

G24

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Desert Island Discs' record result

John Plunkett
Thursday May 10, 2007
MediaGuardian.co.uk



Kirsty Young: her Desert Island Discs recovered from a difficult start. Photograph: Eamonn McCabe/The Guardian

Woman's Hour and Kirsty Young's Desert Island Discs were among a host of Radio 4 shows posting record audiences as the station attracted its biggest-ever share in an unprecedented quarter for BBC radio.

Desert Island Discs bounced back from a difficult first few months under new host Kirsty Young to record a combined audience of 2.91 million across its Friday and Sunday broadcasts, up from 2.54 million in the previous quarter.

Woman's Hour also had a record audience of 2.92 million listeners, up from 2.85 million in the previous quarter and 2.73 million in the first three months of 2006.

Boosted by a strong performance by Radio 1 and its digital stations, BBC Radio had a 56% share of the total UK radio audience in the first quarter of 2007, a record lead of 13.9% over commercial radio, which mustered a combined 42.1%.

Other Radio 4 shows with record audience and share included the 11pm comedy slot on Wednesdays and Thursday nights, featuring the likes of Charlie Higson and Paul Whitehouse's spoof phone-in Down the Line. Book of the Week also had its biggest audience and share.

Radio 4's overall share of 12.2% was its biggest since a new measurement system was introduced by Rajar a decade ago. It was up from 11.1% in the previous quarter and 11.7% in the same period last year.

But Radio 4 controller Mark Damazer still has a little way to go to match the record 10 million audience obtained by his predecessor, Helen Boaden.

Radio 4 currently has 9.64 million listeners, up from 9.29 million in the same period in 2006.

The Archers bounced back from a dip in listening in the previous quarter, which coincided with its controversial "love triangle" episode to mark its 15,000th episode.

The soap had 4.77 million listeners in the first three months of this year, its highest audience since the autumn of 2005 and 330,000 up on the last three months of 2006.

Radio 1 DJ Chris Moyles was among the other big BBC winners, breaking the 7 million listener barrier for the first time. Four of its five digital-only networks, including BBC7 and 6Music, also posted record audiences.

Marr plans award for breaking exclusives

Stephen Brook, press correspondent
Thursday May 10, 2007
MediaGuardian.co.uk



Marr: 'We don't have enough people who are obsessive about digging out facts.'

Photograph: David Levene

Andrew Marr is seeking to launch an annual journalism prize that rewards "rat up a drainpipe" reporting.

The BBC presenter and Daily Telegraph columnist is spearheading a group raising funds for the new award, which may be named in honour of Tony Bevens, the free thinking political editor of the Independent who died in 2001.

But the award would not be for political reporting, it would be for breaking genuine

exclusives.

"It's for people who by doing solid sleuthing turn up good stories," Marr said. "We don't have enough people who are obsessive about digging out facts."

Marr hopes to commission a sculpture for the award, but it would not be a bust of Bevens, whom he described, affectionately, as looking like an "emaciated, demented, Buddy Holly".

"I want a sculpture of a rat going up a drainpipe. Long may the rats that we employ survive and scurry up the sticky nasty drainpipes in the land – because there are plenty of them around," Marr told the Newspaper Society annual lunch today.

Marr, the former BBC political editor and editor of the Independent who started his journalism career at the Scotsman, told the lunch that he had real fears about the wholesale move of newspaper content online.

"Whatever happens as we all go online can we please try to keep digging because without that – this is nothing," he said.

"Every newspaper has a culture, has a character that really give the spirit of a newspaper and we have to hang onto that as newspapers move online. We have to hang onto the original USP of newspapers and that is reporting."

Marr attacked the money that national newspapers pay columnists for their opinions at the expense of old fashioned reporting.

"Any other people can have an opinion online. What the blogosphere can't do is pay people to get out and discover things that other people don't want us to know," he said.

Others supporting the new award include Labour MP Bob Marshall-Andrews, Colin Hughes, the managing director of Guardian Professional, and Anne Treneman, the parliamentary sketch writer from the Times.

At today's Newspaper Society event Paul Horrocks, president of the Society of Editors and editor of the Manchester Evening News, also expressed interest in helping to fund the award.

Patton to helm new Sony ad

Mark Sweney
Thursday May 10, 2007
MediaGuardian.co.uk



Sony's 'Paint' ad: features 70,000 litres of paint exploding on a disused council block

David Patton, the Sony marketer who is leaving to become Grey London's chief executive, is to oversee a follow-up to the electronics company's acclaimed "Paint" TV ad.

Before switching jobs later this year, he will tackle a new ad for Sony's Bravia flatscreen TV brand. The hunt for a director is currently underway.

