

[Statement of Programme Policy 2024 and Annual Review of 2023](#)

[Annual Review of 2023](#)

Highlights and themes for the year:

ITV's purpose remains unchanged, we entertain and connect with millions of people in the UK and globally, reflecting and shaping culture and building brands, with brilliant content and creativity. In the UK we have continued to inform and entertain the nation with our diverse schedule of drama, sport, entertainment, factual, and news, and have operated with purpose, driving positive change. ITV is for everyone, with programmes that reflect the UK in all its geographic and social diversity with TV programmes that are made by, for and about people from across the UK, reflecting their experiences. ITV remained committed to great storytelling in all its programming, regardless of genre, to ensure it was engaging, accessible and relevant.

ITV has a unique market position as a global and diversified vertically integrated producer broadcaster and streamer with content central to everything we do. The industry environment in which ITV operates has continued to change rapidly and we expect new and emerging technologies to continue to make change an ever present reality of our competitive landscape. Our new streaming service, ITVX, which launched in December 2022 has gone from strength to strength in 2023, and has now surpassed 3 billion streams.

The successful execution of ITV's strategy of investing in and growing both production in ITV Studios, and ITVX in Media and Entertainment (M&E), is evident. ITV Studios is now one of the biggest content creators, producers and distributors in the world, working across a broad range of programmes, including drama, entertainment and factual. It is a scaled and global creator, owner and distributor of high-quality content operating in 13 countries and across 60+ labels; diversified by genre, geography and customer in the key creative markets around the world. Our customer base is diverse, producing for international television broadcasters and global streaming platforms. M&E is the home of ITV's family of channels and platforms – the largest family of free-to-air commercial channels in the UK.

2023 brought many programming highlights, ITV showed 94% of commercial programmes with over 5 million viewers in 2023. ITV reached over 30 million viewers every single week of the year and had nearly 3 billion streams on ITVX. For 121 days of the year, ITV had more viewers than all the SVOD services combined. ITVX went from strength to strength in 2023. It hit 1 billion streams on Easter Sunday, 2 billion in September, and finished the year just shy of 3 billion. 240 programmes were watched by over a million viewers on ITVX in 2023, double the 2022 number. Streaming hours for 16-34s saw a 28% increase year-on-year. 88% of viewers who watched a premiere in 2023 went on to watch further content on ITVX. ITVX increased its streaming hours in 9 out of 10 genres in 2023, including triple digit increases for Drama, Comedy and Film.

Beyond ITV1 and ITVX, the ITV family of channels had a very successful year in 2023. ITV2 remained the number one digital channel for 16-34s for the 7th year in a row. 136 of ITV2's programmes were watched by over a million viewers in 2023, compared to 63 in 2022, and ITV2's prime time audience grew by 21% in 2023. 2023's two series of *Love Island* were

streamed 343 million times and reached 17 million viewers. The return of the original reality show *Big Brother* proved to be a huge hit for ITV2 in the Autumn. It averaged 3.7 million viewers, its biggest audience in over a decade. For ITV's other digital channels, ITV3 remained the most watched digital channel for all viewers for the 5th year in a row, reaching an average of 13.1 million viewers a month in 2023. ITV4 was the 4th most watched digital channel for men in 2023, its highest ever ranking.

Throughout 2023 ITV continued to drive positive change, both on and off-screen, through our social purpose priorities (Better Health, Diversity, Equity and Inclusion, Climate Action and Giving Back) and by harnessing our content and platforms. We reflect and shape culture for good and, most importantly, drive tangible change.

Tier 2 arrangements:

- *Independent production*: obligation 25%; achieved 33.2%
- *Originations*: obligation 65% of overall output and 85% of peak time output must be originally produced or commissioned for ITV; achieved 88.4% overall, 94.6% in peak
- *Out of London*: obligation 35% of programmes in both volume and spend must be produced outside the M25, excluding News, Acquired and Repeats; achieved 46.9% volume and 54.9% spend
- *European*: obligation over 50% of overall output must be European Works; achieved 95.5%

ITV programme offer:

News: ITV News provides a gold standard of trusted, accurate and impartial international, national and regional journalism. Nations and Regions news continues to be an important public service strength of ITV - providing high-quality, impartial, trusted broadcast news. Since November 2023, users of ITVX have been able to access dedicated rails of regional news in their area (and others) - providing comprehensive news coverage, including full programmes, extended pieces of local interest, and bespoke content designed to offer in-depth analysis and regular updates throughout the day. Our news programming continued to perform well in 2023. The *ITV Evening News* programme averaged 2.6 million viewers in 2023, with 1.3 million for *ITV News at Ten* and almost 0.7 million for *ITV Lunchtime News*.

