

CHANNEL 4

STATEMENT OF PROGRAMME POLICY 2008

1. Overall Strategy

Channel 4's strategy in 2008 is a creative renewal to maximise the distinctiveness of the main channel. The aim is to pull off an increasingly difficult feat: greater delivery of its public service purpose whilst ensuring the commercial success required to finance that purpose. To that end Channel 4 will overhaul the peak schedule and make way for high impact projects that demonstrate its values and purposes.

Channel 4 will enrich its peaktime schedule with a wider range of contemporary factual at 9pm and major seasons on the food industry, Iraq, and the Victorians. The Channel will champion authored documentaries and will expand the *Cutting Edge* strand to at least 25 single films. There will be high impact events in arts and religion, with the culmination of the *Castleford* and *Big Art* projects and a major documentary on the Quran. Channel 4's core channel programme budget will be £513 million. With the digital channels, the total budget will be £602 million.

To make room for new ideas, Channel 4 will rest some highly successful programmes and move others out of their traditional peak time slots. There will be no *Celebrity Big Brother* on Channel 4 in 2008, and a number of returning series will move out of 9 pm slots to make space for new commissions. There will also be a greater emphasis on home grown origination in preference to acquisitions. Channel 4 will commit to new talent in primetime slots in all genres.

All this represents a significant commercial risk. A resilient share is vital for the revenues that fund Channel 4's public service ambitions. Further share erosion on the main channel is inevitable due to multichannel and other

2008 Statement of Programme Policy

competition. Therefore a target share of 11% across the portfolio of channels is realistic.

In summary, the main strategic themes for Channel 4 in 2008 are:

- Creative renewal in the peak schedule
- A higher profile for public service projects
- A commitment to new talent
- Expansion of public service content on new platforms.

Channel 4 will continue to extend the delivery of public value across a portfolio of channels and platforms. The newly appointed Director of New Media will implement an ambitious programme of changes with significantly increased investment of £30 million. In addition there will be a significant investment in public service content through cross platform Education projects.

Channel 4 will announce its **Next on 4** plans in March 2008. These will outline the enhanced public role Channel 4 can fulfil in the fully digital world, and will call for a new legislative framework to reflect this commitment to a multi-media public service network. **Next on 4** follows extensive consultation with staff, creative and commercial partners, Government and other stakeholders and audience research. Channel 4's public service role will be restated with four key purposes:

- To nurture new talent and original ideas
- To champion alternative voices and fresh perspectives
- To challenge people to see the world differently
- To inspire change in people's lives

Specific announcements will include a £50 million 4IP fund to pioneer publicly valuable digital media, a £10 million pilot fund for cross platform projects for 10 to 15 year olds, new diversity commitments to improve representation on and off

2008 Statement of Programme Policy

screen, and a New Talent month in August to highlight the Channel's commitment to finding and nurturing new talent.

Channel 4's new digital vision will be backed by fresh accountability initiatives designed to demonstrate the public value it delivers. These initiatives will include measurements of performance against its public purposes, publication of a new annual Public Value Report, a new content sub-committee of the Channel 4 Board, and new forms of interaction with audiences.

2. Significant Changes

There will be an evolution in the Education strategy for 14-19s, but no significant changes on Channel 4 in 2008.

3. Innovation, Experiment and Creativity

In 2008 Channel 4 will distinguish itself from other channels by focusing on new talent, new formats and new approaches to public service content. The New Talent month in August will feature new directors, producers, actors and designers in all genres.

New talent

Commissioning editors across all genres will work with new and diverse talent on and off-screen, and ensure exposure in high profile slots. There will be ring fenced strands such as *First Cut*, *Comedy Lab*, *Coming Up*, *The Shooting Gallery* and *3 Minute Wonders* for emerging talent. Together with Channel 4's low budget film studio Warp X and interactive sites such as 4Talent, 4Laughs and FourDocs, these slots will provide numerous entry points for new writers, performers and directors.

The web resource 4Talent will have a budget of £450,000 to encourage new people to get into and get on in the creative industries, opening access to

2008 Statement of Programme Policy

local networks in the regions, and offering new talent the opportunity to develop and showcase their work.

Development funding to grow new, ethnically diverse and regional production companies is important to the flow of creative talent; £600,000 will be invested in this area in 2008.

