

We are StagTV.

Best Broadcaster in Numbers.

377,000

+110%

Total views



2,226

+25%

YouTube subscribers

100+

+71%

Registered members



2,556

+32%

Facebook likes

74

Videos produced



20+

Livestreams broadcast

Not bad on a budget of £3,000!

We're a small station, but you wouldn't know it from watching our content. The skills and dedication of our members has enabled us to squeeze the most out of our limited resources and produce a range of quality content. Over the last year we've adapted our station's output to match the changing demands of our student audience, producing more content that students actually want to watch, in the format they want to watch it in. We've also focused on developing and engaging our members, more than doubling our active membership from last year.

Our video showreel highlights our biggest achievements this year, explained in more detail below:

Livestreams

Our old streaming equipment was on its last legs, so we fought hard to receive budget from our SU of £2,500 to invest in new streaming equipment. This has allowed us to improve the reliability and quality of our livestreams, as well as halving the amount of time they take to set up. We've streamed popular events that students care about like sports, live music and debates, and have quadrupled our trained livestreaming team to around 20 people. Our quality has

increased so much that we are now paid to produce livestreams commercially, gaining £500 from the Netball stream featured in our showreel.

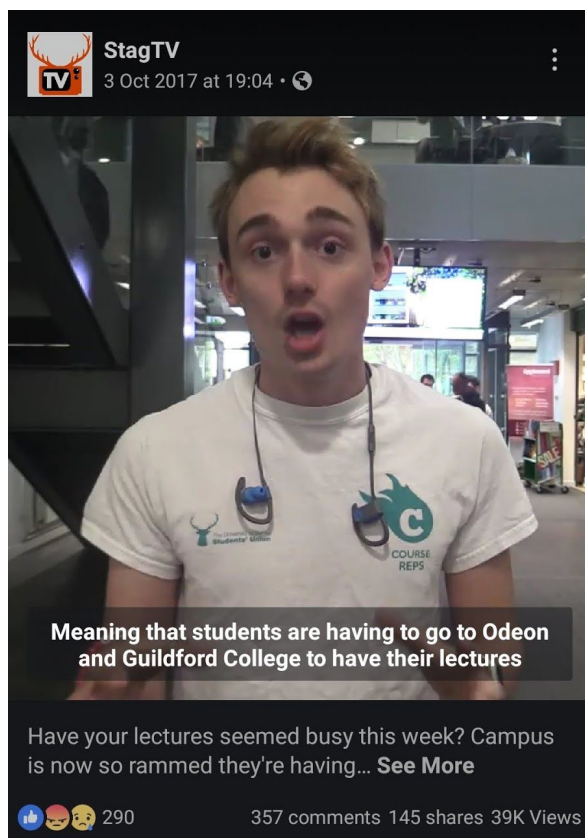
360° Accommodation Tours

Some of our most popular videos are our campus accommodation tours, watched by freshers before coming to university. We undertook a massive project to replace the outdated tours with new videos in 360°, pioneering this new format in student television and allowing freshers to see the full picture of their new accommodation.

Social Media Focus

We spotted an opportunity to engage more of our student audience by designing videos for 'social media first'. We removed long title sequences, created square videos and added subtitles so our viewers can watch our videos with the sound off, for example in lectures. This combined with a full rebrand and website redesign has led to a dramatic increase in views and engagement, and StagTV is now one of the most recognised brands on campus.

We even had the pleasure of being misunderstood by the Daily Mail, going viral with with our 'How to use a bus' video, which we were paid by the university to produce for international students.



An example of our videos produced for social media

Journalism and Impact

We combined our social media focus with our members' skills in journalism and campaigning, to hold the University to account on the big issues facing students such as overcrowding and housing. We exposed the University's over-recruitment that forced them to use the local Odeon cinema to hold lectures, using our large audience to hold them to account. Our video had a massive impact with over 40,000 views, 350 comments and 140 shares, leading to us becoming headline news in the local paper and forcing the University to respond.