

# CLIENT: CHANNEL 4

## DVD Catalogue 2005



Q4 2005  
SAMPLER

### INTRODUCTION

*Si meliora dies, ut vina, poemata reddidit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an Inter villis atque novos? finis, "Est vetus.*

*Centum qui perficit annos." Quid, qui deperit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas? Si meliora dies, ut vina, poemata quotus arroget annus. scriptor abhinc annos centum qui decidit.*

*Velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteres.*

Q's just wouldn't be complete without a showcase from Bolton's finest export. *Max and Paddy's Road to Nowhere* is the eagerly awaited spin-off from the legendary *Phoenix Nights*. Written by and starring multi-award winning Peter Kay and Patrick McGuinness, this brilliantly observed six-part comedy drama follows the exploits of the eponymous odd couple, sensitive, lovelorn Max and adult movie wannabe Paddy on their road movie-style tour of Blighty. With bogus sponsorship messages from Chorley FM 'Coming in Your Ear', the latest Kay vehicle marks 'the return to television of one of our great comic talents' *Guardian*.

After a hasty retreat from the Phoenix Club, the two heavies quickly find that life on the open road, in a confined space, causes unforeseen arguments...about women (Paddy: 'I have my needs') and personal hygiene (Max: 'I have a good stand-up wash at that sink once a week'). And it's not only each other they have to contend with - their misadventures include being robbed by sex maniacs attracted to Max's new dance moves, ripped off by a local mechanic (Noddy Holder), imprisoned for stealing a school bus and getting unwittingly involved in a police chase and shoot-out.

## MAX AND PADDY'S ROAD TO NOWHERE

- That Peter Kay Thing holds the record for the fastest selling TV title of all time, with week one sales of 145,000 units.
- Originally transmitted at 9pm on Friday nights in XXXXXX 2004, the series attracted an impressive 20 million viewers (% of the total audience share).
- A brand-new feature-length special is due to transmit over Christmas 2005.
- Phoenix Nights sales
  1. 670520
  2. 721389
 Boxset, 2008805  
Over 2 million units to date
- Peter Kay total sales
  1. That Peter Kay Thing 897021
  2. Live at Bolton Albert Hall 1518467
  3. Top of the Tower 1032607
  4. Live Collection 159394
 Over 3.5 million units to date
- Peter Kay has been awarded numerous accolades...
- 180 date Mum Wants a Bungalow Tour sold out in minutes!

Release date	3 October 2005
Cat no	C4DVD10010
RRP	£19.99
UP	£13.61
Running time	6 x 24' episodes + Extras

**DVD EXTRAS**

- Si meliora dies, ut vina, poemata
- Reddit, score velim, chartis pretium
- Quotus arroget annus, scriptor
- Si meliora dies, ut vina, poemata
- Reddit, score velim, chartis pretium
- Quotus arroget annus, scriptor

### MARKETING CAMPAIGN

Audience trial opportunities against transmission of feature length special in December 2005

Event Status marketing campaign to include heavyweight TV and radio campaigns, press, outdoor and online advertising, sales promotions and viral email activity

DVD sampler promotion with national newspaper; coversmount with male lifestyle magazine

Trade materials for in-store display, including FSDU, counter picks and posters

Massive publicity campaign, including in-store signings, broadcast interviews with Peter Kay and Patrick McGuinness and press features with national, entertainment and lifestyle press.

**'Sparkly, silly and occasionally surreal' Peter Kay is more popular than Jesus Christ and the Beatles put together!**

*The Guardian*

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DVD Catalogue 2005 - Event invite and display boards





JOIN US FOR THIS SPECIAL PRESENTATION,  
FOOD, DRINKS AT:

Channel 4  
124 Horseferry Road  
London SW1P 2TX  
Wednesday 20th July  
4PM - 9PM

Please RSVP to Lucy Meggeson  
on 020 7306 3776 or email  
lmeggeson@channel4.co.uk  
by Monday 18th June

NEAREST TUBE STATIONS:  
VICTORIA (Victoria, Piccadilly, District & Circle lines)  
ST JAMES'S PARK (District & Circle line)

...and for the hardcore amongst  
you, there will be afters at  
The Cinnamon Club.



Invitation

Room Display Panels