Factual and Current affairs: In January, Prince Harry sat down with Tom Bradby ahead of the publication of his autobiography. The interview had an overnight audience of 4.1 million, but generated numerous headlines, prompting millions more people to watch it and it has since been seen by 7 million viewers.

Series 5 of *Bradley & Barney Walsh: Breaking Dad* saw father and son visiting Latin America. The 7 episodes averaged 4.2 million, with a peak of 4.7 million. Paul O'Grady's sudden death in March prompted an outpouring of grief. ITV's tribute two weeks later to his life and extraordinary career - *For the Love of Paul O'Grady* - was watched by 4.8 million, making it the second most watched factual programme on ITV in 2023. Documentaries were also popular. *Rolph Harris: Hiding in Plain Sight* averaged 4 million viewers and three part true crime documentary *Murder in the Family* averaged 2.9 million and over 4.7 million streams on ITVX.

ITV's core current affairs offering continued with the *Tonight* programme, which averaged 1.3 million viewers across 39 episodes in 2023. It was joined by ITV's political programme *Peston*, which averaged over half a million viewers in 2023, offering a fresh and distinctive approach to political discussion. *The Martin Lewis Money Show* was also popular, averaging 2.8 million.

Drama: ITV continued to deliver a rich and varied mix of new drama in 2023. *The Hunt for Raoul Moat* was watched by 6.5 million making it ITV1's most watched new drama of the year. It was the 4th most watched series on ITVX in 2023 with 2.6 million viewers. A hit with viewers and critics alike, ITV's second biggest new drama of 2023 was *Maryland* - All three episodes were watched by over 6 million viewers, averaging 6.4 million. *Without Sin*, starring *Trigger Point*'s Vicky McClure, first released just after Christmas on ITVX was broadcast on ITV1 in May. Including viewers who watched it both on ITVX and ITV1 it launched with 6.4 million and averaged 5.6 million. True crime drama *The Long Shadow* averaged 6.4 million viewers and performed particularly strongly on ITVX where it was the most watched series of the year across all genres.

Two new medical dramas premiered in 2023. *Maternal* averaged 3.6 million viewers and over 8.3 million streams on ITVX, and *Malpractice* averaged 5 million as well as 15 million streams on ITVX. Elsewhere, *Stonehouse*, the drama based on the disgraced former MP who faked his own death averaged 4.7 million viewers, and Agatha Christie murder mystery *Why Didn't They Ask Evans?* averaged 5.2 million over three consecutive nights. Lenny Henry's Windrush drama, *Three Little Birds* - deemed a triumph by critics, launched in October with 3.6 million, and went on to reach 7.7 million across its 6-week run.

Returning dramas also performed well in 2023. Series 5 of *Unforgotten* launched in February with Sinéad Keenan replacing Nicola Walker and averaged 8.3 million viewers. The final episode was the most watched programme on ITVX of 2023. There were 7 new episodes of *Vera* in 2023, watched by an average of 6.7 million and achieving over 17 million streaming hours in 2023 on ITVX across all series. The 9th and final series of *Endeavour* bowed out in March to rave reviews and 5.9 million viewers. Brighton detective drama *Grace* returned for a 3rd series, averaging 6.5 million viewers, as did series 4 of *The Bay*, which averaged 6.3 million. Elsewhere *Van der Valk* averaged 4.4 million viewers for its third series and *The Tower* averaged 4.5 million.

And, ITV continued to be home to the two biggest soaps in the UK in 2023. *Coronation Street* averaged 4.9 million viewers per episode with *Emmerdale* in second place with 4.2 million viewers. Both soaps continued to create unmissable TV moments.