Channel 4 also recognises that the training of new talent is vital to maximise their potential and to ensure public trust in their programmes. The Channel's new Guidelines for Producers will be published in January 2008, and training sessions on ethics and compliance with independent production companies and freelancers will continue through the year.

New formats

Channel 4 will invent new formats in social documentary and arts, and will pioneer new forms of participation across different platforms. The risky new factual format *The Family* will transform traditional approaches to the observational documentary. The *Big Art* project will reach a climax in the spring; this year-long collaboration with the Arts Council England and The Art Fund has encouraged public participation to celebrate the role of art in Britain's public spaces. Participation is also key to the new digital photography series *Picture This*, in a unique collaboration with photo-sharing site Flickr and Yahoo.

Comedy will air two new series commissioned from one-off scripted comedies of 2007's *Comedy Showcase*, giving prime time opportunities to new writers and performers.

New platforms

Channel 4's new media strategy has been primarily commercial, but there are areas of innovative public service content planned for 2008, including cross-platform Education projects such as *Get A Life*, *The Insiders*, *4Pioneers* and the *Bow Street Runner* online history game. New peak time factual projects

2008 Statement of Programme Policy

Medicine Men Go Wild and *Picture This* will also benefit from cross-platform exposure.

E4.com will relaunch, and Channel 4 will extend access to its programmes via 4oD with catch-up services available direct from programme pages on the website.

The first Channel 4 national radio station, E4 Radio, will launch in 2008.

4. Tier 2 Arrangements

Channel 4 aims to achieve all its quantitative requirements for the core channel in 2008. The 50% minimum for programmes of European origin will be met, and the 25% independent production quota exceeded by a substantial margin. At least 60% of programmes across the schedule will be specially commissioned, with at least 70% in peak. There will be four hours of news in peak time, and four hours a week of current affairs (all hours), of which 80 hours during the year will be in peak. At least of 30% of the core channel's programme budget and total hours will be accounted for by programmes made in the nations and regions of the UK.

5. Programme Offer

NEWS

Channel 4's award-winning international and domestic journalism will be available on Channel 4, More 4 and online, and will be extended to E4 Radio during 2008.

Channel 4 News will move into a new multimedia newsroom at ITN's Grays Inn Road studios, and news production will be enhanced by new digital editing and an integrated graphics department. The newsroom will incorporate *More*

2008 Statement of Programme Policy

4 News, the *Channel 4 News* online team, and some of the Channel 4 Radio News team from 2009, so all Channel 4's news services can develop a shared editorial culture and maximise scale and efficiency.

The UK economy will be a major focus of the editorial agenda in 2008, and coverage will benefit from a new Business Correspondent and dedicated producer.

Jon Snow will anchor Channel 4 News from Iraq to mark the fifth anniversary of the fall of Saddam Hussein. The Beijing Bureau will be supported with additional staff from London to cover the Olympic Games and associated stories.

Channel 4 News will contribute radio news to E4 Radio and will begin piloting for the new factual and speech station Channel 4 Radio, due for launch in 2009.

The news website will build on its record traffic figures in 2007 by completing a redesign introduced in March 2007. This will mean better usability and more video content. The website will include Factcheck and The Freedom Files which will investigate public policy stories using Freedom of Information legislation.

CURRENT AFFAIRS

Dispatches will return in January 2008 with a run of 40 one-hour programmes in peak time. The domestic agenda will form a larger percentage of the output in 2008 than previously (30 out of the 40 films), including undercover investigations, a series on immigration and reports from the *Dispatches* team including Jon Snow, Antony Barnett, Deborah Davies and newcomer Tazeen Ahmad. *Dispatches* will continue to break important stories and set the journalistic agenda. It will continue coverage of the War on Terror with ambitious films from Iraq and Afghanistan and its commitment to award-

2008 Statement of Programme Policy

winning foreign investigations will be maintained with an expose of major human rights abuses in China.

Online, David Modell's RTS award-winning *War Torn* will be followed by his audio/photo essays on the victims of indiscriminate street violence.

Unreported World will return for another 20 editions in peak time. *The Insider* strand will not return but will be replaced by other current affairs programmes and seasons. Current affairs hours and spend in 2008 will be the same as in 2007.

EDUCATION

The core channel will commit £85 million to Education in 2008, spanning peak time education programmes, cross platform projects for 14 -19 year-olds, programme support, and new media content. The sections below on Schools, Science and History, Religion, Social Issues, Arts and Leisure Interests describe the range of Education programmes and multimedia projects on offer.