He is also working on new campaigns for Sony's high-definition TV products and the next-generation DVD format

Blu-ray.

Mr Patton, currently the senior vice-president of marketing communications at Sony Europe, has enjoyed considerable success, developing both the "Balls" and "Paint" campaigns with ad agency Fallon for the Bravia brand.

Sony has not announced who will replace Mr Patton, who controls a €320m (£220m) European marketing budget. He be joining WPP-owned Grey London in September.

The company is a supporter of the HD For All [<http://tinyurl.com/3ykv7u>] campaigning group – alongside manufacturers and retailers such as Toshiba, Panasonic and Dixons.

HD for All is lobbying Ofcom and the government to ensure that spectrum freed up by analogue TV switch-off is reserved for fellow lobbyists BBC, ITV, Channel 4 and Channel Five to broadcast in high definition in the future.

Mr Patton spoke out about the HD issue in March at a one-day conference organised by TV marketing body Thinkbox.

The other ad campaign Mr Patton is working on is for Blu-ray, the Sony-backed next generation successor to the DVD.

Blu-ray is competing head-to-head in what has been dubbed the last great format war against rival technology HD DVD, which has been championed by the likes of Toshiba, NEC and Universal Studios.

Sony's Blu-ray technology is supported by companies including Apple, Panasonic, Dell, Sony Pictures-owned MGM and Columbia Pictures, 20th Century Fox and Disney.

The Blu-ray format is also playable in the new PlayStation 3 games console.

Prior to taking control of Sony Europe's marketing in 2004, Mr Patton was responsible for the PlayStation brand.

He launched both the PlayStation and PlayStation 2 consoles in Europe, creating ads such as "Double Life" in 1999 and "Mountain" in 2004.

The speech heard 'round the world

International reaction to Tony Blair's resignation has been generally warm but the spectre of Iraq looms large over his legacy

Reaction
Mark Oliver and Peter Walker
Thursday May 10, 2007
Guardian Unlimited



Tony Blair arrives at the Trimdon Labour Club in his Sedgefield constituency where he announced the date of his departure as prime minister. Photograph: John Giles/PA

"Scot With Baggage Readies for Leader's Role" was a front-page headline on the New York Times website today as the mighty US organ tried to fathom Gordon Brown.

The article was just one of hundreds of stories on news websites all over the world following Tony Blair's announcement in Sedgefield.

A click around websites in the first few minutes of Mr Blair taking to the podium at the Trimdon Labour Club saw the story rapidly plastered over El País, USA Today, CNN and the Sydney Morning Herald. Just a few hours later, Google News was listing more than 900 Blair stories, including takes on the Malaysia Star, the Houston Chronicle, PakTribune, Al-Jazeera and Pravda Online.

Many of the reports were similar but among them were instances of instant comment – and Iraq loomed large. "War dims legacy", said the Washington Post.

The paper's Kevin Sullivan noted that Mr Blair had still not been to pick up the Congressional Gold Medal the US Congress had voted to award him in July 2003 – an honour previously given to Winston Churchill and Mother Teresa.

"He is a very busy guy," a Downing Street spokesman tells the newspaper but Sullivan concludes Blair is unwilling to "drape a shiny US medal around his neck just now because it would be too glaring a reminder of his extremely close – and poisonously unpopular – relationship with president Bush."

Blair cherishes his reputation in the US and may also have been anguished by Alan Cowell's summing up in the New York Times: "... a decade in power in which he sacrificed his popularity to the war in Iraq and struggled at home to improve schools, policing and hospitals."

Cowell also wondered whether Britons were trading the "Great Communicator for the Great Puzzle" in Brown, who he says was "expected to seek a new tone in relations with the United States, to escape the jibe that haunted Blair, of being Bush's 'poodle'."

In recent weeks Blair has given a number of interviews to foreign newspapers and magazines, including Vanity Fair – a sign that he is sensitive to how his resignation is viewed abroad.

Today, on many news sites, Mr Blair was the lead story, though he only ranked sixth in the running order on the left-leaning French daily, Liberation. Perhaps ironically, the right-leaning Le Figaro ranked Mr Blair's announcement as more important, presenting it third in its running order.

Summing up the Blair years, Le Figaro said: "The sin of pride or real conviction, Tony Blair does not regret anything. Or very little. After 10 years in power, he does somewhat regret not having modernised the public sector more quickly. For the rest, the prime minister so detested by Britons takes every opportunity to defend his mandate, including the war in Iraq."

Germany's Spiegel Online dubbed it "The End of the Tony Show", and reported: "He made serious mistakes, and is one of the most controversial politicians of his generation – but also one of the most successful."

