

10 April 2017

Zinc Media Group plc (“Zinc Media” or the “Company”)

Major new series commissioned by Channel 4 – Village of the Year 2017

Zinc Media Group plc (AIM: ZIN), the leading TV and multimedia content producer, announces that it has been commissioned by Channel 4 to produce a major new series ‘Village of the Year’ due to be screened late 2017 and presented by Penelope Keith.

Penelope Keith has already visited scores of rural communities in her Hidden Villages series for Channel 4. Now she is taking on her biggest challenge yet – to scour the length and breadth of Britain to crown one village ‘Village of the Year 2017’.

From stunning coastal fishing villages to hillside farming communities and from outlandish artist colonies to the most traditional chocolate box hamlets, Village of the Year 2017 with Penelope Keith will celebrate all that is great about Great Britain’s rural communities.

The 24 episodes x 60-minute series, produced by Zinc Media’s subsidiary Reef Television will air across both daytime and peak.

Penelope will preside over heats, semi-finals and final, with a panel of expert judges deciding which villages will progress through the rounds before revealing their winner, based on the following criteria: Appearance; History & Heritage; Village Events; Activities; and Visitor Experience.

They will award their chosen village with the accolade of Village of the Year and £10,000 to be used for a worthwhile community project.

David Galan, Chief Operating and Financial Officer, commented:

“We are delighted that we have been awarded this high profile commission with Channel 4 and it further highlights our strategy of securing long running series in our TV business. We are also delighted to be working once again with Channel 4 and Penelope Keith in what we expect to be a popular TV series with the British public in 2017 bringing communities together.”

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