



Box TV Hires Julie Wright as Commercial Director

Paramount Pictures Digital Distribution Executive Director joins to drive company's commercial strategy

London, 16 November 2011: Box TV, the seven channel broadcast joint venture between Channel 4 and Bauer Media, has appointed Julie Wright as its Commercial Director.

Wright joins from Paramount Pictures, where she was responsible for driving and maximising strategic and financial value across major digital platforms in EMEA, through content licensing deals as well as product and business development.

At Box TV, Wright will be in charge of driving the company's commercial activity from selling programmes/formats internationally to managing advertising sales, cross-platform content distribution, sponsorships, ad-funded programming and product placement in the UK as well as working with C4 Sales and Bauer Media Advertising. Based in London and reporting directly to Box TV Managing Director Gidon Katz, Wright will ensure that a renewed focus on digital and business development continues to be a strategic imperative for the company.

"We are fortunate to have found an executive who shares the same passion for music, television and digital as we do at Box TV," says Gidon Katz, Managing Director at Box TV. "We know that Julie's expertise and relationships matched with our extraordinary capabilities will take us to new heights."

"I am absolutely delighted to join Box TV, the leading UK music broadcaster, at such an exciting time" says Wright. "This is a unique opportunity to work creatively with brands, advertisers and content services to reach music fans with quality programming in a new world of media convergence. This is also a fantastic opportunity to expand Box TV's digital and international footprint."

With more than 18 years of entertainment and digital media experience, Wright has a strong track record of working with the biggest names in the music, film and broadcast industry, having previously worked in London, Los Angeles and New York at Paramount Pictures, Disney ABC Television Group, Warner Music Group and RealNetworks. At these companies, she held various b2b and consumer facing roles in sales, marketing, strategy, account management and digital product development.

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 15.9m viewers a

month (Jan-Oct 2011). Box TV has a majority share of the top 10 music channels, attracting 2.9m 16-34s and 7.3m individuals each week.

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

For further information please contact:

Bite Communications

Kate Flannery/Jon Milne

0208 741 1123 / 4music@bitepr.com