

CONFIDENTIAL

**MINUTES OF THE 178th MEETING OF THE BOARD OF
CHANNEL FOUR TELEVISION CORPORATION**

**HELD AT GRAND CENTRAL HOTEL, 99 GORDON STREET, GLASGOW
ON 28th September 2011 8.30am – 12.30pm**

Present: Lord Burns
Lord Puttnam
Lord Hall
Monica Burch
Stephen Hill
Richard Rivers
Mark Price
David Abraham
Anne Bulford
Jay Hunt
Jonathan Allan

Apologies: Alicja Lesniak
Martha Lane Fox

In attendance: Martin Baker (Secretary)
Prash Naik

Please note that commercially sensitive and programme-related information has been removed from these minutes.

Lord Burns welcomed Jonathan Allan to the Board.

1. Minutes of the 177th Board Meeting held on 20th July 2011

The minutes were approved without amendment.

2. Matters Arising

There were no matters arising not otherwise dealt with on the Agenda.

3. Introduction From Jonathan Allan

Jonathan Allan thanked the Board for his appointment, and outlined his initial thoughts on how the advertising sales functions within Channel 4 would be developed, during what was likely to be a period of continuing and rapid market development.

4. Performance Pack

David Abraham

As this was 8 weeks since the last meeting, a significant number of events and developments were reported, as detailed in the pack.

David Abraham noted that a number of key appointments had been made into the Audience Technology and Insight team.

Jay Hunt

Jay Hunt updated the Board on performance during August 2011.

Jonathan Allan

Jonathan Allan provided an update to the Board on advertising sales.

Anne Bulford

Anne Bulford highlighted the recent completion of several commercial deals and updated the Board on discussions with potential partners.

5. Budget Discussions

David Abraham introduced the paper, which provided a high-level rationale for the 2012 operating budget.

The Chairman recognised the huge effort had been undertaken by the Executive and relevant staff in preparing the paper, and asked that the Board's thanks should be passed on where appropriate.

6. Any Other Business

The next meeting of the Board will be held on Wednesday 2nd November, 8.30am to 11.30am at 124 Horseferry Road, London SW1P 2TX.

Chairman

Date