

Adam MacDonald is leaving C4 to join ITV as Controller of Daytime.

Adam has been at Channel 4 for just over 3 years, and during that time has overseen a tremendously strong range of popular daytime shows including Come Dine with Me, Richard & Judy, Countdown, The Paul O'Grady Show and Deal or No Deal.

Adam has been a fantastic member of the commissioning team and he'll be sorely missed. In the meantime, Helen Warner will be looking after Daytime.