

Baby TV seeks £500k growth capital

MEDIA/MEDICAL

GROWTH

SOUTH EAST

EXPERIENCED MANAGEMENT TEAM



Baby TV

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This opportunity may not be suitable or appropriate for your personal circumstances. The levels and basis of taxation may change and depends on your individual circumstances. The marketability of this type of investment is often restricted and you may have difficulty selling at any price. If you are in any doubt, you should consult a suitably qualified financial advisor.

Now in its tenth year Baby TV is a powerful network of over 300 audio-visual screens in 134 NHS hospital antenatal clinics and ultrasound waiting rooms. The channel currently reaches parents-to-be planning to have their babies in 65% of all major maternity units in England and Wales with more installation planned during the coming months. 48% of our potential audience also have other under 5's at home. We are in almost all cases the first medium parents-to-be are exposed to. This delivers the highest pre-birth audience of any medium targeting this sector in the UK.

Owing to the nature of the appointment system we have incredibly long dwell times, in excess of 84 minutes, when pregnant mothers and their partners have little else to do but watch the screens, (and entertain their toddlers!). Baby TV runs a mixture of editorial content (offering top tips and advice), advertiser funded infomercials and traditional spot advertising. We also produce a printed directory and in some of our larger hospitals have opportunities with our interactive payment and information kiosks. The Kiosks provide a reliable a secure method for the ultrasound departments to receive payment for scan pictures and allows parents-to-be to use either cash or credit/debit cards



MARKET

The UK pre-birth baby market is estimated to be worth £1.3 billion each year i.e. £2,000 per child. Advertising and marketing channels are limited and often carry with them high levels of wastage. Baby TV presents a fantastic opportunity to engage with this captive audience by delivering invaluable content to information-hungry audiences with a baby-focused mind-set.

INVESTMENT

Baby TV is seeking investment of £500,000, needed to establish a mobile web presence associated with a modernized screen network system and the development of a new complementary identity, targetting expectant mums with children up to 2 years old with the emphasis on individuality and personality all driven from a local perspective.

The value of investments can go down as well as up, so you could get back less than you invested.

For more information, please contact:
Roger Sinclair on roger@babytv.tv or call 01932 831055

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