



Dear Sir,

My name is James Kirkham and I am Managing Director of Holler. We're a digital advertising agency based in London and work for clients including P&G, Red Bull, Kickers, Covent Garden London and Channel 4.

We have worked with Channel 4 for nearly five years across a variety of projects. Highlights have included helping launch More 4 online, and creating the multiple award winning marketing campaigns for E4 show 'Skins'

Of most relevance has been our recent work for Channel 4 Education - two projects that are amongst the most fantastic and innovative I have been involved with. The mix of video and genuine cross platform innovations have made two of the most exciting campaigns of the last 18 months, and they shine a light on what can be done in the realms of PSB in 2008.

I am writing therefore to whole-heartedly express my support for the channel's campaign for a new funding settlement. Channel 4 is more critical than ever for a healthy public broadcast system, and a new funding settlement is blatantly needed urgently to enable the channel to sustain its PSB role. It would be disastrous if all the fantastic, innovate creative work in PSB would be undone due to lack of funding.

All the management here in Holler recognize the importance of a publicly owned Channel 4 at the heart of the PSB system and we similarly realize that a new funding settlement is needed to enable Channel 4 to sustain its PSB role - something which is needed quickly though.

I urge you to press forward on this matter,

Sincerely,



James Kirkham
Managing Director
Holler Digital LTD