



# Together TV

[www.togethertv.com](http://www.togethertv.com)

| Freeview 88 Sky 170 Virgin Media 269 Freesat 164



Individual Investors

# together

## Challenge

Communications charity Media Trust founded and ran The Community Channel for 16 years as a wholly-owned subsidiary. In 2016, it was time for the channel to fly the nest and become independent by converting into a Community Benefit Society and launching a community shares issue secure and grow its future.

## Revenue model

Over 300 individuals and businesses invested through community shares and donations. The investment helped cover the costs of building a new team, develop new digital platforms and grow the audiences, income and impact across TV, digital and social platforms. Income comes from advertising and commercial licensing deals.

## Impact

Rebranding in 2018, Together is the first people-owned TV channel for social impact – dedicated to turn viewing into doing. 4 million viewers a month, 15-20 unique viewers annually, plus 2 million per month engaging via social media. 17% of viewers surveyed say they are motivated to do more in their community thanks to the channel.

## Key Statistics

- Duration:** N/A
- Cost of capital:** N/A
- Turnover:** £822,783
- Investment:** £128K through Social Investment Tax Relief, £390K total
- Product type:** Community Shares & Social Investment Tax Relief



Good Finance