



10<sup>th</sup> June 2008

**UKTV and Red Bee Media's 'Dave' Wins Marketing Society Award for Excellence**

Less than a week after scooping two gongs at the Broadcast Digital Channel Awards, 'Dave' (formerly UKTV G2) has won the important Brand Revitalisation category in the prestigious Marketing Society Awards for Excellence.

Last night's awards recognised the impressive impact that Red Bee Media's rebranding and repositioning of the channel to "Dave - the home of witty banter" has had on the channel's awareness, share and advertising revenues. As the only change undertaken, this success can be attributed solely to the new marketing.

The channel was rebranded by Red Bee Media from UKTV G2 to comedy and factual entertainment channel 'Dave' in October 2007. The Red Bee Media team played a key role in the development and execution of Dave's distinctive name, brand identity, on-screen presentation and launch which was supported by PR, advertising, building wrap of UKTV's offices and quirky experiential stunts including a marching band.

Andy Bryant, Red Bee Media Director, Creative said: "This is a really significant win for us in one of the major categories of the Marketing Society Awards. We are delighted that our expertise in developing media brands and the success it brings to our clients' businesses has been recognised by the pre-eminent panel.

"Dave's awards success rounds off a phenomenal month for Red Bee Media, which has seen us top Design Week's Top 100 Consultancy survey, win the Olympics work for China's state television network CCTV, as well as business in Portugal and Greece."

The Marketing Society Awards for Excellence lead the way in enhancing industry understanding of what marketing excellence is, and of why it is essential to the success of any business. They took place last night at the London Hilton, Park Lane and were judged by a pre-eminent panel of industry judges.

### About Red Bee Media

Red Bee Media is a world-leading expert in the distribution and promotion of multimedia content, offering a comprehensive range of services to playout, publish, promote and provide media access for content across all media, from television to mobile phones.

### Services include:

- **Creative:** an award-winning team with worldwide experience in branding, promotions and cross-platform campaigns.
- **Digital Hive:** a one-stop shop for content owners, rights holders and distributors to digitise, store, enhance and deliver content to any platform whether it is for television, mobile, web, or tomorrow's latest gadget.
- **Sherpa:** navigates audiences to content across multiple platforms.
- **On Demand Content Distribution:** a platform that makes it possible to offer content on demand to PCs, mobile phones or set top boxes.
- **Playout and media management:** broadcast playout outsourcing, archive and video on demand media logistics.
- **Access services:** subtitling, signing and audio description.
- **Language localisation:** dubbing and subtitles for localisation of content.
- **Listings:** TV scheduling and editorial information for electronic programme guides (EPG).
- **Piero:** 3D sports graphics system that allows play to be viewed from any angle.
- **Results:** Real-time 3D information-graphic systems.

Red Bee Media is majority owned by Macquarie Capital Alliance Group, a fund managed by a member of the Macquarie Bank Group.

For more information visit: [www.redbeemedia.com](http://www.redbeemedia.com)