

Nepa and ESI Media create indyViews panel to coincide with the launch of new TV channel London Live

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Innovative Brand and Advanced Analytics company Nepa Global has co-created a consumer panel for the Independent in partnership with parent company ESI Media.

The announcement coincides with today's launch of new TV channel "London Live", which begins broadcasting at 6.30pm and is the first major TV channel to launch in the UK since Channel 5 in 1997.

Nepa built a consumer panel for the TV channel and The Evening Standard last September as a barometer canvassing potential viewers for their opinion on content, talent and scheduling as well as London specific views on events and issues affecting their lives in the capital.

The indyviews panel will seek the same level of coverage though on a wider regional level in terms of the title's readership. Â

Johnny Caldwell, UK Managing Director said "These are certainly exciting times, Nepa have found a great synergy working with ESI Media and we wish our colleagues at London Live every success for the future" I for one will be tuning in tonight. Â