The El País commentator, Lluís Bassets, said Blair deserved glory and that the peace in Northern Ireland was perhaps his "most resonant victory". But adds that he had tried to be the best British prime minister in history, eclipsing Churchill, "but he failed", and his blame over Iraq, shared with Bush, "is so black that it darkens the shine of his decade as prime minister".

The Sydney Daily Telegraph said that aside from Iraq, Mr Blair would be "remembered for his media-savvy transformation of British politics". Meanwhile, Australia's opposition leader, Labour's Kim Beazley, who met Blair in London on Tuesday, told the Melbourne Age that the Blair government had made notable constitutional and education reforms. Of the Iraq question, Beazley added: "That ought not be allowed to discolour what has been 10 years of real achievement."

Sweden's Aftonbladet newspaper website quotes Göran Persson, the country's prime minister between 1996-2006, as saying Blair was "very successful" and "something as unusual as a passionate British European". Mr Persson said: "No major decisions in Europe were made without British involvement – and often because Blair would constructively be prepared to sacrifice British positions."

The main Norwegian websites had Blair stories, but not as prominently placed as the search for the British toddler, Madeleine McCann.

Blair's announcement was, however, headline news throughout Asia and the Pacific. China's state-run Xinhua news agency carried the story second on its English-language service – just below an item saying that 133 people will be punished over work safety breaches.

It was the lead item in the South China Morning Post, the leading English-language newspaper in Hong Kong, which passed out of British rule a few weeks after Blair took office.

The Press Trust of India, meanwhile ran the news about the prime minister in second spot, just below news of the continuing investigation into cricket coach Bob Woolmer's suspected murder.

One news outlet, however, remained unmoved – North Korea's official KCNA news agency. It's English-language news for the day was firmly focused on more traditional area, with headlines including 'Seminar on works of Kim Il-Sung and Kim Jong-Il held' and 'Socialist Korea praised'.

Junk food ads summit planned

Mark Sweney
Thursday May 10, 2007
MediaGuardian.co.uk



Burger: covered by junk food as restrictions – but so are cheese and marmite.

Photograph: PA

Health campaigners and the food and drink industry are set to lock horns yet again next month at a meeting that aims to establish how to review the success of junk food advertising restrictions.

The Food Standards Agency has called the meeting as the first step in an eventual review of its controversial nutrient profiling model, which is being used by Ofcom to determine which products to ban from being advertised on TV to kids.

The model, which has been criticised by the food and drink industry, identifies products that are high in fat, sugar and salt.

A review of the model was pledged by the FSA one year after the date the broadcasting controls were introduced.

Next month's meeting begins the process of deciding how the review should be run.

"The agency is now considering the appropriate scope for the review and how best to carry it out," said the FSA.

"As a first step, the FSA will hold a meeting in June to hear the views of key stakeholders on the review's scope, remit and process."

Ian Twinn, the director of public affairs at UK advertisers' body Isba, said the fact that products such as cheese and Marmite fall under the restrictions showed that the model was flawed.

"I'm glad the FSA is talking to stakeholders long in advance before the review is due.

"The model isn't working for advertisers, it is coming up with strange results such as cheese and Marmite not being allowed to be advertised," Mr Twinn added.

"Picking out individual foods is not the point, it is about overall diet.

"The model unfairly demonises some foods."

The controls relating to the nutrient profiling model came into effect on February 22 this year.

But existing campaigns are exempt – all TV ads must be compliant by July 1.

"Once the FSA has decided on the review remit and process, further details such as the timetable and how people can contribute to the review process will be published on its website," the FSA added.

Trinity Mirror: ad revenue down 3%

Chris Tryhorn
Thursday May 10, 2007
MediaGuardian.co.uk

Daily Mirror owner Trinity Mirror has said advertising revenues fell by 3% in the first four months of the year, excluding the effect of digital acquisitions.

The decline was worse at Trinity Mirror's national papers, which also include the Sunday Mirror and the People, than in the regional division.

Advertising revenues for the UK-wide national titles fell by 5.8%, though overall decline at the division including Scottish papers the Daily Record and the Sunday Mail was 4%.

At the regional division, home to papers such as the Liverpool Post and the Newcastle Evening Chronicle, advertising revenues decreased by 3.3% without including digital acquisitions.

Motor advertising was the most affected category, down by 11.4%.

Digital revenues were strong at both divisions: up 24.8% at the regionals and up 30.7% at the nationals.

For the sports division including the Racing Post, which is being sold, advertising revenues increased by 17.7%, benefiting from an easy comparison thanks to the demise of The Sportsman.

Circulation revenues between January and April were down 0.5% across the group.

In a trading update coinciding with its annual general meeting today, the group repeated earlier guidance that the advertising environment remained "challenging and volatile from month to month".