SCHOOLS

Channel 4's strategy for the 14–19 age group in 2008 will focus on online projects, while maintaining a strong educational television schedule in the mornings during term-time. Research and consultation showed little awareness or use of education programmes transmitted in the morning, so Channel 4 Education will be extending its commissions onto the platforms that teenagers use most.

The new Education cross platform projects are designed to be playful, social and useful. They will focus on informal learning and the experiences and ambitions of the target audience, and each project will be developed in collaboration with young people. Projects will include life after formal

2008 Statement of Programme Policy

education, careers, political engagement, enterprise, as well as history and science on new platforms.

Get a Life will be a 15-month project following teens as they face the challenges of adult life, seeing how they can use their social networks to meet particular challenges. *Insiders* is a careers information project using short-form comedy developed from real life work blogs. *Battlefront* will look at how teenagers can make an impact in a media-saturated world, giving teenage campaigners a mentor to find the most imaginative ways of creating awareness of their issue. *4Pioneers* (working title) will be a social networking service for new teen entrepreneurs, aiming to connect them with the real world of business. *Bow Street Runner* and *Slabovia* are projects that will build new platforms for young people to engage with history and science.

These projects will have associated television programmes in the morning schedule, and we will fulfil our commitment to 330 hours of schools programmes a year. The 0930 – 1200 education schedule will continue, but there will be a reduction in the number of new television commissions (from 49 hours in 2007 to 35 hours in 2008) as resources are shifted to cross platform projects. The £6 million spend on 14 – 19s will be the same as in 2007.

EDUCATION SUPPORT AND NEW MEDIA

Major cross-platform projects planned for 2008 are *Medicine Men* on traditional remedies from around the world, *Picture This* a digital photography learning resource, and the health series *Embarrassing Illnesses*.

Channel 4 will continue to support a range of programmes with referral helplines on social and health issues. To support the major drama *Fallout*, channel4.com will run bespoke video content on gang culture. There will be new media support to complement the Food campaign, and a revamped Health and Wellbeing portal.

2008 Statement of Programme Policy

CHILDREN'S PROGRAMMES

Channel 4 does not make programmes specifically for children, but has announced a £10 million pilot fund for cross platform projects for 10-15 year olds.

SCIENCE AND HISTORY

Science and history will contribute to the more varied range of factual in weekday and weekend 9pm slots.

City of Vice will be the major commission for early 2008, with five one-hour films exploring Georgian London and the birth of the Bow Street Runners. *The Victorian Season* will expose the thrill-seeking pleasure-loving individualism of the nineteenth century. Tony Robinson will investigate the roots of Britain's legal system from the Saxons onwards in *Tony's Laws*. Reality history will return with *Diets That Time Forgot*, comparing Victorian, Edwardian and 1920s attitudes to diet, body shape, exercise and beauty.

In The Shadow of the Moon, the Sundance award winning documentary about the Apollo moon landings, will have its network tv premiere. One-off drama documentaries in 2008 include *The Unsinkable Titanic* and *The Day of the Kamikaze*.

In science Channel 4 will mark the 150th anniversary of 'The Origin of Species' with a Richard Dawkins series. Stephen Hawking will present two programmes on current understanding of the universe.

There will be an increased focus on new presenter-led travel and adventure formats. Among these, *Medicine Men Go Wild* will work with the Botanic Gardens Kew to trace the impact of traditional medicine from a variety of cultures on modern Western medical practice. The interactive element will invite viewers to make contributions to a repository of folk remedies.

2008 Statement of Programme Policy

SOCIAL ISSUES

Channel 4's social documentaries in 2008 will be bold and thought provoking. Jamie Oliver, Hugh Fearnley-Whittingstall and Gordon Ramsay will provide the focus for the food season, and Jamie Oliver will also return to his home town later in the year with a Ministry of Food telling people how to eat properly. A new format *The Woman Who Stops Traffic* will try to solve congestion problems in UK towns.

Cutting Edge will extend to at least 25 editions - a very significant commitment to single documentary. Among subjects planned are the dramatic confrontations between Greenpeace and the Japanese whaling fleet, relationships with next-door neighbours, phone rage, and Muslims' view of Britain.

An ambitious project, *The Family*, originally planned for 2007, will use new technology to give viewers unique insights into the life of a normal family in an innovative way.

