



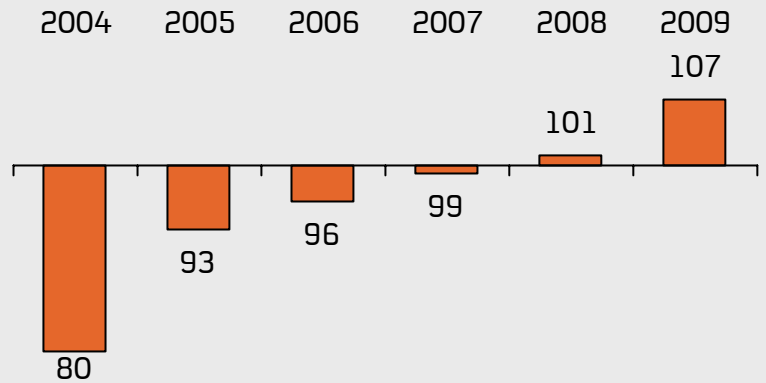
Some interesting facts about young people & advertising

Spring 2009

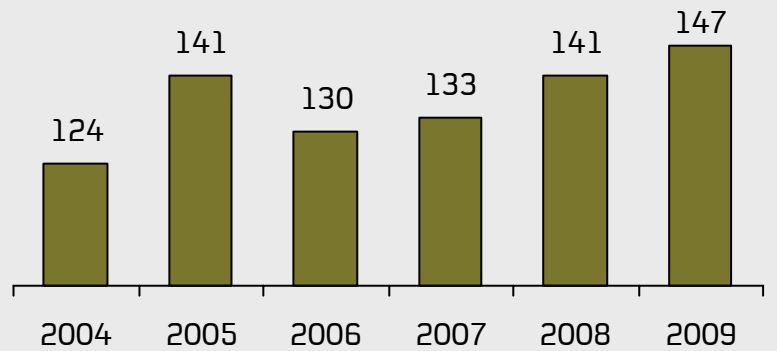
TV ads are becoming more acceptable

Relative to all adults, young people are becoming more receptive to TV advertising. Tracking using the TGI shows that levels of interest and enjoyment of ads are steadily increasing amongst 16-24s and are now at their highest for 6 years (relative to all ads)

"I enjoy TV ads as much as the programmes"

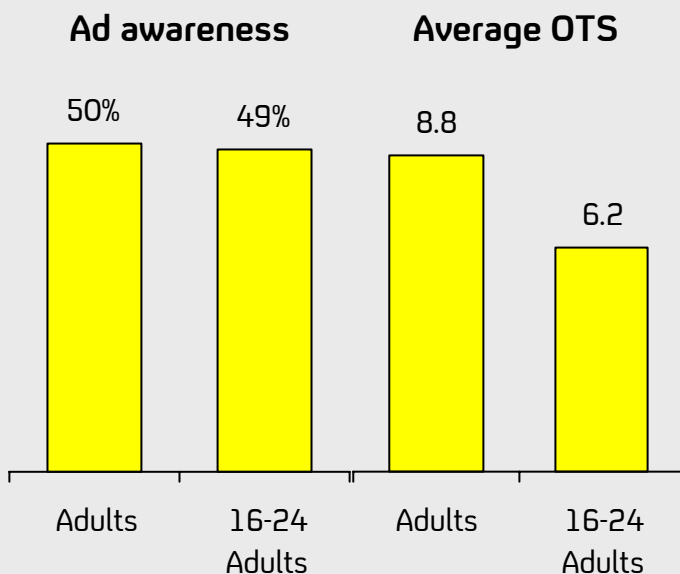


"TV ads are interesting to talk about"



Source: TGI, 16-24s index vs. all adults, definitely agree / tend to agree

Young people remember TV advertising



Marketing's weekly Adwatch study demonstrates that 16-24s have similar levels of ad recall to adults (for the top 10 campaigns). However, BARB data shows that average frequency for these campaigns is less amongst 16-24s. On average, a young person requires 30% less exposure to achieve the same level of recall.

