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Ten Alps to launch online science channel Newton HD from Newcastle, with 2 years of base funding from One North East

Multimedia factual producer Ten Alps Plc (“Ten Alps”) has been selected, after a competitive tender by One North East, the Development Agency, to provide a pilot launch of an online science channel, global in its editorial footprint, from the UK’s North East Region.

Newton HD, the soon-to-launch online science channel, will have production funding from One North East through a contract with Ten Alps over a 2 year period.

Newton HD aims to provide high-quality, high-end science programming, and an online space for scientists and the public to share research, ideas and discoveries. It is a project developed by Ten Alps, along with the Science Museum, the Royal Institution and the Open University.

The new channel will support the engagement, visibility and awareness of the national STEM agenda across the North East region. It has been developed to promote the public engagement in science and will work with Newcastle Science City to profile the world-class science that is coming from the region.

Newton HD programmes will be made in the North East, around the UK and internationally, and distribution will follow a similar pattern. The intention is to create a strong media asset with local employment, and to enhance the competitive position of the region within the international science communities.

The website is currently under construction by Ten Alps, following detailed design submissions and testing, and programming is in production.

The business plan aims for the channel to be self-financing after the two-year pilot period, from revenue streams including programme sales, sponsorship, online advertising, content syndication and events.

One North East Head of Business Investment, Dr Simon Goon, said: “The considerable rise in popularity of on-line television in recent years with highly successful innovations like You Tube and i-Player demonstrates that there is an appetite for the type of service Ten Alps provide.

“Newton HD will develop an on-line platform in North East England to showcase scientific endeavour aligned with Government’s ambitions to raise awareness of the Science, Technology, Engineering and Maths (STEM) agenda. The project will also position the North East as an Internet Protocol TV (IPTV) leader in public service broadcasting.

“Digital Britain already recognises this important shift in viewing habits.

The agency shares the Government’s desire to help businesses make the most of the opportunities digital media presents.”

The introduction between Ten Alps and One North East was made by the

Regional Screen Agency, Northern Film & Media, the organisation charged with growing the creative industries in the North East.

Tom Harvey, Chief Executive of Northern Film and Media, said: "We are delighted that Ten Alps are expanding their base in the North East and are proud to have played an important role in securing this innovative project for

the region." Alex Connock, CEO of Ten Alps said: "Newton is a potentially ground-breaking online science project with blue chip partners, and it's an ideal media property to develop in the North East, given the regional focus on science, and the degree to which it has not benefitted from media investment in line with other regions. Ten Alps believes in the North East as a talent base for creative industries and this is a great step for us.

Our next goal in Newcastle is to build a wider production unit called Ten Alps Science, to deliver Newton and separately provide broadcast TV programming to national and international clients."

About Ten Alps

Ten Alps is a UK-based multiplatform factual media company, producing TV, online and print, with principle offices in London, Manchester and Singapore. Newton will be delivered by Ten Alps' Content Division. Its other online TV projects include Teachers TV, and it owns TV production businesses Brook Lapping, Films of Record and Blakeway, as well as substantial assets in online and offline publishing. Ten Alps was co-founded by Alex Connock and Bob Geldof in 1999.

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