Channel 4 will tackle mental illness with two projects: *Mental* (working title) dealing with a controversial approach to medication and schizophrenia, and the drama *Poppy Shakespeare*.

INTERNATIONAL COVERAGE

Coverage of international issues is a cross-genre commitment for Channel 4. A major season on Iraq will feature Nick Broomfield's searing new film *Battle for Haditha* as well as a week of special *Channel 4 News* reports, *Dispatches* and *Unreported World* specials and a late-night documentary to illuminate aspects of the conflict neglected by other broadcasters.

Drama will revisit the controversial shooting of peace campaigner Tom Hurndall in Gaza, and *Dispatches* will return to China to investigate human rights abuses.

2008 Statement of Programme Policy

My Big Fair Trade Adventure takes two children to see where their school uniform is made – and at what cost.

DRAMA

Challenge and ambition will characterise Channel 4 single drama and series in 2008. Series will have an emphasis on subversive fun, and the event pieces will be designed to challenge audience perceptions and prejudices.

Following the success of *Skins* - returning in 2008 - Channel 4 will continue to nurture home-grown drama for E4 with a strong interactive element. The series will also encourage new talent: one of the episodes will be written by an 18 year old member of the cast. *Hollyoaks* will feature surprising and challenging storylines, with fun and informative content online.

Shameless will return with 16 episodes early in the year, its longest run to date. Now filmed on a purpose built Chatsworth Estate in Manchester, the commitment to sixteen further episodes in 2009 has given longer term stability to the production and writers.

The Devil's Whore is a four part drama written by Peter Flannery set during the English Civil War and directed by Marc Munden.

Among the stand-out drama events planned for 2008, *Poppy Shakespeare* is a funny and moving film about psychiatric care, *Fallout*, based on Roy Williams' Royal Court production about the stabbing of a black teenager, reflects powerfully on race and the justice system, and *Hurndall* is the true story of Anthony and Jocelyn Hurndall's fight with the Israeli army to discover the truth about the death of their son in Gaza in 2003.

2008 Statement of Programme Policy

COMEDY AND ENTERTAINMENT

Comedy and Entertainment's strategy for 2008 is to mix some returning 2007 successes with a raft of new commissions.

The IT Crowd, Peep Show and Star Stories will be returning Comedy series, and in Entertainment *The Friday Night Project, 8/10 Cats, Law of the Playground, Balls of Steel* and *Derren Brown* will return in 2008. *Rory Bremner* will also return with a new series in 2008.

New entertainment commissions include Alan Carr's *Celebrity Ding Dong* and a tongue-in-cheek reality format, *When Women Ruled the World*. There are two new sitcoms commissioned: *Kevin Bishop* and *Plus One* were successful one offs in the 2007 *Comedy Showcase* which will go into production for 2008.

Celebrity Big Brother will be rested on Channel 4 but *Big Brother* will return in the summer.

RELIGION

The main focus in 2008 will be attracting new audiences to religion through landmark documentaries and special events.

Channel 4 will tell the story of the Quran in a two-hour documentary, asking why the revered book is apparently so open to diametrically different interpretations. In *Seven Wonders of Islam* the world's key Islamic sites will be featured in short films followed by a 90 minute documentary. Ex-CIA agent Robert Baer will unravel the history and motivation of the car bomber in *Car Bomber*. Jon Ronson's *Fast Track to Jesus*, the result of a five-year investigation, will explore the murky world of the Rev George Exoo, a Unitarian Priest who 'helps' people commit suicide.

2008 Statement of Programme Policy

ARTS AND MUSIC

Channel 4 will commit to scheduling Arts programmes more regularly in 2008 with a mixture of feature length documentaries, series and performance.

A key element of the strategy is to increase public engagement with the Arts, and two major participatory arts events lead the year's output. *Picture This* is an integrated multimedia project in collaboration with photo-sharing site Flickr and search engine Yahoo in which aspiring young professional photographers compete for the prize of an exhibition at the Baltic and a publication deal. In *Big Art*, Channel 4's major collaboration with Arts Council England and The Art Fund, four hour-long programmes will follow the creation of six new pieces of public art in different parts of the UK and will discuss the role of art in the built environment.

Castleford is the culmination of a six year regeneration project in Castleford in Yorkshire. Kevin Macleod will present the series, chronicling the changes in the environment and the community there.

Continuing the tradition of showcasing important but challenging new work, Channel 4 will show *Eternity Man*, an opera film by Julian Temple written by Edinburgh Festival Director Jonathan Mills, and there will be new films from 4Dance.