"We continue to expect advertising market conditions to stabilise during the year with the rate of decline slowing," the company said.

"The board continues to have confidence that our 2007 performance will be in line with expectations."

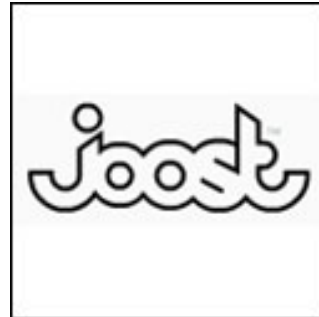


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Joost wins \$45m extra funding

Jemima Kiss
Thursday May 10, 2007
MediaGuardian.co.uk



Joost: plans to use the new investment to launch localised services and expand its content

Web TV service Joost has secured \$45m (£22.6m) in funding from venture capital firms and two leading US media companies, CBS and Viacom.

Joost is planning to use the new investment to step up plans for localised services and expanding its content offering.

The company was set up by Skype founders Janur Friis and Niklas Zennstrom as an advertising-supported internet TV service. It launched its full consumer offering last week.

Joost's latest investment deal was led by European venture firm Index Ventures, which also invested in Skype in 2004.

International venture capital firm Sequoia and the Li Ka-Shing Foundation also invested. All five backers now own a minor stake in Joost.

CBS and MTV-owner Viacom have already struck content deals with Joost.

The free, on-demand service features more than 2,000 hours of CBS programming including Survivor, CBS Evening News and a range of sports shows.

Viacom has contributed programming from its cable channels Comedy Central and MTV, and films from studio subsidiary Paramount Pictures.

Mr Friis said the funding would enable the company to accelerate development, expansion and localisation.

"This funding represents a tremendous vote of confidence in Joost's platform," he added.

"We've carefully selected these investors from a variety of interested parties, as they are best-in-class in their respective arenas and bring unique assets to Joost that will enable us to significantly accelerate growth and development of the company."

In March, Viacom initiated a \$1bn lawsuit against popular video sharing site YouTube, accusing it of copyright abuse.

Content owners have been keen to push the development of alternative web video services that allow them tighter control over their copyrighted material.

NBC and News Corp are collaborating on a video service to



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rival YouTube, due to launch this summer.

Character building experience

Chris Albrecht has been a key figure in HBO's growth and success. He leaves the network at a critical time.

Profile

Tara Conlan

Thursday May 10, 2007

MediaGuardian.co.uk

The departure of Home Box Office chairman and chief executive Chris Albrecht comes at a time when the pioneering cable broadcaster faces an uncertain future.

With the end of smash hit *Sex and the City* and the forthcoming demise of *The Sopranos*, HBO is trying to bring on new shows with the same "bada-bing" to replace the old favourites.

Mr Albrecht played a key role in the growth of HBO into the US's most successful pay-TV television company.

Before he was pushed to quit after 22 years at the company, he had risen to take overall responsibility for the subscription service in the US, as well as its networks in Europe, Asia and Latin America.

He joined HBO in June 1985, when the company was 20 years old, and before its parent, Time Inc, merged with Warner.

Before being snapped up by the cable company, he had worked for five years for International Creative Management, where he was instrumental in signing talent such as Jim Carrey, Billy Crystal and Whoopi Goldberg.

At HBO, Mr Albrecht helped establish the company's reputation for original TV shows.

He was the first president of comedy producer HBO Independent Productions where he was responsible for the critically acclaimed *Everybody Loves Raymond*.

He was rewarded with the post of president of HBO Original Programming in 1995, directed day-to-day operations of both West and East Coast original programming for HBO, Cinemax and HBO Independent Productions.

With the addition of HBO Sports and HBO Film Programming, Mr Albrecht oversaw all programming for HBO and Cinemax services.

He was appointed chairman and CEO in 2002.

Meanwhile, HBO was making its name worldwide with high-quality original programmes and took risks on quirky shows such as *Six Feet Under* and *Deadwood*.

Sex and the City and *The Sopranos* proved to be global hits, generating massive publicity – and huge revenues – for HBO.

Mr Albrecht said keeping the quality high was the secret to HBO's successes.

"Other networks aim to make things popular and then maybe work on making them good. We say, 'We gotta be good, and wouldn't it be nice if it were popular'."

Last year, HBO won 26 Primetime Emmy Awards, the most of any network and now delivers two 24-hour premium television services – HBO and Cinemax – to nearly 40 million subscribers in the US.

However, industry experts have questioned whether its new shows could replicate the success of the predecessors.

Figures showed that while 60% of *Sopranos* fans are eager enough to watch each episode the first time it airs, for *Entourage* and *Deadwood* it is closer to 40%.