Entertainment: Entertainment continued to be a hugely important part of the ITV schedule in 2023 both with returning and new formats. Ant and Dec returned to the jungle with the 23rd series of *I'm a Celebrity... Get Me Out Of Here*. The first episode was watched by just under 11 million viewers, making it ITV's biggest audience of 2023, and the 3rd biggest title on any channel. It was the most watched programme for 16-34s on any channel last year and clocked up over 66 million streams on ITVX. Ant and Dec also hosted an incredible 19th series of *Ant and Dec's Saturday Night Takeaway* earlier in the year, which averaged 5.7 million viewers across the series. The return of the original reality show *Big Brother* proved

to be a huge hit for ITV2 in the Autumn. It averaged 3.7 million viewers, its biggest audience in over a decade.

The Masked Singer returned for its fourth series and launched with 5.5 million viewers, growing its audience with the final attracting 6 million viewers. It had a share of 31% for all viewers, rising to 41% for 16-34s, and was streamed over 5 million times on ITVX. Also returning was one of the biggest entertainment shows on TV, *Britain's Got Talent*. Including 28 day viewing and repeats it launched with a massive 8.5 million viewers and averaged 6.4 million across its 14 episodes, performing well on ITVX with over a million more streams than last year. Elsewhere, series 15 of *Dancing on Ice* averaged 4 million viewers. The fourth series of *Gordon, Gino & Fred: Road Trip* saw the trio travel to Spain, with both parts averaging 4.3 million viewers, making it ITV1's most watched entertainment show of Q3 in 2023.

Returning classics were also joined by new formats in 2023. In September, Davina McCall fronted dating show with a difference *My Mum, Your Dad* which launched with 3.3 million viewers and continued to grow its audience on ITVX after finishing its broadcast run.

Sport: 2023 continued to be a big year for sport on ITV. ITV had exclusive access to over 7 weeks of the *Rugby World Cup*. It reached 31 million viewers and 50% of the viewing population. England's exit at the hands of South Africa gave ITV1 its biggest peak audience of the year with 9.1 million. And two quarter final matches, including England v Fiji gave ITVX its best day of the year with 14 million streams. Sticking with rugby, ITV's Six Nations coverage reached 21 million viewers and 40% of all men. The biggest audience came on the opening day, a peak of 7.1 million viewers watched England lose the Calcutta Cup. In 2023 there were 13.3 million streams, an increase of 85% on 2022.

Following England's win in the Euros, there was a lot of interest in the Lionesses going into the *2023 Women's World Cup*. Despite the time difference with Australia, many matches attracted large numbers of viewers, peaking (for ITV) with England's win in the Quarter Final against Colombia, where the coverage was watched by 5.2 million with a peak of 7.5 million. The tournament reached 22 million viewers and was streamed nearly 16 million times. In men's football, ITV1 and ITV4 showed 25 *FA Cup* matches between them in 2023, reaching over 26 million viewers. The FA Cup also brings in a lot of viewers to ITVX.

Horseracing also continued to be an important element of ITV's sporting offer and *The Grand National* gave ITV its 2nd biggest audience for Sport in 2023 with a peak of 7.3 million. ITV Racing overall had a great year in 2023, reaching nearly 22 million viewers. It was streamed nearly 14 million times on ITVX, a 66% increase on 2022.

Daytime: Live daytime shows have continued to deliver great content and strong audiences. ITV remained committed to entertaining and inspiring daytime audiences through a broad offering of topical chat, magazine, and both new and returning shows. *Good Morning Britain* continues to perform well, averaging 581,000 viewers a day, and reaching 4.5 million a week. *Lorraine* continued to bring lifestyle, health and entertainment stories to viewers every morning, averaging 677,000 viewers an episode with a 17% share, and reaching 2.9 million viewers a week in 2023. *This Morning* and *Loose Women* averaged 743,000 and 717,000 viewers per episode respectively.

Across the afternoons, the biggest programme in daytime across all channels continued to be *The Chase*, averaging 2.8 million viewers per episode. It was joined by established quiz show *Tipping Point* which is now the second most watched programme in daytime across all channels, averaging 1.7 million per episode. They were joined by *Deal or No Deal* which averaged 2.4 million and *Tenable* with 727,000 viewers.

Children's: In 2023, we launched a new dedicated destination for kids on ITVX - ITVX Kids - with more content than ever before, across a range of titles appealing to both school age and pre-school age children. Launched in July 2023, and rolled out across the school summer holiday period, the new consolidated children's offering saw us take our approach to 6-12s content streaming-only from Autumn 2023. The curated collections feature a wide range of titles, including brand new programmes dropping monthly on the service. This new content spans a wide-range of genres and subjects including comedy, gameshows, live action, animation and sport.

