

**MINUTES OF THE 113<sup>th</sup> MEETING OF THE BOARD OF CHANNEL FOUR TELEVISION CORPORATION**

**HELD AT 124 HORSEFERRY ROAD,  
LONDON SW1P 2TX  
ON 26 SEPTEMBER 2005**

Present:	Luke Johnson	Chairman
	Andy Duncan	Chief Executive
	Anne Bulford	Group Finance Director
	Andy Barnes	Sales Director
	Kevin Lygo	Director of Television
	Rod Henwood	New Business Director
	Barry Cox	Non-Executive Member
	Ian Ritchie	Non-Executive Member
	Andy Mollett	Non-Executive Member
	Karren Brady	Non-Executive Member
	Robin Miller	Non-Executive Member
	Tony Hall	Non-Executive Member
Apologies:	Sue Ashtiany	Non-Executive Member
In attendance:	Paola Tedaldi	Corporation Secretary
	Jonathan Thompson (Part)	Head of Strategy & Research
	Diane Herbert (Part)	Director of Human Resources
	Polly Cochrane (Part)	Director of Marketing
	Peter Dale (Part)	Head of More 4
	Rufus Radcliffe (Part)	Head of Marketing – Channel 4

**Please note that commercially sensitive information has been redacted.**

**Minutes of the 112<sup>th</sup>  
Meeting of the  
Board held on 25  
July 2005**

The Minutes were approved for signature by the Chairman.

**Directors' Reports –  
C4 Paper 666 (31/05)**

**Chief Executive**

**Performance**

The Chief Executive reported that performance during the summer has been extremely strong. This is particularly so amongst 16-34 year olds.

**Free to Air  
Development**

The Chief Executive reported that the aim is to build a strong free-to-air portfolio.

**New Business** The Chief Executive reported on Ostrich Media's Quiz Call Channel.

**Other – Branding and Staff Survey** The Chief Executive reported on the latest Channel 4 branding survey results which show some very encouraging trends. He also mentioned the positive HR survey which would be looked at in more detail later in the meeting.

**Group Finance Director**

**Finance** The Group Finance Director circulated a new forecast update to the Board.

**Risk Management Review** Deloitte's has now completed its review and will be presenting recommendations to the October Audit Committee. These will then be brought to the October Board.

**PSR** The Group Finance Director updated the Board on the Channel's PSR submission.

**Director of Television**

**C4 and E4 Performance** The Director of Television reported that the Channel has had a brilliant summer. The overall share was boosted by the **4<sup>th</sup> Ashes Test Series** and the final day was record breaking, being the highest in Channel 4's history. E4 has also done exceptionally well over the summer.

Looking forward, we see more fluctuations than in years gone by and so the coming weeks are important for us. The Channel's programming is strong this autumn and remains a good offering, so we will have to see how the Channel performs.

**Programme Highlights** The Director of Television reported that **Unteachables** is starting soon. Equally, there are high hopes for **Elizabeth. The Closer**, a new US acquisition, starts tomorrow. Channel 4 also has some new programming starting this month including **Rock School**, **Dirty Tricks** and **Spoons**. The **Blunkett Drama** for the More4 launch night is very good.

**Sales Director**

**Market** The Sales Director reported that the market continues to be variable.

**PVRs** The Sales Director reported that a lot of work has been done to look at the effect of PVRs on advertising since the last report.

## New Business Director

### Quiz Call

The New Business Director reported on Quiz Call.

### Other

The remainder of the Directors' reports were taken as read.

### Initial Review of Budget – C4 Paper 667 (32/05)

The Group Finance Director explained the process for budget approval. In summary a “first view” of the budget is included in this board back for information only. The detailed budget will be considered by the Budget Committee in November and brought to the November Board for approval. Any outstanding issues can then be discussed at the December Board meeting.

The Group Finance Director then took the Board through the first view Budget.

### HR Update – Channel 4 Paper 669 (34/05)

The Director of Human Resources explained that she has been looking at the Corporation's HR agenda as part of the wider business to ensure that the HR priorities are fully aligned with those of the Channel.

The Director of Human Resources then gave the Board a summary of the results of the staff survey conducted this year. Overall scores were very strong and in virtually all areas the Channel has improved since the last survey in 2003. Compared to other companies, Channel 4 came in the top quartile for all responses, which is very impressive. Almost 100% of people are proud to work for Channel 4. Another major area of strength is people's sense of clarity and understanding of the vision (93% understand the vision and 95% think the Channel's direction is the right one).

The Chief Executive said that he is hugely passionate about these issues. Cross-functional discussions, lateral communication and teamwork are key to the success of the Channel. We need to be as joined up as possible as an organisation. Talent development and retention is also very important. Karren Brady commended this approach and said that it can impact really positively on a business.

### More 4 Launch – C4 Paper – 670 (35/05)

The Director of Marketing took the Board through the marketing campaign for More4, summarising and showing all the different forms of marketing.

The Head of More 4 then took the Board through the weekly schedule for More4. He also described some programming highlights, such as the **Blunkett** drama, **Death in Gaza**, **Touching the Void**, **Fahrenheit 9/11** and **Amelie**.

The Sales Director applauded the teams for all of their excellent work on the More4 launch.

**Dates of Remaining  
Board Meetings  
2004 – C4 Paper 671  
(36/05)**

The next meeting of the Board will be held from 3:00 pm to 6:00pm on 24 October at Channel Four Television, 124 Horseferry Road, London SW1P 2TX.

Chairman .....

Date .....