Mr Albrecht was due to step down at the end of the year anyway but his reputation began to be tarnished by tales of his drinking.

The gossip came to a head in the early hours of Sunday morning in Las Vegas, when he was arrested for allegedly assaulting his girlfriend after the De la Hoya-Mayweather fight, which HBO televised.

On Tuesday, Mr Albrecht sent round an internal memo announcing he was taking some time off and going into rehab.

He admitted he had returned to alcohol two years ago after a 13-year absence.

But the nail in the coffin, according to the *Hollywood Reporter*, was on Wednesday when tales of an incident in 1991 emerged.

There were allegations of "shoving" a former colleague and girlfriend, HBO Independent Productions senior vice-president Sasha Emerson.

After their affair ended, Mr Albrecht discovered that Ms Emerson was involved with someone else – and allegedly pushed her to the ground.

The *Hollywood Reporter* and *Variety* claimed Ms Emerson received a substantial payoff for keeping quiet about the incident.

The new allegation was too much for HBO owners Time Warner and they asked Mr Albrecht to quit.

With his departure and the demise of *The Sopranos* and mafia boss Tony Soprano next month, HBO is losing two big characters.

Union attacks ITV stars' pay

Ben Dowell

Thursday May 10, 2007

MediaGuardian.co.uk



Coleen McLoughlin:
speculation rife that she may
be given her own ITV show.

Photograph: PA

Broadcasting union Bectu today attacked ITV for paying celebrities large salaries at a time when the company is proposing further redundancies in its programme-making departments.

The union's backlash was prompted by reports suggesting former Spice Girl Geri Halliwell may front an ITV chat show and follows previous speculation that Wayne Rooney's girlfriend Coleen McLoughlin could be given her own programme when the network is proposing redundancies among production staff.

Last week ITV announced that around a dozen staff working for its arts and features department were facing redundancy.

This follows recent cuts in the children's, factual and drama departments.

Bectu national official Nigel Mason said: "It is unfortunate that at a time when ITV are making experienced and talented programme makers redundant, they should be prepared

to throw large amounts of money at celebrities to front programmes.

“With no disrespect to Geri Halliwell or Coleen McLoughlin, we doubt that either of them can offer ITV the same broadcasting ability and experience as the staff at risk of losing their jobs in arts and features, or those who have previously left ITV kids, factual and drama”.

He called on ITV to “refocus its financial resources on maintaining its core base of staff who have the ability and experience to make quality television programmes”.

ITV had not commented at the time of publication.

Apprentice negotiates series high

Chris Tryhorn
Thursday May 10, 2007
MediaGuardian.co.uk



Adam Hosker: fired after a task testing candidates' negotiating skills.

Photograph: BBC

The Apprentice hit a series high last night as 5.7 million viewers watched the firing of car salesman Adam Hosker.

The BBC1 business reality show, which last night tested contestants' negotiating skills as they tried to get the best prices for a collection of 10 items, had a 23% share of the audience between 9pm and 10pm, according to unofficial overnights.

Up 200,000 on last week's audience, though with share

unchanged, yesterday's Apprentice was the best rating of the show's seven-week run.

ITV1's City Lights narrowed the gap by adding 300,000 on last week's audience to post 4.6 million viewers, its highest audience for four weeks.

It was the final part of the comedy drama, which starred Robson Green and Mark Benton.

Both shows seemed to benefit from the absence of Champions League football competition, which had dragged down ratings in the past two weeks.

But on Sky Sports 1 last night live coverage of Chelsea's 0-0 draw with Manchester United still attracted 2 million viewers, despite the Premiership title already being decided.

Over on Channel 4, Grand Designs lost 500,000 viewers and three share points on last week, with an audience of 3.3 million and a 13% share in the 9pm hour.

BBC2's Natural World documentary, which looked at the growing crocodile menace in Australia's Northern Territory, attracted 1.9 million viewers and an 8% share over 50 minutes from 9pm, up 300,000 from last week.

Meanwhile, Channel Five's Jennifer Lopez film repeat, Maid in Manhattan, drew 1.1 million viewers and a 6% share between 9pm and 11.05pm.

The final instalment of Ben Elton's ITV1 comeback show, Get a Grip, was watched by 1.6 million and an 8% share between 10pm and 10.30pm.

Get a Grip again lost out to Channel 4's Desperate Housewives, which drew 2.2 million viewers and a 12% share

between 10pm and 11.05pm.

Both shows trailed BBC2's Apprentice spin-off show, The Apprentice: You're Fired!, which had 2.3 million viewers and 11% in the half-hour from 10pm.

The 10pm slot was comfortably won by the news on BBC1, which was watched by 5.5 million, a 27% share.

