.
- ntl:, Sky and Telewest.
- Establishes a (national) Digital Television platform for public services in Tyne and Wear.
- Plan to link to dynamic content from core council systems already feeding the kiosks.
- Councils have option to extend beyond March 2005.

# Current content: tyne&wear

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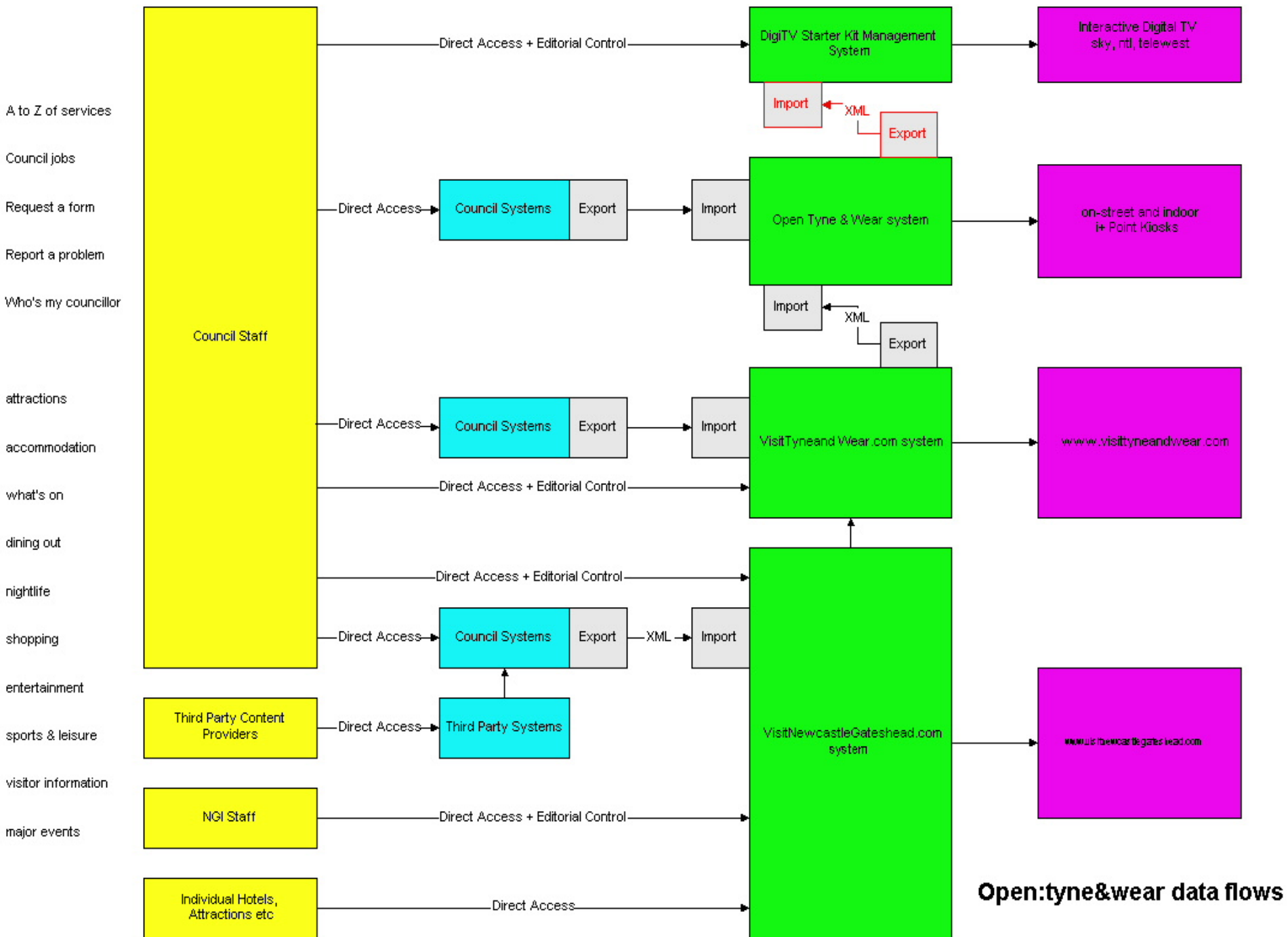
- 1 cluster
  - Can take upto 12 microsites
- 7 microsites (only place your logo can appear)
  - 5 T&W councils
  - Nexus
  - Open: tyne&wear
    - Pilot information
    - County wide information
    - Gateway to services
- Space for 5 more microsites to join us
- Costs
  - Cluster level (annual access / presence)
  - Microsite level (annual starter kit licence)
  - Ongoing content management
  - Equipment / connectivity for QA
  - One-off content (technical) integration