Source: TNS Adwatch / BARB, Q1 2009



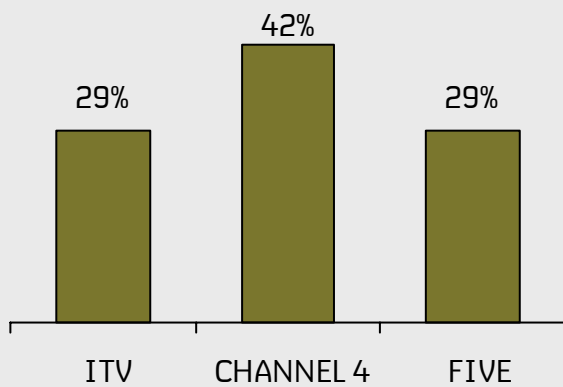
Some interesting facts about young people & Channel 4

Spring 2009

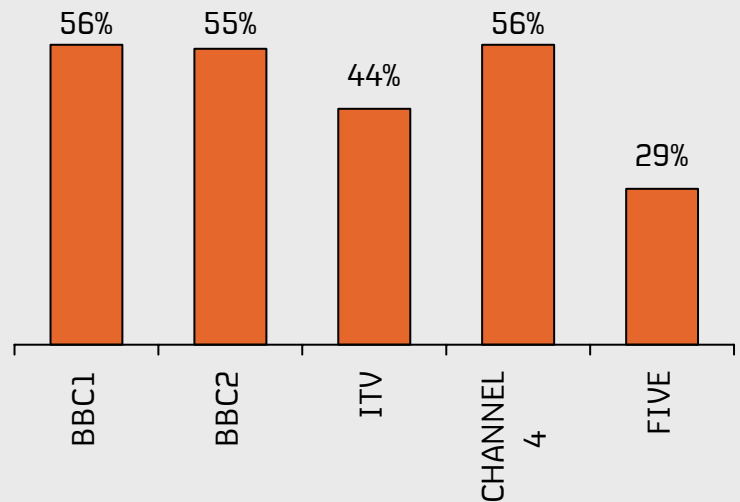
Channel 4 shows the right ads for this audience

The Channel 4 image tracking study shows that young people trust Channel 4 as much as the BBC. Importantly, they also believe that Channel 4 shows targeted advertising that is relevant to their age group.

"I expect this channel to show advertising that is relevant to me"



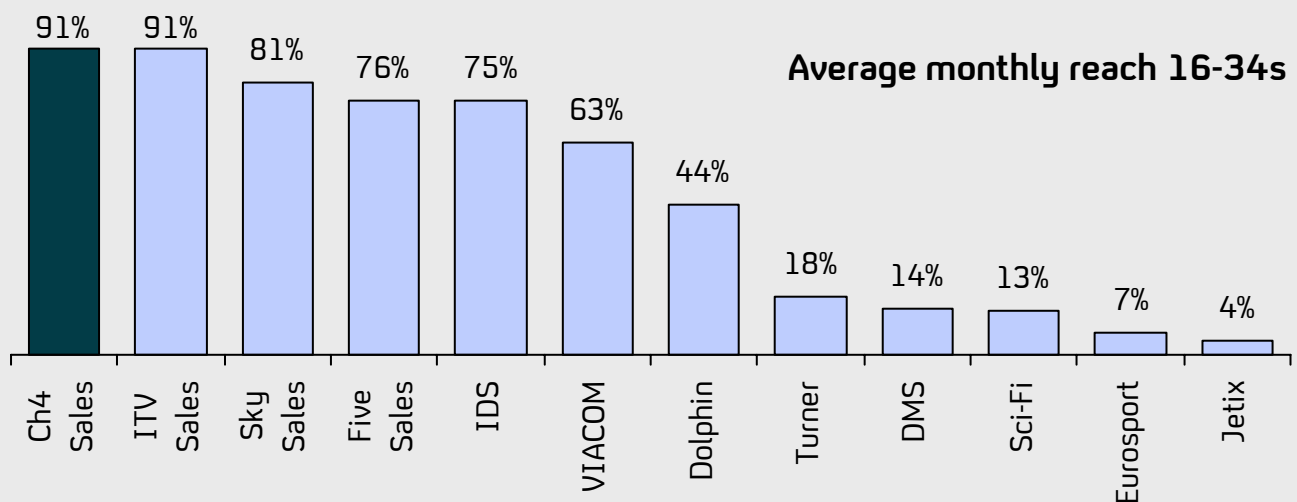
"I trust this channel"



Source: Ipsos, Channel 4 image tracker, Feb 2009, 16-34s

Channel 4 reaches the most young people

During Quarter 1 2009 the Channel 4 portfolio was watched by 91% of all 16-34s, more than any other sales house (just!).



Source: BARB/InfoSys TV, Q1 2009, mch network