New shows complemented existing favourites, including *Lloyd of the Flies*, *Lily's Driftwood Bay*, *Claude*, *Mumfie*, *Mystery Lane* and *The Rubbish World of Dave Spud*, which will also be available on ITVX Kids. ITVX Kids also hosts some much-loved British brands, including the animated series of *Mr Bean*, and for younger pre-school children, *TeleTubbies Let's Go*, *Sooty* and *Bob The Builder* amongst other titles.

Additional matters:

Programmes reflecting the lives and concerns of different communities and cultures:

ITV continued to reflect the lives and concerns of all its viewers throughout its programming. Many programmes shown had a strong regional flavour and portrayed life in different communities. Central characters and storylines reflecting minority ethnic groups and disability continued to feature in some of ITV's most popular and regular series, including *Coronation Street* and *Emmerdale*.

We've championed diversity across our biggest shows, introducing a range of new voices on-screen and off-screen, with initiatives like Fresh Cuts showcasing up-and-coming black film-makers. Since launching our Diversity Commissioning Fund in 2022, we have commissioned more diverse creators, companies and content, investing £54.2 million over two years. We commissioned a range of diverse-led production companies. Some shows commissioned by the Fund include Lenny Henry's *Three Little Birds*, *Riches*, *Ellie Simmonds: Finding my Secret Family*, and *Black Boys Can Cry with Alex Beresford*.

We also made strong improvements in our existing shows. Maya Jama and AJ Odudu now present two of our biggest hits, *Love Island* and *Big Brother* respectively. ITV Studios continues to make great diverse content like *I Kissed A Boy*, the UK's first dating show for gay men.

Access services for deaf and hard of hearing, and blind and visually impaired viewers:

In 2023, ITV exceeded all of its Ofcom targets for subtitling, audio description (AD) and sign language translation across all channels. ITV provided subtitles for 100% of programmes on ITV3, CITV and ITVBe and above 99.5% for all other channels. ITV provided AD for 24% of the main channel, 45% of ITV2 and a huge 77% of ITV3.

For the first time, ITV provided some live audio description, having designed and built a solution that delivers the service in the same way as non-live AD, thereby requiring no action on the part of the viewer to receive. Live AD was made available for the King's Coronation in May and we have since extended the use of this solution into other programmes.

ITV continued to publicise its accessibility@itv.com email address widely, including at the end of every subtitled programme and consequently engaged directly with many access services customers to answer questions, receive feedback and resolve issues. We also continued to meet with our ITV audio description viewer forum, with over 30 AD users who feed back on our services and help us to identify improvement opportunities. We continue to work closely with the RNIB and RNID.

In 2023, we made some further significant improvements to ITVX. Subtitles are now available on VOD programmes on every platform and device, and, in 2023, over 97% of over 40,000 programmes carried subtitles. We extended the availability of AD to more platforms, and launched the Signed - BSL VOD category, including all of the ITVX exclusive series as well as every new episode of *Coronation Street* and *Emmerdale*.

Finally, we worked with the teams at *Love Island*, *Big Brother* and *I'm A Celeb* to provide contestant self-description videos to support blind and partially sighted viewers in their enjoyment of these high-profile shows.

Signpost:

Signpost Productions continued to be a major UK provider of on-screen British Sign Language (BSL) translation and content in 2023. It produced more than 1000 hours of content for ITV's family of channels. It also produced signed content for other broadcasters including UKTV, Virgin Media Ireland and S4C, the Welsh broadcaster, providing signed content in British Sign Language with a Welsh dialect.

Signpost continued to grow its programme making arm, producing a range of content including the third series of the award-winning magazine show *This is Deaf* for British Sign Language Broadcasting Trust. It produced three items for *The One Show* and delivered the second series of *Robson Green's Weekend Escapes*, a 15-part travel show broadcast on BBC2. It also worked with BT Sports (now TNT) to produce a six part series *Deaf Away Days*, which was presented entirely in British Sign Language.

Training and development was a key focus for Signpost and providing opportunities for Deaf, disabled and neurodivergent programme makers. The Signpost Academy continued to strengthen relationships with schools, colleges and universities. The three year training programme, grant-funded by the North of Tyne Combined Authority, Making Creativity Works continued to be a success. The project aims to feed into the CDN's Doubling Disability targets providing modular-based training and signposting participants to various pathways

within the industry and last year more than half of the participants were supported into paid employment.