In the 8pm slot, Channel 4's Property Ladder recovered from a dip last week, adding 400,000 viewers to attract an audience of 3.1 million, with a 13% share.

At the same time, ITV1's The Bill attracted 5.9 million viewers and a 26% share.

BBC1's Watchdog had an audience of 4 million and an 18% share at 8pm, while at 8.30pm police documentary Car Wars was watched by 4.5 million, a 19% share.

On BBC2, the first instalment of Jonathan Meades: Abroad Again, in which the writer explored places his father took him as a child, had 1.2 million viewers between 7pm and 7.50pm, a 6% share.

Coronation Street had the highest audience of the day, with 9.7 million viewers tuning in at 7.30pm, a 45% share. Emmerdale at 7pm was watched by 7.8 million, a 39% share.

Harpers wins PPA consumer gong

Full list of winners

Stephen Brook, press correspondent
Thursday May 10, 2007
MediaGuardian.co.uk

Harpers Bazaar was named consumer magazine of the year and publisher CMP Information walked away with five prizes at last night's Periodical Publishers Association awards.

National Magazine Company's Harper's Bazaar won the top consumer magazine award after it relaunched to wide acclaim last year and achieved record circulation. Revenues rose 18% and profits doubled.

The PPA judges said that “ambition and elegance in executing the relaunch” gave the magazine “the edge”.

Harper's Bazaar beat Radio Times, Grazia, Heat, Psychologies and Vogue to scoop the consumer title of the year award.

CMP Information, the business-to-business division of United Business Media, beat bigger rivals to win the most awards of the evening, including two for Property Week.

Property Week was named best weekly business and professional magazine, while its journalist James Whitmore was awarded best writer in business and professional magazines.

Whitmore won partly for scooping the national press on the biggest property industry flotation since the 1990s.

CMP capped off a successful night when its Safety & Health Practitioner won monthly business and professional magazine; Building.co.uk was best online business and professional magazine; and Adrian Barrack was best publisher, business and professional magazines, for Building.

Condé Nast Traveller was awarded best consumer lifestyle magazine; while WhatCar.com, from Haymarket Network, was online consumer magazine of the year.

The struggling men's magazine market picked up three awards. Jo Smalley of IPC Media's Nuts was named publisher of the year; while Morgan Rees, editor of NatMag Rodale's Men's Health, was named editor of the year consumer magazines.

Arena's Ben Wilson, who took steroids as part of an extensive investigation into steroid addiction, was named consumer magazines writer of the year.

Hair Ideas, from Origin Publishing, signed licensing deals in Brazil, Germany, Greece, Indonesia and Russia, which saw it awarded international consumer magazine of the year.

33 Thoughts, the groundbreaking magazine John Brown Publishing developed for accountants BDO Stoy Hayward, won the customer magazine award. The judges said it was "awesome for the brain".

Best consumer specialist magazine was awarded to the BBC science and technology magazine, Focus, produced by the corporation's Bristol Magazines division.

Focus boosted its circulation and the judges said was an "absorbing, fascinating magazine, designed with clarity".

Channel 4 backs Dispatches in police row

Tara Conlan
Thursday May 10, 2007
MediaGuardian.co.uk

Channel 4 has hit back at claims made by the Independent Police Complaints Commission over an episode of Dispatches called Undercover Copper.

The film aired in April 2006 and revealed alleged apathy, sexism and bullying in the Leicestershire police force.

In one scene, officers were shown playing poker and indoor cricket. In another, one member of the force pretended he had not seen someone lying injured in the road because he had a football match to watch.

The undercover film by police officer Nina Hobson also revealed that reports of sexual assault and rape are not being taken seriously, to the extent that one of her colleagues said that if she was ever raped, she would not report it to the police.

Ms Hobson rejoined the Leicestershire police force in order to film undercover for four months for the Dispatches documentary, five years after she had left the force, disillusioned.

Following the Dispatches programme, the IPCC carried out an investigation into the allegations made in the documentary, interviewing 26 officers.

As a result of the IPCC inquiry, five officers were given formal written warnings and 14 were given "words of advice/guidance".

However, the IPCC accused Dispatches and Ms Hobson of not co-operating with its investigation.

The IPCC commissioner, Amerdeep Somal, said: "I was determined that we would undertake a robust and transparent enquiry to ensure all aspects of these claims were examined and I am confident this has happened.

It was however extremely disappointing to note that neither Nina Hobson nor Channel 4 were prepared to cooperate with our investigation."

But Channel 4 hit back, insisting it had cooperated with the IPCC. "Undercover Copper was an important investigation into an issue of major public interest. It prompted the IPCC to carry out an investigation which resulted in disciplinary procedures against 19 officers," the broadcaster said.

