

**CONFIDENTIAL**

**MINUTES OF THE 174<sup>th</sup> MEETING OF THE BOARD OF  
CHANNEL FOUR TELEVISION CORPORATION**

**HELD AT 124 HORSEFERRY ROAD, LONDON SW1P 2TX  
ON 30<sup>th</sup> March 2011 9.30am – 12.30pm**

Present: Lord Burns  
Lord Puttnam  
Alicja Lesniak  
Stephen Hill  
Richard Rivers  
Martha Lane Fox  
Mark Price  
David Abraham  
Andy Barnes  
Anne Bulford  
Jay Hunt

Apologies: Monica Burch  
Lord Hall

In attendance: Nick Swimer (Corporation  
Secretary)  
Diane Herbert (Staff Survey  
2010 discussion)  
Keith Underwood  
Glyn Isherwood  
Sophie Jones

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

**1. Minutes of the 173<sup>rd</sup> Board Meeting on 2<sup>nd</sup> March 2011**

The minutes were approved without amendment.

**2. Matters Arising**

Nick Swimer updated the Board on the status of last month's action items.

**3. Performance Pack – C4 Paper 987**

David Abraham

**3.1 Staff Survey 2010**

Diane Herbert joined the meeting to discuss the staff survey.

**3.2 UKTV**

David Abraham reported on UKTV matters.

**3.3. YouView**

There was an update on YouView.

### 3.4 Advertising Sales Market

There was an update on the advertising sales market.

### 3.5 Portfolio Review

There was a progress report on the portfolio review.

### 3.6 Local TV

There was an update on Local TV.

### 3.8 Performance

There was an update on viewing performance.

### Jay Hunt

### 3.9 Viewing

There was an update on February viewing.

### 3.10 New Commissions

Jay Hunt gave an overview of new commissions.

### 3.11 Acquisitions

There was an update on acquisitions.

### 3.12 Forthcoming Programming Highlights

### Andy Barnes

### 3.13 Advertising Sales

Andy Barnes gave an update on Advertising Sales.

### 3.14 Sponsorship

Andy Barnes gave an update on sponsorship.

### 3.15 Product Placement

There was an update in relation to product placement.

### 3.16 Online

### 3.17 Ad Sales Bonus Scheme

### Anne Bulford

### 3.18 Finance

### 3.19 Treasury Update

### 3.20 4 DVD

### 3.21 Distribution

### 3.22 Legal and Compliance

## **4. YouView**

Keith Underwood joined the meeting and there was an update on YouView.

**5. Channel 4 2010 Annual Report and Financial Statements**

Sophie Jones and Glyn Isherwood joined the meeting.

Anne Bulford introduced the item.

**6. What We are For**

David Abraham circulated two documents and there was a discussion over “What We Are For”.

**7. Remuneration Committee Report**

The report was taken as read.

**8. Any Other Business**

Andy Barnes

Anne Bulford, Jay Hunt and Nick Swimer left the meeting.

Andy Barnes confirmed that he would be stepping down from his Sales Directors post at Channel 4 with immediate effect. The Chairman and Chief Executive highlighted Andy Barnes’ achievements for the Channel since he took over sales activities in 1993.

The next meeting of the Board will be held from 9:30am – 17:30pm on 18<sup>th</sup> May 2011 at Santander House, 2 Triton Square, Regent’s Place, London NW1 3AN. The majority of the day will be devoted to review and discussion of strategic priorities, with an hour allocated to review of the monthly performance pack and items for decision.

**Chairman .....**

**Date .....**