

**CONFIDENTIAL**

**MINUTES OF THE 168<sup>th</sup> MEETING OF THE BOARD OF  
CHANNEL FOUR TELEVISION CORPORATION**

**HELD AT 124 HORSEFERRY ROAD, LONDON SW1P 2TX  
ON 23<sup>rd</sup> July 2010 9.30am – 12.30pm**

Present:	Lord Burns David Abraham Andy Barnes Anne Bulford Julian Bellamy Jon Gisby (in part – see below) Martha Lane Fox Lord Puttnam (in part) Stephen Hill Andy Mollett	Chairman Chief Executive Sales Director Chief Operating Officer Interim Chief Creative Officer Director of Media & Technology Non-Executive Member Non-Executive Member Non-Executive Member Non-Executive Member
Apologies:	Lord Hall Karren Brady	Non-Executive Member Non-Executive Member
In attendance:	Nick Swimer Gill Pritchard (in part)	Corporation Secretary Director of Strategy

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

**Minutes of the 167<sup>th</sup>  
meeting of the Board  
held on 28<sup>th</sup> June  
2010**

The minutes were approved without amendment.

**Jon Gisby**

The Chairman confirmed that Jon Gisby is stepping down from his role at C4C. The Board thanked Jon Gisby for his outstanding contribution to Channel 4.

**Canvas**

The Canvas paper was taken as read. Gill Pritchard updated the Board on this project.

Lord Puttnam left the meeting.

**Performance Pack – C4 Paper**

**In the month**

The Chief Executive updated the Board on various matters including the DCMS Committee Review, advertising sales, the LA Screenings and legal and compliance matters.

**Viewing Performance**

The Chief Executive updated the Board on viewing figures for the month.

**Revenue/Financial Performance**

The Chief Executive and the Chief Operating Officer updated the Board on financial performance.

Linear Viewing Performance

The Interim Chief Creative Officer reported on linear viewing performance.

Paralympics

The Interim Chief Creative Officer updated the Board on Paralympics programming.

Linear Advertising Sales

The Sales Director reported on advertising and sponsorship sales.

Online Viewing and Revenue

The Sales Director reported on online revenue.

Sponsorship

The Sales Director reported on sponsorship activities.

Advertising Sales Team

The Sales Director noted that a new Head of Agency Sales had been appointed who will join on 9 August.

Finance

The Chief Operating Officer reported on finance.

Ad Sales Bonus

A discussion took place about the advertising sales bonus.

Freedom of Information

The Chief Operating Officer updated the Board on Freedom of Information issues.

The next meeting of the Board will be held from 9:30am to 12.30pm on Wednesday, 29<sup>th</sup> September 2010 at 124 Horseferry Road, London SW1P 2TX.

**Chairman .....**

**Date .....**