

## Regulatory Story

[Go to market news section](#)



**Company** Ideal Shopping Direct PLC  
**TIDM** IDS  
**Headline** New Freeview airtime for Create and Craft  
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 Ideal Shopping Direct PLC  
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**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:**

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**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](http://www.idealshoppingdirect.tv).

This information is provided by RNS  
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