

Federation Square Multimedia

Screen Content & Usage Guidelines

2017

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1. INTRODUCTION

Visual displays and interactive use of the large size LED screens are strategic elements in positioning Federation Square as the centre of Melbourne. Effective programming of the screens with engaging content helps to draw visitors to Federation Square and enhances the overall visitor experience.

Federation Square's screens also provide Melbourne with a unique opportunity to link the city with other parts of Australia for a national experience, and also with the wider international community to celebrate global events of cultural and community significance and entertainment value.

The screens also provide a commercial opportunity for Fed Square Pty Ltd to raise revenue to supplement or sponsor multiple content programs and to cover basic operational costs.

The Screen Content & Usage Guidelines are for distribution to all Federation Square staff, tenants, sponsors, interested stakeholders, major event and advertising clients.

2. OBJECTIVES

The primary objectives for implementing effectively managed screen programming will ensure Fed Square Pty Ltd endeavors to:

- Support promotion of Federation Square as an engaging, contemporary precinct
- Present Federation Square as a lively destination
- Entertain visitors, both physical and virtual, through the use of interactive technology applications for self-generated content experiences
- Provide information about Federation Square, Melbourne and Victoria and in particular about "what's on" at The Square
- Complement Federation Square's key attractions, program of festivals, events, entertainment and other activities

3. GUIDING PRINCIPLES

In alignment with Federation Square's Civic & Cultural Charter and Strategic Objectives, Screen Content & Usage Guidelines ensure that screen content adheres to the following principles:

- To provide a stimulating, educational, comfortable and entertaining viewing experience to Victorians, and for interstate and international visitors
- To represent Melbourne as a leading city for the arts and for innovation and creativity in all forms of cultural expression
- To communicate the City's leadership in contemporary ideas and expression
- To provide a focal point for arts and cultural festivals and important civic commemorations
- To reflect Melbourne's cultural diversity in its overall operations and programming
- To attract local, national and international visitors to Federation Square

Following these key guiding principles will distinguish the screen system at Federation Square from other commercially operated screens in Melbourne and other parts of Australia. Federation Square's screen system aims to provide a platform for new media artists, major cultural festivals and other civic related content providers.

Tangible benefits from effective content management and screen programming can include the following:

- Increased visitation to Federation Square and Melbourne's city centre
- Development of strategic relationships between Federation Square Pty Ltd and key supporting cultural events, media companies and other relevant screen content suppliers
- Strategic support to Federation Square tenants
- Goodwill networks between Fed Square Pty Ltd, community sectors, organisations within Melbourne and Victoria
- Indirect financial gain to Fed Square Pty Ltd, its tenants and neighbouring city businesses

4. SCREEN CONTENT GUIDELINES

Fed TV is designed to appeal to a universal audience with a particular interest in some psychographic segments (see Appendix) across local and tourism markets.

Programming 7am - 8pm is G or PG rated

Both Big Screens – one in the Main Square and the other in The Atrium – carry popular culture content, with the Big Screen in The Square directed towards the general populace; the Atrium Screen focuses more on arts-based media that complements the relaxed, salon ambience of the space. Programs for both screens are published weekly in advance on fedsquare.com.

Frequently both screens will be set to mute; in The Atrium the sound system will carry ambient music e.g. early morning industrious/upbeat; lunch jazz/blues; afternoon upbeat; dinner jazz/blues; night party.

4.1 Key Criteria Guide

During the content assessment process, content programs themes should satisfy a minimum of three elements from the following key criteria guide

- Have broad popular appeal and community relevance (e.g. major event “live sites”)
- Nature of content is primarily civic or cultural
- Enhance the visitor experience at Federation Square
- Have an interactive element for visitors where appropriate
- Themes or topics are relevant to Federation Square key objectives
- Content should be able to assist/benefit Federation Square and its tenants where appropriate
- Satisfy sponsorship commitments when required

4.2 Preferred Screen Content

The following type of content is predominantly preferred for display:

- “Live site” major event simulcasts from around Australia and the world that have popular appeal or significant and appropriate niche appeal
- New media content which does not primarily rely on audio
- Highly interactive and engaging visual content
- Appropriate executed promotions and advertising of “what’s on” at Federation Square or in Melbourne and Victoria
- Appropriate television broadcasts with an iconic status and broad appeal

- Appropriate promotional material for Fed Square Pty Ltd sponsors and commercial partners
- Appropriate visual backdrop for stage based events to amplify visibility to large audiences

The following content will not be taken:

- Poor quality production material
- Content relying heavily on audio, unless part of an overall program
- Advertising and promotions that do not align with Federation Square's Civic & Cultural Charter and Strategic Objectives
- Excessively long content
- Standard commercial music video clips

4.3 Classification Requirements

As screen content will be displayed in a public place, where possible relevant content will require assessment from the Office of Film & Literature Classification. A "G" rating classification (or equivalent) is required for all content screening during daytime; a "PG" rating is required for evening and late screenings.

