

4Music Signs Exclusive Two Year Deal with ITN Productions

4Music has agreed to a two year deal for ITN Productions to supply entertainment news content for The Breakfast Fix, the innovative morning TV show. The deal represents the extension of a three month pilot commissioned in 2010 and is indicative of the success the show has experienced to date.

Dave Young, Programming Director at Box TV, the joint venture between Channel 4 and Bauer, says: "We're really excited that a limited-run pilot has come through so strongly for us. As with all pilots there's a leap of faith and the audience's reaction has been fantastic."

The Breakfast Fix is the only show on TV to serve up a youth-focused breakfast-time fix of entertainment news and music. It has accumulated an audience of 3.1million viewers from its launch last October to end of March 2011. 1.3 million of them are between 16-34 years old which demonstrates 4Music's ability to package and editorialise relevant content and music to a particular demographic.

ITN Productions will continue to co-produce the programme, supplying a series of entertainment news bulletins each morning along with text stories and weather forecast information, which are integrated with fun graphics into a mix of upbeat chart hits.

Dave Young continues: "We just felt there was nothing on TV in the morning that set the pace for fun-loving, pop-culture obsessed 16-to-thirty-somethings – and the results seem to show we were right."

Mark Browning, Managing Director of ITN Productions, said: "We're delighted with the success that The Breakfast Fix has had since its launch last year. 4Music's commitment to a two-year deal on the back of the pilot's high viewing figures demonstrates that there's genuine appetite for the compelling entertainment and music content that ITN Productions is renowned for."

The Breakfast Fix can be seen every weekday on 4Music (Freeview 18, Sky 360, Virgin 330) from 7am till 10am.

For further information please contact 4music@bitepr.com/ 0208 741 1123

About 4Music

4Music is the most watched music channel in the UK. It is free to air, and part of the Box TV music channel portfolio.

4Music believes music is all about entertainment, offering exclusive behind-the-scenes access to the biggest names in music, unmissable live performances, video exclusives, up to the minute music news and an eclectic mix of new and classic video content.

4Music also broadcasts the best of music entertainment shows and documentaries from the Channel 4 stable. The channel features both popular and up-and-coming bands and artists, daring to be different as long as it's all in the name of great popular music.

During Q1 2011, an average of 11m TV viewers tuned into 4Music.

About Box TV

Box TV is a joint venture between Channel 4 and Bauer Media. It is a network of seven quality music channels including Kiss, 4Music, Kerrang!, The Box, Magic, Smash Hits and Q which cater for every music enthusiast to suit their mood and identity. The portfolio attracts an average 14.5m viewers a month (Q1 2011). Q1 2011 saw Box TV account for 40% of all music TV viewing.

Box TV is dedicated and passionate about driving creative and innovative programming formats to ensure viewers get the best experience.

About ITN Productions

ITN Productions creates multi-platform content for major global brands, covering genres such as factual, entertainment, news and corporate production. Clients that commission award-winning programmes from ITN Productions include major UK and international broadcasters such as ITV, the BBC, Channel 4, Channel 5, History and Discovery, with television commissions including Climbing Great Buildings on BBC2 and Mud Men on History. Entertainment content made by ITN Productions includes FYI Daily on ITV2, The Breakfast Fix on 4Music, The Movie Show on ITV2, and The Showbiz 411 on YouTube and Twitter, with international programmes including The Cool Edition on China's biggest English language channel. ITN Productions also creates news content for a wide range of clients such as Yahoo!, MSN, Virgin Media, Telegraph Media Group, Metro, Daily Mail, Daily Express and Daily Star, and the Illiffe and MNA publishing groups. ITN News is the most viewed news channel on YouTube. Corporate clients also work with ITN Productions to create content, including Hodder Education, Direct.gov and NHS Choices.