"We provided eight hours of untransmitted material to

Leicestershire constabulary to aid in their investigation. This included the full, untransmitted footage surrounding every incident featured in the film."

Ms Somal also criticised the way the Undercover Copper was edited and the conduct of Ms Hobson.

"Some of the unedited footage we do have demonstrates that on many occasions when inappropriate behaviour was taking place, Nina Hobson was in fact the most senior officer on the shift and appeared to join in and encourage her colleagues. I would have to seriously question her role in much of what was broadcast in the programme," she said.

"The media have a duty to accurately report events that take place. I do not know what the motives of Channel 4 were for editing this programme in the way they did, as it would appear some of the footage was taken out of context. However I note with disappointment their unwillingness to co-operate with our investigation by sharing all of the unedited footage with the IPCC."

Channel 4 dismissed these claims, defending the footage used in Undercover Copper and the role of Ms Hobson.

"Viewers could see that the footage spoke for itself – all the footage was used fairly and accurately to represent the findings of the investigation," the broadcaster said.

"We are satisfied that Nina acted with the utmost integrity at all times. When witnessing bad practice by her colleagues she constantly questioned the appropriateness of their behaviour and whether it was standard practice. She was given clear instructions neither to instigate nor encourage bad behaviour."

Black trial hears of 'non-compete' ruse

● Business partner clashes with defence lawyers

● Peer 'concocted' bonus payments to executives

Andrew Clark in Chicago
Thursday May 10, 2007
The Guardian

Conrad Black's longstanding business partner clashed bitterly and angrily with defence lawyers yesterday as he sought to portray the former Telegraph owner as the mastermind behind a fraudulent conspiracy to embezzle \$60m (£30m).

David Radler, who spent 35 years helping to build Lord Black's Hollinger media empire, told a jury that the fallen press baron repeatedly authorised phoney "non-compete" payments to senior executives which were, in reality, a tax-free way to prop up lavish lifestyles. Lord Black faces 17 criminal charges, including racketeering and money laundering.

A court in Chicago heard that a carefully concealed pattern of payments began in 1999 as a way to skim off money from Hollinger's sale of local newspapers in the US and Canada.

"I knew the process for creating the non-compete payments was wrong," said Mr Radler, who admitted he deliberately withheld them from independent directors and omitted them from Hollinger's regulatory disclosures.

Mr Radler testified that by 2001 Lord Black was so convinced he could evade detection that the peer cited an imaginary transaction involving a tiny Californian newspaper, the

Mammoth Times, to concoct “non-compete” payments to senior executives of \$5.5m – including \$2.6m to himself.

“It was a tax-generated non-compete payment. It was a bonus that Mr Black had authorised for the executives,” said Mr Radler.

Mr Radler is the only Hollinger executive pleading guilty to wrongdoing. He has agreed to give evidence against his former colleagues in return for a relatively short prison sentence of 29 months in a Canadian jail.

Lawyers for Lord Black accused Mr Radler of playing a “game” to get himself a light sentence.

Pointing out that he had initially denied the charges, Lord Black’s defence counsel, Edward Greenspan, asked how many people he had deceived during early meetings with 24 investigators probing Hollinger.

“At times I did tell lies,” Mr Radler said.

Mr Greenspan asked: “How many of those 24 people would you say you lied to?”

Mr Radler replied: “I’m going to say a fair number of them.”

Mr Greenspan asked: “You lied to all of them, didn’t you?”

Mr Radler replied: “No – I’m not willing to answer that – I’d have to go through it line by line.”

In a series of vitriolic clashes, Mr Greenspan pointed to apparent contradictions with testimony Mr Radler had given in a court case in Canada in 2002.

“You swore to tell the truth [in Canada] with a Bible in your hand,” said Mr Greenspan. Mr Radler said: “I don’t recall a Bible. Do you have a transcript of exactly what I swore?”

Lord Black is in the dock with three former colleagues, Jack Boulton, Peter Atkinson and Mark Kipnis.

Seeking to depict a culture of boardroom excess, prosecutors showed the jury a memo circulated by Lord Black in 2002 in which he insisted Hollinger should pay half the salary of a cook and 28% of the cost of a butler and waiter at his house in Kensington. He said he often entertained business contacts at his London home. He added that he needed personal security because of the editorial positions adopted by the Daily Telegraph and the Spectator – particularly their “opposition to Arab and Irish terrorists”.

Lord Black wrote that investors were aware when they bought shares that Hollinger’s directors had a “certain style”. He did make one concession: he said his wife, Barbara Amiel, had agreed to take a pay cut in her job as a vice-president of Hollinger, although he added: “The Daily Telegraph will then have to stop underpaying her as a columnist.”