"G" classified media is for general viewing. Some of these films and computer games contain content that would be of no interest to children. The impact of the content is very mild.

"PG" media may contain material that needs to be explained to children. Parental guidance is recommended. The impact of the content is mild.

Screen content will not incite, encourage or present violence or brutality in any form; simulate news or event in such a way to mislead or alarm viewers; depict distasteful or highly controversial material; depict explicit sexual activity or crude or indecent language; present as desirable the misuse of drugs including alcohol, narcotics and tobacco; stereotype, incite, vilify or perpetuate hatred against, or attempt to demean, any person or group on the basis of ethnicity, nationality, race, gender, sexual preference, religion, age or physical or mental disability.

4.4 Broadcast Rights, Copyright and Sponsorship

Fed Square Pty Ltd has a written license agreement (*Fed Square Advertising Booking Form*), which requires a signature of authorisation from all content providers prior to content being displayed. Direct broadcasting from free-to-air or pay-tv networks is exempt from approval from Fed Square Pty Ltd.

5. MANAGEMENT OF PUBLIC ENQUIRIES/PROPOSALS/COMMENTS

Fed Square Pty Ltd acknowledges the rights of our audience to provide comment and make complaints about screen content. Fed Square Pty Ltd will make every reasonable effort to resolve complaints, which will be conscientiously considered and investigated. A complaint must be lodged in writing for Fed Square Pty Ltd to fully assess it to the best ability.

6. CONTENT AUTHORISATION PROCESS

Fed Square Pty Ltd reviews all screen content before screening to ensure the guidelines are adhered to.

All content should be submitted to Fed Square Pty Ltd in a final edit format, either electronically or in hardcopy format, for approval by the Multimedia Screen Program Producer. Content must be submitted with a Screen Booking Form, with either an artist's proposal, as part of an event program, or is a submission for screen advertising. Individuals or organisations submitting content must sign a declaration (included in the application form) stating that the content complies with Fed Square's Screen Content & Usage Guidelines.

7. TECHNICAL GUIDELINES

For correct display of client content, supplied media must conform to the content specification guidelines detailed in the Fed Square Advertising Booking Form. Please refer to this document for full screen specifications.

APPENDIX A

'Value Segments' (Roy Morgan TM) - Priority Screen Audiences

1. Socially Aware

- Community minded and Socially active
- 'Information vacuum cleaners': always searching for something new and different and new things to learn
- They believe strongly in the concept of 'learning a living' rather than earning a living
- Always seeking new opportunities for training, education and knowledge
- Carefully considered decision-makers; when given the choice between two options, they will seek information and consider the consequences of each choice before making a decision
- Deep thinkers, sometimes spending so much time thinking about the issues that they never actually get things done
- They have a strong sense of social responsibility and an attraction to convincing others of their opinions – often becoming involved in pressure groups or working as public servants, politicians and researchers
- Can be idealistic, believing they can change the world or save the world if they can just get enough people to agree with them
- Although they are passionate in their opinions, they can equally be changeable
- Their attraction to things which are new and innovative usually means that they are the first to take up on new products and services, often just for the excitement of having a new toy - regardless of the cost
- Interested in innovation and things which are different which leads to an interest in design and fashion – designer orientated, but with a tactile nature, natural fabrics

Media Consumption

- Their thirst for knowledge and information and a global focus leads to them being heavy consumers of newspapers, particularly national newspaper and major metropolitan dailies.
- Their interest in magazines reflects their desire for new information which is not presented in mainstream media and technology.
- Their heavy readership of national newspapers also makes them more likely to read The Australian Magazine and the Financial Review magazine as well as Good Weekend. They are also frequent flyers, reading Qantas - The Australian Way and other airline magazines.
- They tend to be light consumers of commercial television, preferring the ABC and SBS, which offer a more globally focused and more cerebral approach.
- They tend to be attracted to programs which give an alternative perspective and more information on issues such as Foreign Correspondent, Four Corners and Australian Story.
- Their taste in comedy tends to be more witty or satiric.
- They are one of the main supporters of the Arts, particularly those which are less mainstream including classical music, jazz, folk, world and other less popular, more "sophisticated" music.
- They are more likely to listen to ABC radio and community broadcasters who are capable of catering to their tastes and their opinions.

2. Young Optimists

- Optimists, seeking to improve their prospects in life to gain a respected place in society
- Most likely to be found amongst young people
- Concerned with their image and style (not fads and fashion)
- Conscious of the image they project and want to make the right one

- Long term thinkers, they are busy planning careers, attending university and thinking about the future
- People who want to experience all life has to offer: travel, a career, friends, family - and they are still idealistic enough to believe they can have it all
- Wants to try everything - bungee jumping, ski diving, white water rafting, skiing... work hard and play hard because they still have the energy to do it
- Often personally and financially disorganised, living on credit, forgetting to pay bills, etc
- Innovative and interested in technology