

**CONFIDENTIAL**

**MINUTES OF THE 162<sup>nd</sup> MEETING OF THE BOARD OF  
CHANNEL FOUR TELEVISION CORPORATION**

**HELD AT 124 HORSEFERRY ROAD,  
LONDON SW1P 2TX  
ON 29<sup>th</sup> January 2010 9pm-12pm**

Present:	Lord Burns Stephen Hill Jon Gisby Andy Barnes Kevin Lygo Anne Bulford Karren Brady Martha Lane Fox Lord Puttnam Andy Mollett Tony Hall	Chairman Non-Executive Member Director of Media & Technology Sales Director Director of Television Interim Chief Executive Non-Executive Member Non-Executive Member Non-Executive Member Non-Executive Member Non-Executive Member
In attendance:	Nick Swimer Glyn Isherwood (in part) Gill Pritchard (in part) Rufus Radcliffe (in part) Clare Grimmond (in part) Richard Halton (in part)	Corporation Secretary Acting Finance Director Director of Strategy Head of Network Marketing Controller of Research & Insight Programme Director for IPTV at the BBC

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

**Minutes of the 161<sup>st</sup>  
meeting of the Board  
held on 14<sup>th</sup> December  
2009**

The minutes were approved without amendment.

**Appointment of New  
Chief Executive**

The Chairman formally noted the appointment of David Abraham as Channel 4's new Chief Executive.

**Director's Report  
Interim Chief Executive**

**New Year**

The Interim Chief Executive reported on the final financial position for 2009 and noted the successful Paralympics bid.

The Interim Chief Executive briefly reported on discussions with potential commercial partners.

**Corporate Relations**

An update was given on the progress of the Digital Economy Bill in the House of Lords and amendments to the Equality Bill.

**Director of Television**

The Director of Television reported on 2009 performance and content deals.

**Sales Director  
2009 Trading**

The Sales Director reported on the advertising market and agency deals for 2010.

<b>Commercial partnerships</b>	The Sales Director reported on ongoing commercial discussions with potential partners.
<b>Sponsorship</b>	The Sales Director reported on sponsorship and online matters.
<b>Market Review</b>	The Interim Chief Executive noted that Ofcom have announced a limited market review looking at both the advertising rules and the requirement for public service commercial broadcasters to sell all of their available inventory.
<b><u>Acting Finance Director</u> Financial Outturn</b>	The Acting Finance Director reported on finance.
<b>Corporate Legal and Commercial Affairs Freedom of Information</b>	The Interim Chief Executive reported on freedom of information matters.
<b>Legal &amp; Compliance</b>	The Interim Chief Executive updated the Board on legal and compliance matters.
<b><u>Director of Media &amp; Technology</u> Video</b>	The Director of Media & Technology reported on 4oD and new media initiatives.
<b><u>Director of Strategy</u></b>	Gill Pritchard joined the meeting and presented her paper on strategy initiatives.
<b>Commercial Partnerships</b>	The Director of Media & Technology updated the Board on current discussions around potential commercial projects.
<b>Canvas Prototype demonstration</b>	Richard Halton, the BBC's Programme Director for IPTV, joined the meeting. He gave a demonstration of the Project Canvas prototype.
<b>Marketing and Research Presentation</b>	Rufus Radcliffe and Claire Grimmond joined the meeting. Claire Grimmond gave a presentation on the work undertaken by the research department.  Given the constraints on time, it was agreed that the marketing presentation would be carried over to a later date.
<b>Any other Business Date of next Board Meeting in 2010</b>	The next meeting of the Board will be held from 9:00am to 6:00pm on Monday, 1 <sup>st</sup> March 2010 at RSA, 8 John Adam Street, London WC2N 6EZ.

**Chairman** .....

**Date** .....