



For Immediate Release:

**PHILIPS ANNOUNCED AS TITLE SPONSOR FOR  
THE BRITISH ACADEMY TELEVISION AWARDS IN 2010**

***Graham Norton announced as host and venue for the ceremony confirmed as The  
London Palladium***

7 April 2010: The British Academy of Film and Television Arts today announce that Philips is the new Title Sponsor for the 2010 Awards Ceremony. The ceremony, hosted by Graham Norton for the fourth consecutive year, will be held at The London Palladium and broadcast on the BBC. Following the ceremony, the awards party will be hosted at the Natural History Museum.

Neil Mesher, UK MD of Philips Consumer Lifestyle said:

'Sponsoring the British Academy Television Awards represents a perfect partnership for Philips. Whilst BAFTA recognises the best quality TV entertainment, Philips bring the best possible TV viewing experience into the home, combining award winning picture quality and innovation that bring TV programmes to life and viewers ever closer to the on-screen action.'

Kevin Price, Chief Operating Officer, BAFTA commented:

"We are delighted to announce that Phillips will be the Title Sponsor to the prestigious British Academy Television Awards this year. Working with such a well established and trusted brand means that the Awards will be able to flourish as we celebrate excellence for those working in the Television industry"

2010 will also see the addition of two new categories to the annual British Academy Television Awards – those of *Supporting Actress* and *Supporting Actor* – and a move to a summer date for the ceremony. Additionally for 2010, the *Comedy Performance* category will divide into two, recognising both *Female Performance in a Comedy Programme* and *Male Performance in a Comedy Programme*.

The British Academy Television Awards will be preceded by the British Academy Television Craft Awards on Sunday 23 May at The London Hilton on Park Lane.

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**Editors Notes:**

**About BAFTA:**

The British Academy of Film and Television Arts is the UK's leading organisation dedicated to the recognition and promotion of excellence in the fields of the moving image. Renowned for its high profile Film, Television and Video Games Awards ceremonies, the prestigious BAFTA mask has long been seen as a symbol of excellence.

**For further press information on the British Academy Television Awards please contact:**

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**For more information on Philips, please visit:**

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