Online services:

ITVX: We successfully launched ITVX in December 2022 (which combined our previous offerings ITV Hub, ITV Hub+ and BritBox UK) to transform our streaming service from a catch up service to a content destination and to deliver the inventory to fulfil the growing demand for our digital advertising. Although the main focus of ITVX is the free ad-funded offering, there is also a subscription tier, ITVX Premium.

- **Performance:** ITVX's strong performance in its first year is evident by the step change in our KPIs and other viewing metrics as we attract more users who are engaging for longer across our streaming platforms year-on-year.
- We launched ITVX on time and our investment is on plan and on budget. In our first full year of ITVX we delivered a step change in viewing and digital revenues were up 19%. We increased the number of monthly active users by almost 20%, up to 12.5 million and those users are spending more time engaging with the platform with streaming hours up 26% to 1.5 billion hours. Brand awareness is now up to over 90% and we have seen a significant increase in streaming hours for light viewers who are harder to reach, up 65%, and our key target audience of 25-54s which was up 47%.
- To deliver and maintain this strong performance we focus our ITVX investment on enhancing the depth and breadth of content, continuous improvements in the product and user experience, and expanding the distribution and marketing of ITVX.
- **Content:** There are over 25,000 hours of content available (including over 7,000 hours exclusively on the premium ad-free tier), including on-demand content from our five linear TV channels, FAST channels, exclusive ITVX content (such as anime, true crime and US box sets), ITVX Kids, and over 300 films creating one of the UK's largest free film libraries. Programmes which contributed significantly to the year-on-year increase in streaming hours include: *Love Island*, *Rugby World Cup*, *The Only Way Is Essex* and *Big Brother*.
- News is an important part of ITVX's proposition and is now fully embedded within ITVX, with News streaming hours up 20% year-on-year and we have launched exclusive 90-second ITV News bulletins, a new News category page on the service and regional short and long-form catch up.
- **Distribution:** The integration of ITVX into third-party platforms substantially increased in 2023, with over 40 new ways for a user to access the service. We have improved the discoverability of ITVX on third-party platforms which has helped drive bigger audiences to our content and the service is now available in almost 100% of UK households.

Promotion of media literacy: ITV continued to ensure that clear and comprehensive programme information was provided, including listings guides and TV and online programme guides. Where appropriate ITV signalled clearly which content might be unsuitable for younger or more vulnerable viewers. ITV also continued to schedule any potentially unsuitable material for younger viewers after the watershed, and provided verbal warnings about content that viewers might find unsuitable or upsetting.

Public input: ITV's Viewer Services handled comments and complaints from viewers, all of which were dealt with as appropriate by both viewer services and compliance teams. Viewer feedback is taken seriously by the programme teams and is made available to all staff via the ITV intranet so that the whole company is able to see how viewers have reacted to programmes. ITV also carries out regular audience research through a regular large-scale survey to canvass opinion on ITV programmes and on-screen talent, which helps inform the commissioning and production process.

ITV's Social Purpose:

Throughout 2023, ITV continued to drive positive change, both on and off-screen, through our social purpose priorities and by harnessing our content and platforms. We reflect and shape culture for good and, most importantly, drive tangible change. In 2019 we set out a Social Purpose strategy across four focus areas: Better Health, Diversity, Equity and Inclusion, Climate Action and Giving Back. Each had clear targets and timeframes, helping us deliver our ambition to shape culture for good.

2023 sees us reach the major milestone of surpassing our five-year goal for Better Health. Our target was to encourage audiences to take over 200 million actions to support their mental or physical wellbeing. Through campaigns encouraging children to move more and eat better, and our flagship mental health campaign Britain Get Talking, we have surpassed this target, hitting 249 million actions by the end of 2023. That year's Britain Get Talking campaign in particular was a highlight, with over 1.2 million parents and their children taking part in our homework task. The task, set by schools across the country on World Mental Health Day, encouraged children to talk about what was on their minds.

Climate Action remains a priority across our whole organisation. In 2023, this included increased engagement with our supply chain to encourage everyone we work with to set Science Based Targets and measure their footprint as well as collaboration with our Studios team around production innovation. We also focused on our internal culture, encouraging colleagues to understand their role in the climate transition.