Art critic Waldemar Januszczak will present a history of sculpture for autumn 2008 in association with a major exhibition of British sculpture at the British Museum.

FEATURE FILMS

Channel 4 Film's strategy is to develop and produce the most exciting and distinctively British films using the best talent in the country, with an investment of £9.7 million in 2008. The international success of *The Last King*

2008 Statement of Programme Policy

of Scotland in 2007 raised Channel 4 Film's profile and paved the way for future relationships with US studios.

Films likely to go into production in 2008 include Zadie Smith's *On Beauty*, *La Chinoise*, the story of a young woman who leaves her peasant village in China to experience life in Beijing and London, *If the Spirit Moves You* written by Abi Morgan, *We Want Sex*, the true story of women factory workers fighting discrimination against the backdrop of the Swinging '60s, *Eagle of the Ninth*, directed by Kevin Macdonald, and a film by Shane Meadows about Bartley Gaumon, unofficial world bare-knuckle boxing champion. Channel 4 Film will also finance five or more short films during the year from, amongst others, Sam Taylor-Wood and Chewitel Ojiofor.

Channel 4's long term commitment to nurturing emerging film-makers, *Coming Up*, continues into 2008 with up to eight half-hour films for showing on the main channel. Low budget studio Warp X will move into its second phase in 2008, using new media to make sure its films reach as wide a young audience as possible.

SPORT

The biggest innovation for 2008 will be *4Sport* (working title), a multi-platform initiative planned for formal launch after the Beijing Olympics. This will provide regular coverage of a range of Olympic sports on television, radio and online. Also new for 2008 is live coverage of the *Dubai World Cup* as part of the main channel's racing deal. The focus in late night and morning slots will be on sponsor-supported programming (poker, motor sports and air racing) which will release resources for new projects.

LEISURE INTERESTS

There is a strong emphasis on health and healthy eating on Channel 4 in 2008. The Food season will include *Hugh Fearnley-Whittingstall's Chicken*

2008 Statement of Programme Policy

Run, a forthright challenge to Britain's cheap food culture, and Gordon Ramsay will offer his suggestions for good fast food.

Features will air a high profile season titled *The Ugly Face of Beauty* to investigate the unattractive underside of the multi-million pound beauty industry. A week of programmes will capitalise on the recent success of *Embarrassing Illnesses* and focus on common but sensitive health problems.

Grand Designs Live will be a week-long celebration of excellence in environmentally sensitive design.

Innovative new series from Features will include *Willy's Wonky Chocolate Factory* about a Venezuelan cocoa plantation and *Fergus and Tom Eat an Elephant* which will test the limits of our tastes and sensibilities as carnivores.

OTHER CHANNELS

MORE4

Building on More4's growing reputation for premiering top quality factual material, the single documentary strand *True Stories* will extend to 40 weeks, featuring work by UK and international film-makers. Films from Kevin Macdonald, Dave Gorman, Isaac Julian, Rex Bloomstein and John Dower will offer new insights on subjects as varied as the artist Derek Jarman and the International Declaration of Human Rights.

E4

Exploiting the success of *Skins* and *Fonejacker*, E4 will aim to develop its reputation for new forms of drama, comedy and entertainment by concentrating resources on these genres. There will be second series of these two 2007 hits and a new sitcom *Baggy Trousers*, and an emphasis on developing new ideas with new talent both on and off screen.

2008 Statement of Programme Policy

FILM4

British, European and other world cinema films will continue to make up at least 40% of output on Film4. Using key strands such as *Films to See Before You Die*, the channel will showcase classics of world cinema from Bergman, Kurosawa, Verhoeven and Wong Kar Wai, together with context-setting introductions. In-vision signing, subtitling and audio description will begin on Film4 in 2008.

NEW MEDIA

New Media spend will increase to £30 million in 2008 to ensure maximum access to Channel 4's distinctive output and values. Channel4.com will develop a comprehensive platform to support all Channel 4 programmes. There will be a new video clip destination with the best programmes of the past 25 years. A wide range of web functionality will enable users to rate, comment on and review programmes.

The video-on-demand service 4oD will evolve with more archive content and availability on more platforms. The stand alone PC application will be improved, making catch-up services available directly from programme pages on the main website.

