

Press release

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The Daily Telegraph · The Sunday Telegraph · Telegraph.co.uk



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**UNDER STRICT EMBARGO 1000 HOURS 09/04/08**

**ITN On produces original Margaret Thatcher covermount series for  
Telegraph Media Group**

Telegraph Media Group and ITN On have expanded their relationship to produce a series of eight original DVDs for Telegraph readers. The DVDs are a comprehensive account of the Margaret Thatcher Years from her life before entering politics, through her years as party leader then Prime Minister and her enduring legacy.

It is the first time Telegraph Media Group has delivered a promotion for readers in this way. This exclusive original series demonstrates ITN On's content production capability - expanding their short form content production unit into feature length television.

Narrated by Anna Massey, this unique collaboration between Telegraph Media Group and ITN On is the most comprehensive and definitive documentary series about the longest serving Prime Minister of the last century. Using content from ITN Source's 800,000 hour video archive, the series charts the rise and eventual dramatic fall of Margaret Thatcher. The programme features exclusive interviews with members of her Cabinet, her closest confidantes and commentators during her time at the top including, Sir Bernard Ingham, Lord Kinnock, Lord Hurd and ITN's then Political Editor, Michael Brunson and the Telegraph's own Hilary Alexander.

Jon Godel, Executive Producer of the series and Editor of ITN On said:

"The ITN and Telegraph brands are both synonymous with high quality journalism, making this one of the finest and most comprehensive Margaret Thatcher documentary series to date. With our strong video production techniques and access to a vast archive, covermounts are a natural fit for our businesses that allow us to create compelling original programmes and deliver added value to our clients."

Mike Moore, Head of Consumer Markets at TMG, said:

"Telegraph Media Group is delighted to be able to offer our customers this great DVD set. Our *Daily Telegraph*, *Sunday Telegraph* and *Telegraph.co.uk* audiences will greatly enjoy watching this formidable production. Our readers can also view some of this exclusive content by visiting [www.telegraph.co.uk/thatcher](http://www.telegraph.co.uk/thatcher)."

**Ends.**

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## **Notes to Editors**

Further information on the series can be found here:

<http://www.telegraph.co.uk/promotions/index.jhtml>

## **About ITN On**

ITN On is part of ITN, one of the world's leading news and multimedia content companies. ITN On is the UK's leading supplier of news and other video entertainment content to broadband, mobile phone and radio platforms.

ITN On pioneered video news on mobile in Europe, launching with 3 in 2003 and was the first UK company to create made-for-mobile news and weather channels. ITN On's key business partners include, Vodafone, 3, Orange and T-Mobile as well as established online operators including Yahoo!, MSN, Telegraph Group, Bebo, YouTube and Virgin Media. ITN On's radio division IRN supplies news to over 250 commercial radio stations throughout the UK with a combined daily audience of 24 million.

[www.itn.co.uk](http://www.itn.co.uk)

## **About Telegraph Media Group**

Telegraph Media Group Limited publishes The Daily Telegraph, The Sunday Telegraph, [Telegraph.co.uk](http://Telegraph.co.uk) and The Weekly Telegraph. This is a wholly owned subsidiary of Press Holdings Limited.