The peer’s memo ended: “The goose keeps laying a golden egg every year and the best, by far, is yet to come.”

Mr Radler told the court that even though Hollinger was listed on the New York Stock Exchange, Lord Black saw it as his private domain. “He was saying we would run these companies in the tradition of running private businesses, as opposed to public companies.”

In heated exchanges, the judge, Amy St Eve, grew impatient with the defence’s objections and ordered them to stop calling for a mistrial in front of the jury.

In further testimony, Mr Radler conceded that he had been a guest at a now infamous \$62,000 dinner party in New York for Lady Black in 2000, but he thought the peer, rather than Hollinger, was paying for it. Asked whether he had considered it a business event, Radler said: “No, I thought it was a birthday party.”

BT Vision makes TV ad debut

Mark Sweney
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BT is to launch its first TV advertising campaign to promote new broadband TV service BT Vision.

The multimillion pound campaign, which uses the strapline “TV on your terms”, features Kris Marshall and Esther Hall, the couple that star in BT’s main advertising.

Two 60-second ads, created by agency AMV BBDO, will highlight the flexibility of the BT Vision service, which combines Freeview TV channels with on-demand content available via broadband, catch-up TV, as well as personal video recorder storage capability.

The TV campaign, which breaks this Saturday night during ITV1’s *Grease is the Word*, will be supported by poster ads using buses and billboards – including the 200ft Clapham Colossus at Clapham Junction in London.

There will also be national newspaper and magazine ads and a major online campaign including rich media ads featuring on the home pages of MSN, Yahoo! and AOL.

“When people are considering digital TV, the campaign spells out why BT Vision offers the best option – no matter what their mood or viewing occasion,” said Lib Charlesworth, the director of sales and marketing at BT Vision.

“The messaging is underpinned by how easy it is to control how much or how little customers choose to pay for BT Vision.”

BT has also announced that BT Vision set top boxes will now be made available to buy through John Lewis and Comet this summer.

An extension of a deal with content partner CBS Paramount International TV will see programming including *Sex and the City* and *Twin Peaks* made available on the BT Vision service.

BT Vision will offer content including 242 “near live” Premier League football matches per season, in a three-year deal sealed in a joint bid with Sky.

Through a deal with Irish pay-TV broadcaster Setanta, BT Vision will also offer a range of live English Premiership and Scottish Premier League games, as well as other sporting events.

Other content partners include Emap, Channel 4, MTV, DreamWorks and NBC Universal.

In February, BT appointed Michael Barry, the head of MTV UK and Ireland, as director of programming and Sky Sports head of marketing, Paul Ridsdale, to run marketing and sponsorship across the broadband TV service’s sports programming.



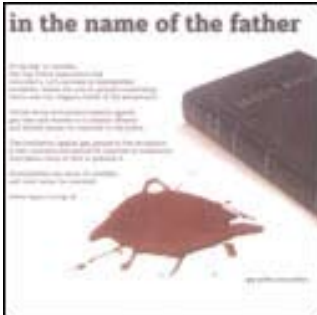
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Gay police ad tops complaint list

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Gay Police Association: the ASA ruled that it did not adequately support its statistical claims in the ad

A campaign by the Gay Police Association was the most complained about ad of 2006, according to the Advertising Standards Authority's annual report.

The ASA's list of the top 10 most complained about ads of 2006 also includes Channel Five's campaign for the launch of Five US and two Dolce & Gabbana ads, one accused of glamorising knife culture and another featuring a brief same-sex kiss.

Last year, the ASA fielded complaints about a record 12,842 ads, although the total number of complaints dropped by 14.5% year on year to 22,429.

The ASA's annual report, published today, reveals that 2,421 ads were changed or withdrawn as a result of the watchdog's action.

Top of the list, with 553 complaints, was the Gay Police Association press ad.

The ad featured a Bible next to a pool of blood, ran with the headline "In the name of the father", which complainants said portrayed Christians as the main group responsible for religious-fuelled homophobia. The ASA upheld the complaints.

TV remained by far the most complained about medium with more than twice as many complaints as press advertising which came in second place, followed by the internet, direct mail and poster advertising.

There was a year-on-year increase of 33% in the number of internet ads that received complaints, with a total of just over 2,000.

"2006 may have seen a rise in the number of ads attracting complaints but, pleasingly, the proportion of ads falling foul of the advertising codes did not rise," said Lord Borrie, the ASA chairman.

"The internet is now the second most complained about non-broadcast advertising format ... yet the boundaries of regulatory responsibility online are still unclear," Mr Borrie added.

"The industry needs to address this issue quickly so that

consumer faith in online messages can be as high as it is for advertising that appears in traditional formats."



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