

Regulatory Story

[Go to market news section](#)



Company Ideal Shopping Direct PLC
TIDM IDS
Headline New Freeview airtime for Create and Craft
Released 10:19 24-Jun-2009
Number 4166U10



RNS Number : 4166U
 Ideal Shopping Direct PLC
 24 June 2009

FOR IMMEDIATE RELEASE

24 JUNE 2009

Ideal Shopping Direct Plc (the 'Company')

New Freeview airtime for Create and Craft

Ideal Shopping Direct Plc announces that it has agreed to take an additional daily five hour slot each morning, from 8 am to 1pm on Freeview channel 36 to broadcast live Create and Craft content. This is expected to commence in July and is a significant opportunity. Given that this is a new venture the Company will incur additional production and associated costs in the order of £0.5m in the second half of 2009 against an anticipated increase in Create and Craft sales.

Craft is a significant niche for Ideal Shopping and has achieved considerable growth over the last few years. The Company believes that this additional airtime can further accelerate its growth and contribute to the profitability of the Company in 2010.

Mike Hancox, Chief Executive Officer, said:

"Our experience of running craft programming in the morning on our Ideal World Freeview channel is that there is a significant craft audience available at this time of day. We feel that a dedicated channel on Freeview will allow us to capture more of this untapped audience and allow us to trial new lines alongside those on our dedicated Sky Create and Craft channel".

For further information please contact:

Paul Wright, Chairman	
Mike Hancox, Chief Executive	
Ian Jebson, Finance Director	
Ideal Shopping Direct	+44 (0) 1733 316203
Fairfax I.S. PLC	
Adam Hart / Laura Littley	+44 (0) 20 7585 5368
Richard Darby, Miranda Higham	
Buchanan Communications	+44 (0) 20 7466 5000

Notes to editors:

Ideal Shopping Direct is one of the UK's leading TV home shopping retailers. It operates four TV channel brands: 'Ideal World', its core channel, is on the rapidly expanding Freeview platform, as well as on Sky, Virgin and Freesat. 'Ideal World', 'Ideal World 2', 'Ideal World 3' and 'Create and Craft' are all broadcast on Sky.

'Ideal World' offers a broad selection of general merchandise with six product categories: Fashion, Leisure and Craft along with Home, Health & Beauty and Jewellery. 'Ideal World 2' and 'Ideal World 3' repeat selected shows of 'Ideal World' and 'Create and Craft' is a niche channel offering a wide range of craft products.

Ideal also operates two transactional websites: idealworld.tv and createandcraft.com which offer a live stream of the TV content and a wide range of its products. Its corporate website is www.idealshoppingdirect.tv.

This information is provided by RNS
The company news service from the London Stock Exchange

END

MSCFIMLTMMBTMRL

CLOSE

London Stock Exchange plc is not responsible for and does not check content on this Website. Website users are responsible for checking content. Any news item (including any prospectus) which is addressed solely to the persons and countries specified therein should not be relied upon other than by such persons and/or outside the specified countries. [Terms and conditions](#), including restrictions on use and distribution apply.

©2009 London Stock Exchange plc. All rights reserved

Regulatory