



Major Survey of Viewer Reaction to Iraq War Coverage to be Released at News World

(Banff, Canada, October 8, 2003) The results of the most comprehensive industry survey of television coverage of the Iraq War are to be revealed in a special presentation at News World International in Dublin, Ireland on October 21, 2003.

The survey was conducted by the U.K.'s Independent Television Commission, and while there has been some academic research into viewing habits and reactions during the war, this is believed to be the largest and most comprehensive industry based study in the World.

Four thousand members of the U.K. Quest panel were surveyed. The Quest panel is one of the major groups of the general viewing population.

The results of the survey are being kept a secret until News World International, when the ITC's Research Manager Jane Sancho will present them to delegates. Delegates will also receive a comprehensive, written report and analysis of the data.

Some of the most interesting results of the survey come in the area of viewer reaction to both the coverage and the methods of newsgathering, for example the public's reaction to the use of embedded reporters.

The presentation of the results will precede the opening debate of News World 2003, "The News World Inquiry" where a panel of experts, chaired by the former U.K. Defence Minister Michael Portillo MP, will examine and question various elements of the war coverage. The ITC survey results will add a new element to the discussions.

Among the other highlights of News World 2003 will be the Keynote Speech from Stewart Purvis, the recently retired CEO of ITN and EuroNews, the presentation of the Lifetime Achievement Award to Walter Cronkite and the announcement of the winner of the Reuters supported Mo Amin Award.

News World International, which runs October 21 to 23, is one the major events managed by the Banff Television Foundation, which runs the renowned annual Banff Television Festival. The detailed News World agenda, registration details and a host of other information is available at www.banffmedia.com/newsworld.

- 30 -

For Information:

Heidi Bobiak
Communications Manager
Ph: 1-403-678-9289
E-mail: hbobiak@btvf.com

Sarah Pearson
Communications Coordinator
Ph: 1-403-609-6028
E-mail: spearson@btvf.com

News World International
c/o Banff Television Foundation
1350 Railway Avenue, Canmore, Alberta, Canada, T1W 3E3
Ph: 1-403-678-9260 Fax: 1-403-678-9269 Email: info@btvf.com