ITV continues to grow our Diversity, Equity and Inclusion work, which aims to create and showcase content by, with and for everyone, connecting and reflecting modern audiences. We've championed diversity across our biggest shows, introducing a range of new voices on-screen and off-screen, with initiatives like Fresh Cuts showcasing up-and-coming black film-makers. We have also created new opportunities for underrepresented groups at every level to thrive in our business. Initiatives include the Amplify senior leadership programme and the ITV Academy.

Our Giving Back activity in 2023 continued with our biggest fundraising event, Soccer Aid for UNICEF. Since its launch in 2006, over £90 million has been raised for children across the world who need it most. We continued our Creative Access partnership matching mentors from ITV with individuals from underrepresented groups in the media industry.

Statement of Programme Policy 2024

Overall strategy and themes:

ITV's purpose remains unchanged, we entertain and connect with millions of people in the UK and globally, reflecting and shaping culture and building brands, with brilliant content and creativity. ITV has a unique market position as a global and diversified vertically integrated producer broadcaster and streamer with content central to everything we do.

Our vision is that by 2026, ITV will be a leader in UK advertiser-funded streaming, and an expanding global force in content. We are focused on three strategic pillars to deliver this vision: expanding our UK and global production business, supercharging our Streaming business, and optimising our Broadcast business. The media landscape continues to evolve rapidly and is more competitive for viewers and advertising, with recent new entrants. We are in a far stronger position than we were in 2018 to focus on ITV's value drivers and competitive advantages and are confident that we can compete, as evidenced by a very strong programming slate.

We reach millions of viewers globally, through our content, and in the UK, through our linear channels and ITVX. We are proud of our position as a Public Service Broadcaster (PSB) in the UK, telling the stories that are at the heart of culture and society. The Media Bill, which is currently working its way through Parliament, will update the legal and regulatory framework for television, particularly delivered online. This should help ensure that content from PSBs, including ITV, will be included and easily discoverable on all major streaming platforms, on fair commercial terms. Once the Bill becomes law, we will remain fully engaged with Ofcom and the Government throughout any subsequent processes necessary for its full implementation.

The programme offer for 2024:

News: ITV's impartial, independent journalism makes an enormous contribution to public service broadcasting in the UK. ITV's regional news programmes are crucial to ITV and our viewers are at the heart of our programmes. Regional news is now a core service on our streaming platform ITVX. It means news from the regions, nations and internationally has prominence alongside our most recognisable national programmes.

Factual and Current affairs: In 2024 ITV will continue with its range of current affairs with an ambitious combination of regular, weekly programmes as well as some significant one-off pieces and short series that will bring a fresh tone to the output. Current affairs on ITV cover a broad range of issues and styles. Returning for 2024 will be the mainstays of ITV's current affairs schedule. They include the weekly *Tonight* programme, which leads with an agenda of domestic stories and issues. It will be complemented by our BAFTA-winning, investigative strand *Exposure*, offering high-impact hour-long documentaries such as *Stalking: State of Fear*, speaking to victims of stalking about their experiences. Political analysis will be provided by the agenda-setting weekly political talk show *Peston*, and personal and household finance advice by *The Martin Lewis Money Show*.

Through 2024 ITV will continue to provide quality new factual programmes on matters of interest to our viewers. In crime, documentaries *Code Blue: One Punch Killers* and *TikTok: Murders Gone Viral* explore these issues. *Olivia Attwood: The Price of Perfection* makes a full-bodied dive into the world of cosmetic surgery for a brand-new series, and *Born from the Same Stranger* follows the incredible stories of people who yearn to find their unknown blood relations and solve mysteries about their identities.

In international affairs, Autumn will bring a feature-length film, (working titled *Israel /Gaza: The People's Story*) produced by the same team who made the Emmy-winning *Mariupol: The People's Story* for the BBC in 2022, looking at the events of October 7th and Israel's invasion of Gaza through the prism of the stories of people caught up on the ground on both sides.

Elsewhere, following the sad death of Paul O'Grady, *For the Love of Dogs* returns with new host Alison Hammond heading to Battersea Dogs & Cats Home. Martin Clunes is back for a second series of globe-hopping adventures in *Islands of the Pacific*. Political junkies will be hooked by the new documentary *Theresa May: The Accidental PM* which explores her premiership through unique access to the former Prime Minister and includes a frank and revealing account of her period in office.