Participatory sites FourDocs and 4laughs and 4Talent will encourage users to test and extend their creative skills using established talent and expertise. The Big Art Mob site will use mobile phone images to compile the first comprehensive photographic survey of public art in Britain.

RADIO

The first of three planned Channel 4 Radio digital services, E4 Radio, will launch in 2008. This will be a contemporary music and entertainment service and will be used to nurture a new generation of music and comedy talent. E4radio.com will complement the service, encouraging active participation and helping to build a community of listeners. News will be an integral part of the service; in addition to regular bulletins, journalists will discuss news issues

2008 Statement of Programme Policy

in regular programming and present special features aimed at the young audience.

6. Additional Matters

CULTURAL AND OTHER DIVERSITY

Channel 4 will announce new initiatives to promote cultural and other forms of diversity on screen and across all platforms as part of **Next On 4**. These will include a ring-fenced £2 million fund for multicultural programmes at 9 and 10pm and the appointment of a new senior level Head of Diversity. Channel 4 will also support a range of initiatives to encourage a more diverse creative workforce internally and across the industry.

Cultural diversity

Channel 4 aims to be the most ethnically diverse of the major channels on-screen and will commission programmes with multicultural themes. Highlights for 2008 include single drama *Fallout* by Black British playwright Roy Williams and a film by Joe Bullman (*The Seven Sins of England*) about Muslim communities in Britain.

Off-screen Channel 4 has committed £1.5m to training and developing ethnic minority talent for the period 2008-10. In 2008 this will fund researcher training and other diversity initiatives, as well as supporting three commissioners from ethnic minorities and encouraging minority-owned suppliers through the Company Development Scheme. Screen diversity targets will be monitored twice a year and the results shared with suppliers, and at least two networking events will bring ethnic minority broadcasting professionals together with valuable industry contacts.

Disability

Programmes dealing with disability planned for 2008 will emphasise mental health. These include *Mental* (working title) about the treatment of mentally ill

2008 Statement of Programme Policy

people, and the drama *Poppy Shakespeare* about personal experience of the mental health system.

The Shooting Party will succeed the *New Shoots* strand for disabled directors and producers, in a new 12-part series that shows scheme participants working together to create three-minute films for the core channel

Efforts to improve casting and on-screen representation of disability will continue. In 2008 Channel 4 will invest £200,000 in disability initiatives. This will be used to fund: six new recruits on the Researcher Training Programme; the third year of the *Channel 4 News* traineeship; a trainee Story Editor at the Warp X studio; a new placement scheme in New Media; and training elements of *The Shooting Party*.

A campaign with the RNIB and other broadcasters planned for February 2008 will raise awareness of audio description services.

REPEATS

The editorial and spending focus in 2008 is on the peak time schedule so repeats there will be minimal. Elsewhere, repeat levels will meet licence requirements.

PROMOTION OF MEDIA LITERACY

Channel 4 will make a major contribution to media literacy through its cross-platform Education projects. In particular, *Get a Life* will explore digital literacy with a group of teenagers trying to solve their life challenges through social networking, looking at the potential, and the pitfalls as well as the privacy issues young people face now.

The 4Talent website will give everyone the chance to learn about and participate in the creative industries, with 4Talent Networks offering regional hubs for local events and master classes as well as commissioning

2008 Statement of Programme Policy

opportunities for new material. The broadband sites FourDocs and 4Laughs will also offer training and outlets for new talent.

Channel 4 will continue to provide viewers with clear information about programmes in listings and other media, on the EPG, and with additional information available on the website. This includes a robust system of on-air and teletext announcements and warnings for sensitive material. The existing and widely understood content labelling system will extend to the 4oD on-demand service in 2008.

PUBLIC INPUT

Two major new initiatives will improve viewers' input to the Channel. The newly appointed Viewers Editor will represent viewers' opinions to Commissioning Editors and at the highest editorial levels. Twelve episodes of *The TV Show*, presented by Krishnan Guru-Murthy, will give viewers an on-air opportunity to challenge editorial decisions, and its online presence will improve the on-going dialogue between Channel 4 and its audience.

New media services will also offer more scope for feedback and input from viewers through a variety of multi-platform projects described elsewhere in this Statement.

Channel 4 will continue to use viewer feedback as an essential tool in informing and developing programme policy. In-depth quantitative and qualitative audience research will continue, with an emphasis on perceptions of innovation a particular focus in 2008, given the Channel's strategic focus on creative renewal.

Kevin Lygo

Director of Television and Content