

**MINUTES OF THE 123<sup>rd</sup> MEETING OF THE BOARD OF  
CHANNEL FOUR TELEVISION CORPORATION**

**HELD AT 124 HORSEFERRY ROAD,  
LONDON SW1P 2TX  
ON 24 JULY 2006**

Present:	Luke Johnson	Chairman
	Andy Duncan	Chief Executive
	Anne Bulford	Group Finance Director
	Andy Barnes	Sales Director
	Rod Henwood	New Business Director
	Martha Lane Fox	Non-Executive Member
	Stephen Hill	Non-Executive Member
	Andy Mollett	Non-Executive Member
	Sue Ashtiany	Non-Executive Member
	Karren Brady	Non-Executive Member
	Lord Puttnam	Non-Executive Member
Apologies:	Kevin Lygo	Director of Television
	Tony Hall	Non-Executive Member
In attendance:	Paola Tedaldi	Secretary
	Sarah Rose (in part)	Head of VOD & Channel Development
	Andy Taylor (in part)	Managing Director, New Media

**Please note that commercially sensitive information has been removed from these minutes.**

**Minutes of the 122<sup>nd</sup> meeting of the Board held on 26 June 2006**

The Minutes were approved for signature by the Chairman, subject to two clarificatory comments by Lord Putnam and Andy Barnes which Paola Tedaldi reflected by manuscript amendment to the minutes.

**Directors' Report – C4 Paper 714 (25/06)**

**The Chief Executive**

**Film4**

The Chief Executive reported on the Film4 free-to-air launch. The channel gained the biggest audience for a channel launch. The Film4 team did extremely well and this was a very good launch.

In response to a query by Andy Mollett, the Chief Executive reported on the total marketing spend for the channel.

**Performance**

Performance on the main Channel continues to be very strong. **Big Brother** continues to perform well and is up year on year. Channel 4 has also had a strong line up of factual programming over the last few weeks including **The War Of The World, The Play's The Thing** and **Truly, Madly, Deeply**. Total portfolio share to date is up 16%, and total core Channel 4 share is up 6%.

**Director of Television**

The Director of Television's paper was taken as read.

**Sales Director**

**Food Advertising**

The Sales Director reported on potential food advertising restrictions.

**ThinkBox**

The Sales Director reported on Thinkbox.

**Market**

The Sales Director reported on the advertising market.

**Group Finance Director**

**June 2006 Results**

The Group Finance Director reported on the latest forecast for the year after the changes reported last month.

**First Look 2007**

In preparation for the first 2007 budget meeting in September and Board discussions in the autumn, the Channel is working on an early view of 2007.

**Ofcom Financial Review**

The Channel is close to agreeing Terms of Reference with Ofcom for their financial review which are forward looking in scope.

**Bank Tender**

The Group Finance Director reported on the banking tender process.

**Big Brother Streaming**

The Group Finance Director reported on Big Brother streaming.

**Channel Operations**

The Channel is looking at opening a new out-sourced contact and support centre for Video on Demand and Channel4.com.

**New Business Director**

Report by the New Business Director.

**VOD Launch Update – C4 Paper 715 (26/06)**

By way of re-cap, the New Business Director explained that Channel 4's broad plans were last presented to the Board in February 2006. Further funding is now required for launch.

The New Business Director then summarised why this investment is recommended.

The Chairman suggested that the remainder of the Video on Demand paper should be taken as read and a Board discussion followed on the issues.

The Video on Demand project was therefore approved by the Board.

**Review of C4 Pension Scheme – C4 Paper 716 (27/06)**

This paper was deferred until the September Board meeting as a result of time constraints.

**The UK Advertising Market – C4 Paper 717 (28/06)**

Discussion on the UK Advertising Market.

The Chairman concluded by saying that this would be a key ongoing debate.

**Date of next Board Meeting for 2006**

The next meeting of the Board will be held from 3:00pm to 6:00pm on Monday 25 September 2006 at Channel Four Television, 124 Horseferry Road, London SW1P 2TX.

Chairman .....

Date .....