Drama: ITV will continue to be the home of quality drama in 2024, delivering a rich and varied mix of new and returning dramas with a strong line up of talent both on and off screen. ITV also remains committed to working with a broad range of Independent production companies across the UK.

New in 2024 is *Mr Bates vs The Post Office*, a new four-part series written by acclaimed screenwriter Gwyneth Hughes which tells the story of one of the greatest miscarriages of justice in British legal history. It will be joined by *Breathtaking* - a searing, thought-provoking and poignant account of an NHS doctor in the eye of the storm during the early days of the Covid-19 pandemic, starring *Downton Abbey's* Joanne Froggatt. Also new is *The Winter King*, which is set in the fifth century in a brutal land of warring factions and tribes where lives were often fleeting, and follows Arthur Pendragon as he evolves from being an outcast and becomes a legendary warrior and leader. It is joined by new crime dramas *After the Flood*, *Passenger*, *Under the Banner of Heaven*, and *Red Eye*.

There will also be several popular returning dramas in 2024, including the second series of explosive thriller *Trigger Point*, starring Vicky McClure as a police bomb disposal officer who works in the Metropolitan Police Bomb Disposal Squad alongside fellow officers who risk their lives daily in the face of danger. It's joined by drama stalwarts and family favourites *Vera*, *Grantchester* and *Professor T*.

Entertainment: Entertainment will continue to be a hugely important part of the ITV schedule in 2024. Our top event shows will be back for more including: *Ant and Dec's Saturday Night Takeaway*, *Ant & Dec's Limitless Win*, *The Masked Singer*, *Britain's Got Talent*, and *Dancing on Ice*. These will continue to be star driven with some of the country's biggest names continuing their relationship with ITV. Game and quiz shows will be in plentiful supply with a line-up including: *The 1% Club*, *Beat The Chasers*, *Who Wants To Be A Millionaire?* *Wheel of Fortune* and *Jeopardy!* ITV will also continue to showcase some of the

biggest reality shows including a brand new series of *Celebrity Big Brother*, more from everyone's favourite dating show *Love Island* and a little bit extra with *Love Island: All Stars*. ITV will also be bringing viewers coverage of some of the tentpole 2024 entertainment moments including: *The Oscars*, *The BRIT Awards*, and *the Olivier Awards*.

Sport: Providing coverage of major sporting events, and creating shared moments for our audiences to enjoy, continues to be very important to our programming offering in 2024. The sporting highlight of the year for many will be *Uefa Euro 2024*, live on ITV. ITV will bring viewers extensive live coverage of the tournament from Germany and ITV's star-studded on-screen team, led by Mark Pougatch, will offer expert insight, opinion and analysis of all the action. In women's football, ITV1 will air key live games as England's women bid to qualify for Euro 2025. In domestic football, Mark Pougatch and Laura Woods host live *Emirates FA Cup* action.

In rugby, ITV looks forward to the *2024 Six Nations Championship* with a stellar line-up of matches set to be shown live on the channel. The 2024 Championship is the latest part of a six-year deal between ITV and the BBC that sees matches shared between both broadcasters on television and online. ITV will also be bringing viewers live American Football coverage with Super Bowl LVIII. Racing will continue to be an important part of our sport portfolio, and we'll continue to carry horse-racing from across the country, and major set-piece events such as *The Cheltenham Festival*, *The Grand National*, *The Derby* and *Royal Ascot*.

Daytime: In 2024, ITV remains committed to entertaining and inspiring daytime audiences through a broad offering of topical chat, magazine, and both new and returning shows. All our Daytime stalwarts including *Good Morning Britain*, *Lorraine*, *This Morning*, and *Loose Women* will return. Across the afternoons, popular, established factual and lifestyle brands will return including popular quiz formats such as *Tenable*, *Tipping Point*, and *The Chase*. Across daytime weekends, ITV will remain focused on serving the broadest possible audience and to that end the schedule will comprise a wide range of films, popular drama and opportunities for viewers to catch up on key ITV peak time or weekday daytime shows.

Children's: We will continue to offer a dedicated destination for kids on ITVX - ITVX Kids, appealing to both school age and pre-school age children, with content spanning a wide-range of genres and subjects including comedy, gameshows, live action, animation and sport.