# Tyne and Wear ICT & eGovernment Partnership

Interactive Digital TV Service November 2004

The project is a partnership between Tyne and Wear Local Authorities and the Tyne and Wear Local Authority ICT Partnership. The project is a partnership between Tyne and Wear Local Authorities and the Tyne and Wear Local Authority ICT Partnership.





The logo for 'Open:tyne&wear' features a stylized 'O' with a small globe icon inside it, followed by the text 'pen:tyne&wear' in a lowercase, sans-serif font.

Our pilot Digital TV service.  
Use the 'Your views' button to tell  
us what you think of it.

Main Menu

18 November 2004

Local Councils

Visiting the area

Public transport

Connexions T&W

T&W Museums

About

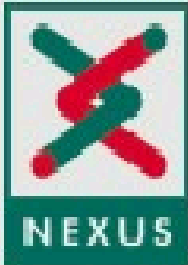
Your views

Search

 Help

 Terms

Press 'OK' to select  
this menu item



**Linking People to Places**

www.nexus.org.uk

Promoting Public Transport in  
Tyne & Wear

Main Menu

18 November 2004

Concess. Travel

Metro

Shields Ferry

Care Service

Travel info

Contact us

Terms of use

Feedback: digitalTV

Help

Terms

Press 'OK' to select  
this menu item

# Open:tyne&wear

Quick Links

Visiting the area

Welcome to Tyne and Wear.

