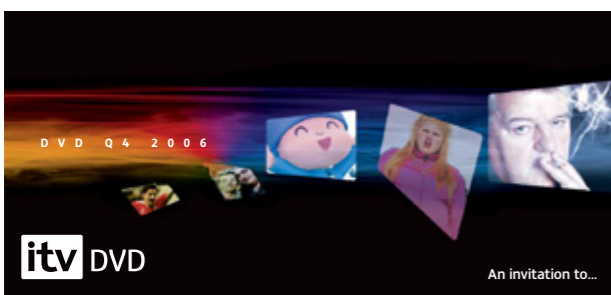


# CLIENT: ITV

## DVD Catalogue 2006



Brochure



Invitation

### INTRODUCTION

ITV is the UK's biggest commercial broadcaster and a powerful consumer brand. It therefore seems an opportune moment to bid farewell to our Granada Ventures moniker and announce the advent of ITV DVD.

We've been busy in the last twelve months. In addition to introducing structural changes, securing new appointments and re-branding we've had another record year, a testament to our diverse catalogue and hard-working team.

This year we're looking forward to sharing even greater times with you. Fantastic new series from core ITV properties including Cracker and Prime Suspect are joined by exciting new releases from Liverpool, Arsenal and Newcastle FC. We're developing an excellent interactive portfolio lead by key television brands such as Little Britain, Coronation Street and Countdown. All this plus a final outing for The Royle Family and a sublime rejuvenation of Jesus of Nazareth make this our best Q4 line-up ever.

So it's onwards and upwards! We look forward to ongoing conversations as to how we can work together to harness the huge opportunities inherent in the year ahead.

Gerry Donohoe  
Managing Director  
ITV Worldwide Consumer Products

### MURPHY'S LAW Series 1, 2 & 3

James Nesbitt (Cold Feet, Bloody Sunday) stars as Detective Sergeant Tommy Murphy in a high paced, long-awaited action drama. A maverick cop with a dark past, we see Nesbitt triumph in his role alongside a stellar cast as each episode unveils a captivating, new storyline.

• Fantastic TV ratings - averaging 5m with a 25% market share  
• The release of Series 1-3 and The Complete Collection to coincide with Series 4 transmission  
• The Complete Collection (Series 1-3) is available for the first time on DVD

**Marketing Campaign**

- TV advertising campaign
- Outdoor poster campaign
- Press campaign in all "tab" magazines, key tabloids: Sunday and Daily TV, entertainment and DVD magazines
- Innovative PR campaign - on pack promotions & thermal data plus promotions on retailer websites

**RELEASE DATE: 18th September**

Series 1	Series 2	Series 3
Call No: 3711521783	Call No: 3711521783	Call No: 3711521783
Barcode: 5037115217832	Barcode: 5037115217738	Barcode: 5037115217837
Running Time: 257 mins	Running Time: 306 mins	Running Time: 306 mins
RRP: £44.99	RRP: £19.99	RRP: £19.99
D.P.: £34.99	D.P.: £13.99	D.P.: £13.99

**"Another glorious Murphy yarn from the pen of cracking novelist Colin Bateman 'the Quentin Tarantino' of South Armagh"**  
The Guardian

### CRACKER Series 11

This landmark detective series gripped millions of viewers from the moment it reached television screens in 1993, winning many major awards and receiving widespread critical acclaim.

Created by acclaimed screenwriter Jimmy McGovern, this hugely influential contemporary crime drama combines complex murder stories with the erotic personal life of its central character, the talented criminal psychologist Fitz.

This brand new TV movie returns to ITV1 in October and marks the return of Robbie Coltrane as Fitz. Nine years on, Fitz is (surprisingly) still married and visiting the UK for a family event. Since moving to Australia, he has immersed himself in the academic world and has begun to doubt whether he still has what it takes to detect a killer. But when a high profile murder is committed, Fitz discovers that his ability to delve into the mind of a murderer is as strong as ever.

**AWARDS**

- 1994 BAFTA awards Best Actor Robbie Coltrane
- 1995 BAFTA awards Best Drama Series Best Actor Robbie Coltrane

**DVD EXTRAS**

- Behind the scenes with Cracker
- Commentary with Jimmy McGovern

**RELEASE DATE: 18th October**

### CRACKER The Complete Collection

Written by Jimmy McGovern and Paul Abbott (Shameless; Clocking Off)

- Iconic ITV drama returns after 9 years
- Fantastic TV ratings throughout all series averaging in excess of 10m
- Over 70k units sold on DVD to date
- The Complete Collection features guest appearances from key talent such as Christopher Eccleston, Ricky Tomlinson, Robert Carlyle and Samantha Morton
- Series 11 and The Complete Collection (Series 1-11) to be released after the final episode

**"The best drama on television"**  
The Daily Telegraph

**Marketing Campaign**

- Trailers against transmission of episode 11
- National press campaign incorporating male and female lifestyle, daily / Sunday press, TV listings and DVD magazines
- Publicity campaign including press interviews with key talent, reviews and competitions

**Cracker Series 11**

Call No: 3711521783	Call No: 3711521783
Barcode: 5037115217832	Barcode: 5037115217837
Running Time: 101 Mins Approx	Running Time: 1309 Mins Approx
RRP: £12.99	RRP: £124.99
D.P.: £8.99	D.P.: £85.10

**Cracker The Complete Collection**

Call No: 3711521783	Call No: 3711521783
Barcode: 5037115217832	Barcode: 5037115217837
Running Time: 101 Mins Approx	Running Time: 1309 Mins Approx
RRP: £12.99	RRP: £124.99
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