



## Press Release from Bournemouth University

1 December 2009

Further information:

Charles Elder

Tel: +44 (0) 1202 961032 / (07768) 771870

E-mail: [press@bournemouth.ac.uk](mailto:press@bournemouth.ac.uk)

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### **BU students hear how hard work and luck have made Dave TV a success**

Steve North, Channel Head at UKTV, inspired students at Bournemouth University's (BU) Media School with a talk on the launch, development and phenomenal success of the television channel 'Dave'.

"The success of Dave has taken many industry experts by surprise, but has been achieved by a lot of hard work, creativity, innovation, research and luck," said North who spoke to undergraduate and postgraduate students in Advertising & Marketing Communications, Producing Film & Television and Public Relations.

Formerly known as UKTV G2, the channel was renamed 'Dave' in 2007 and recently shortlisted for television channel of the year at the Edinburgh International Television Festival.

Following the lecture, North toured BU's high definition television studio accompanied by Dr John Oliver of the Media School. Together, North and Oliver recently submitted a joint research paper investigating the UK independent television production industry.

UKTV is a major industry player and one of the most important and successful multi-channel providers in the UK. Formed in 1997, the broadcaster is an independent commercial joint venture, between Virgin Media and BBC Worldwide, the commercial arm of the BBC.

Attracting 36.5 million viewers each month, the network offers a broad range of quality programming across its entertainment, lifestyle and factual offerings including channels such as Watch, GOLD, Dave, Alibi, Eden, Blighty, Yesterday, Home, Really and Good Food.

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## Notes for Editors

1. BU is the UK's Number One New University (first place among all institutions that became universities since 1992) according to The Guardian University Guide 2009 & 2010. ([www.guardian.co.uk/education](http://www.guardian.co.uk/education))
2. BU was a finalist for 'University of the Year' and 'Research Project of the Year' in *the Times Higher Education (THE) Awards*, 2009.
3. In the 2008 [Research Assessment Exercise](#) (RAE) BU is the fourth most improved university in the UK for the quality of its research (according to *Times Higher Education*).

## For further information please contact:

Charles Elder  
Bournemouth University Press Office

**Tel:** (01202) 961032 / (07786) 771870

**e-mail:** [press@bournemouth.ac.uk](mailto:press@bournemouth.ac.uk)

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