About the area

Tourist services

Attractions

Beaches & coast

Major events

Getting here

Dining & nightlife

Your views

▶ Nexus Menu

▶ Councils

▶ CTW Menu

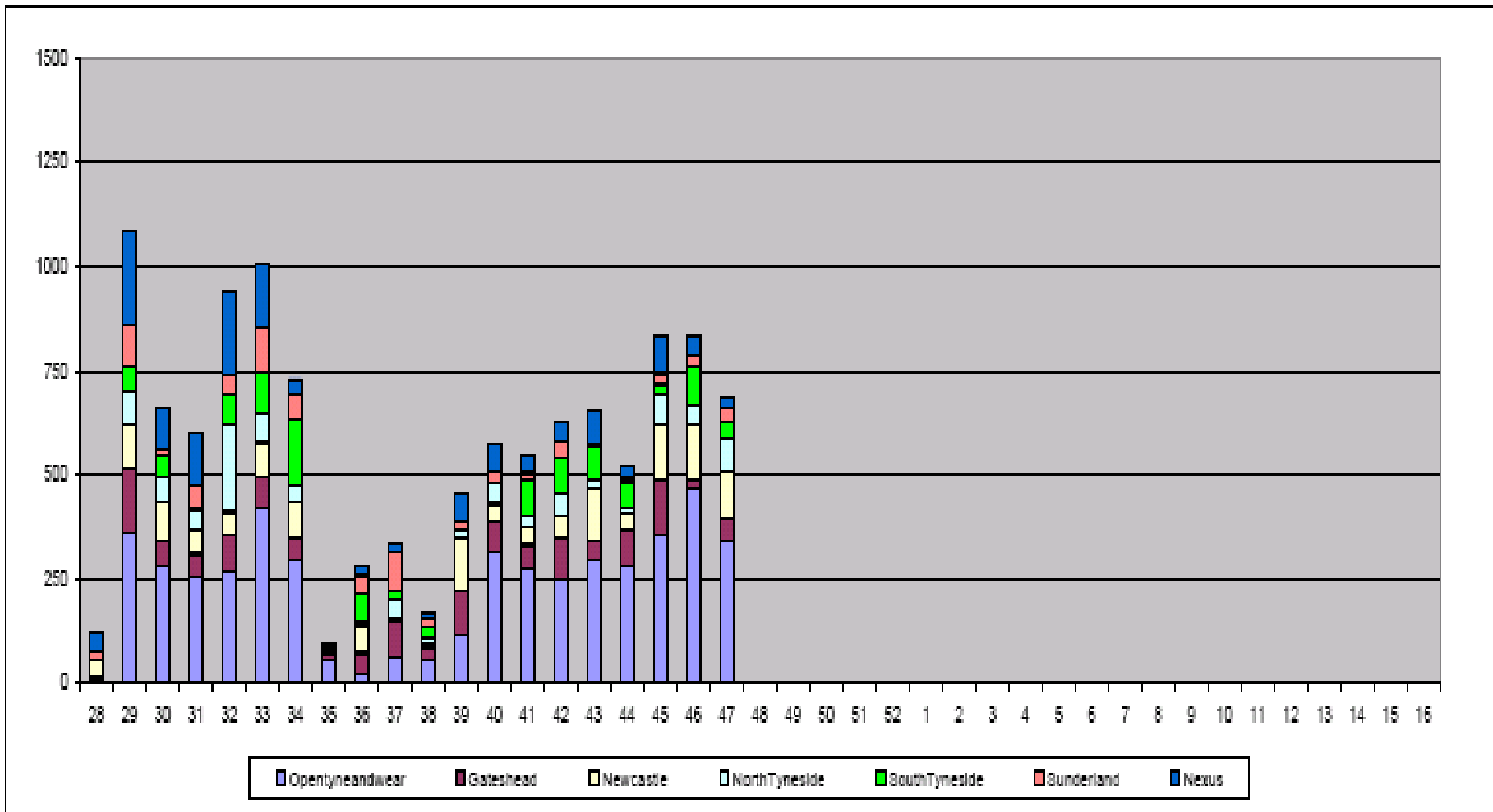
Press 'OK' to select  
this menu item



# Experience

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- Training
  - KN
- Support
  - Anite, KN, National Project
- Content development
  - Started in March 04
  - Manual content entry
  - QA process and equipment
- Launch
  - July 04
- Promotion
  - Sep-Nov 04
- Usability
  - Starter Kit = CMS
  - For Users at home
    - Functionality
    - Navigation
    - Speed
- Stability
  - Technical problems
  - Functionality and navigation changes
- Usage
  - Weekly raw data
  - Very low but growing



Week 28 Go Live

Week 34 Navigation Change to Postcodes

Week 35 - 48 Advertising (N, NT, ST, S)

Week 37 - 48 Advertising (G)

Week 39 Navigation Change back from Postcodes

Week 40 Press Release

end Week 42 Evening Chronicle Advert

end Week 43 Evening Chronicle Advert

note that figures include accesses by project staff

# Next steps

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- Consider 'plug-ins' available from the National Project
  - GP Appointments
- Review progress and usage
  - 2005/2006 continuation of service
- Profile and usability
  - Working with National Project
- Expand content and functionality
- Integration with existing content
  - A to Z of Services
  - Council Jobs
  - Request a Form
  - Report a Problem
  - Who's My Councillor
  
  - Attractions
  - Accommodation
  - What's on
  - Dining Out
  - Nightlife
  - Shopping
  - Entertainment
  - Sports & Leisure
  - Visitor Information
  - Major Events

# Further Information

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