

# Property tv

THE ULTIMATE WAY TO WIN BUSINESS

MEDIA PACK

[PROPERTYTV.UK](http://PROPERTYTV.UK)





## WE PRODUCE

We work with you to produce content for distribution on the Property TV platforms.

Whether you want to appear in one of our current shows, have an idea for your own TV programme or simply want to create and broadcast an advert, Property TV will do this for you.



## WE BROADCAST

Property TV's flagship broadcast platform is Sky. We broadcast twice weekly, Tuesdays and Thursdays 8pm - 9pm on channel 192.

We also broadcast our content using online platforms such as YouTube and our website, all promoted using our strong social media presence.

# WHAT DO WE DO?

# HERE ARE SOME KEY STATISTICS



## 237K

**PEAK DAILY  
AUDIENCE**

The peak daily audience that Property TV has recorded on its content is 237,000 in a 24 hour period. All targeted viewers



## +2.5K

**NUMBER OF  
PRODUCTIONS**

Over the last 5 years Property TV has produced over 2,500 productions, ranging from TV programmes to corporate videos



## +100K

**FOLLOWERS ACROSS  
SOCIAL MEDIA**

Across our direct and associated social media platforms, LinkedIn, Instagram, Facebook, Twitter & YouTube

# THREE KEY WAYS TO WORK WITH US



## 1. FEATURE IN OUR PROGRAMMES

Featuring in our programmes provides an opportunity to be seen as an authoritative voice in the industry for your area of expertise.

From panel shows to bespoke documentaries, Property TV produce a variety of different programmes dedicated to the property industry.

If you would like to feature in one of our current programmes, such as Property Question Time and Developing Britain or have an idea for your own show, the conversation starts here.



## 2. ADVERTISE TO OUR AUDIENCE

Advertising is a key method of reaching a wide audience with a view to delivering a commercial message.

Our programmes appeal to a wide range of individuals that are interested in the property industry and therefore create a targeted audience for property related products and services.

TV advertising is generally perceived as being the preserve of bluechip and international companies. Property TV affords to you this same opportunity and the ability to use 'As Seen On TV' in wider marketing.



## 3. USE OUR PRODUCTION TEAM

Property TV have an in house production team that are highly experienced in producing everything from 10 second advertisements to hour long TV documentaries.

We work with companies to produce content specifically for distribution on Property TV's platforms but also for their own platforms including social media.

If you are looking for a first class production for your company for use on your own website, social media or other platforms this is something we can deliver on.



*“The impact on my own positioning with my business was immediate and substantial.”*

- GRAHAM ROWAN, BEAUFORT SOCIETY

**QUOTE ABOUT  
FEATURING ON  
PROPERTY TV**

# FEATURE IN OUR PROGRAMMES



**Raise your profile by being seen on the premier form of media, TV**



**Generate exposure in an authoritative way**



**Fuel your other forms of media using clips on social media**

There are a huge amount of reasons why featuring on TV will benefit your business and brand, the aspects above are just three of the key aspects that featuring on TV delivers.

Television is mostly associated with bluechip, international and national brands and for that reason those that feature on TV benefit from the authority that comes with being chosen to participate on the worlds premier form of media. This is something that cannot be said for social media which is open to everyone. Property TV is now open to you.

There are several different ways that you can appear on TV as an expert in your field. Typically the types of programmes you can feature in fall into two broad categories; panel shows or bespoke documentaries.

Property  Question  
Time

# HOW TO LEVERAGE YOUR TV APPEARANCE



**TV is known as the steroid for all other marketing and media.**

How many times have you seen 'As Seen on TV' on packaging, in email shots and on social media posts?

Not only does TV have an immediate direct impact, but it can also have long lasting and powerful indirect effects by successfully leveraging it in your other marketing and media.

## BEFORE FILMING

**01**

Share the news that you will be featured on TV on social media

## AFTER FILMING

**02**

Post behind the scenes pictures of filming on social media. We are always happy to take these for you

## PREPARING FOR BROADCAST

**03**

Tell everyone on socials when they can tune in and watch you on national TV

**04**

Announce the coverage in your newsletters, email shots and press section of your website

## AFTER BROADCAST

**05**

Take a screenshot of yourself on TV and post it on social media. These posts do very well

**06**

We will supply you with your TV feature so you can share this on socials, email and on your website

# A SELECTION OF THE PROGRAMMES WE PRODUCE



**PROPERTY QUESTIONS  
TIME**



**BRITAIN A DEVELOPING  
COUNTRY**



**BUILD TO RENT. THE  
FUTURE OF LIVING?**



**MAKE YOUR MONEY  
WORK**



**MONEY & ME**



**PROPERTY & FINANCE**



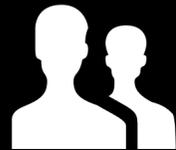
**PROPERTY ELEVATOR**



**RAISING YOUR GAME**

# ADVERTISE TO OUR AUDIENCE

Television advertising is widely known as the pinnacle of advertising mediums. Normally reserved for household names and bluechip brands.



Property TV gives you access to Sky's 11+ million subscribers. Property TV has recorded up-to 237,000 viewers in a single 24 hours watching our property specific programmes

In addition to the audience you will be broadcast to on Property TV's platforms, you will also be able to supercharge the effectiveness of your website and social media presence with the authority winning 'As Seen On TV' sticker



If you do not already have a television advertisement then this is not a problem. Property TV have our own in-house television advertisement production capabilities that come with full compliance checks to, ensure you get on TV



# USE OUR PRODUCTION TEAM

Do you need premium video content for your business or brand?

From planning to delivery, Property TV's in-house production services make it easy for you to get ahead of your competition and win the clients you want to win by utilising the power of video.

Over the last 5 years Property TV have produced over 1,000 videos for over 150 clients. The different styles of production include:

-  Corporate videos
-  Social media videos
-  Explainer videos
-  Regular Vlogs
-  Online advertisements

From a series of social media videos for the second largest property company in the world CBRE, to single corporate videos for SME developers, we take pride in all of our productions and make sure they deliver the results you want to achieve.

Video can no longer be ignored by any business.



# START THE CONVERSATION TODAY

The opportunity to find new clients using our established audience and win the business that you want to win, by leveraging the authority from being seen on TV can start today.

Just let us know what you want to achieve and who you want to reach and we will ensure you get the results that you are looking for.

[propertytv.uk](http://propertytv.uk)

[info@propertytelevision.tv](mailto:info@propertytelevision.tv)

**0800 566 8650**

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London E14 9SH**

An aerial view of the London skyline at sunset, featuring the River Thames, the Tower Bridge, and various skyscrapers. The Property tv logo is overlaid in white, with the word 'Property' in a large sans-serif font, 'tv' in a smaller font, and a stylized house icon above the 't'.

Property tv