Additional matters:

Programmes reflecting the lives and concerns of different communities and cultures:

We want everyone to enjoy ITV content that reflects their experiences. ITV is committed to championing diversity both on and off screen and we understand the importance of reflecting the whole country. ITV will continue to reflect the lives and concerns of all its viewers through its programming. Many programmes shown will have a strong regional flavour and will portray life in different communities. We have a diverse range of new voices on-screen and off-screen in our biggest shows with the biggest audiences.

We will continue to collaborate across the broadcasting industry to drive systemic change. We will use our remaining Diversity Commissioning Fund and Development Fund to continue driving change in our mainstream content, sharpening our focus on Deaf, Disabled and Neurodivergent leads.

Access services for deaf and hard of hearing, and blind and visually impaired viewers:

In 2024, ITV will continue to ensure that programmes are as accessible as possible for all viewers. As always, ITV will meet all its access service commitments to provide subtitling, signing and audio description.

Around 99% of programmes will carry subtitling on ITV's linear channels including 100% of children's content, and we will continue to work to ensure that there is consistency of subtitling provision on the digital channels and online. Audio description will be provided across all channels on those programmes of most benefit to blind and sight-impaired people. ITV has voluntarily committed to provide audio description for 20% of all programmes across all channels (apart from ITVBe, which will meet Ofcom's quota), demonstrating our commitment to the audio description service and to our audience.

We will ensure that all ITVX platforms continue to carry subtitles for on-demand content and we will continue to extend access to audio description on ITVX so that more platforms can carry these services. We will increase the volume of BSL-translated content that is available through the Signed - BSL category and maintain a fresh schedule on the globally unique BSL FAST channel, ITV Signed. We will continue to improve the user experience on our on-demand platforms to make sure our technology is designed accessibly and works effectively with assistive technologies such as screen readers.

Signpost Productions will continue to be a major UK provider of on-screen British Sign Language (BSL) translation and content across ITV's family of channels. Priorities in 2024 will include growing Making Creativity Works and consolidating on the success of the programme, with a confirmed number of Deaf, disabled and neurodivergent programme makers offered work in the industry as a result. Signpost will complete the fourth series of *This is Deaf*. We will work with ITVX to increase content for Deaf audiences on the VOD services available and will continue to deliver deaf awareness training through Screenskills, improving accessibility and awareness across the industry.

Online, interactive and text-based services:

ITVX: We have started 2024 really well and will further enhance ITVX in 2024 building on the momentum we have. We will increase the depth and breadth of content, deliver continuous improvements in the product and user experience, and expand its distribution and marketing.

- **Content:** We are constantly testing, learning and evolving our content proposition and windowing strategy between ITVX and our linear TV channels to optimise viewing and monetisation. We are implementing many of the insights gained during 2023 and utilising the data we have, particularly around how we window exclusives, such as dramas, on our platforms.

- **User experience:** Throughout 2023, we have implemented a series of enhancements to improve ITVX's product and user experience. In the first half of 2024, we will continue to integrate personalisation across the user experience and utilise it as a driver for marketing. We will further monetise our inventory, by introducing features such as Pause Ads, which seamlessly play ads when a user pauses content, and roll-out new ways for clients to sponsor collections of content across the service. We will also be introducing subtitles on adverts.
- **Distribution:** In 2024, ITVX will roll-out on PlayStation 4 and 5. We will further improve the discoverability of ITVX on third-party platforms through creating additional links that bring users directly into ITVX programmes from the main screens of their devices. The launch of Freely, the new TV streaming service which combines live TV and catch up of the FTA broadcasters will also help make ITV, along with the other PSB's, more accessible. All of this will further expand our distribution footprint, making our content more widely available.

Promotion of media literacy: ITV will continue to ensure that programme information is provided, including listings guides and TV and online programme guides. Where appropriate ITV will signal clearly which content might be unsuitable for younger or more vulnerable viewers. In addition, ITV will continue to schedule any potentially unsuitable material for younger viewers after the watershed, and provide verbal warnings about content that viewers might find unsuitable or upsetting.

Public input: ITV will enable viewers to comment or complain about ITV programmes, by phone, post and email. ITV is committed to responding to all communication from viewers. Viewer feedback will also be made available internally to help inform the commissioning and scheduling process.

ITV's Social Purpose:

ITV entertains and connects with millions of people in the UK and globally, reflecting and shaping culture and building brands with brilliant content and creativity. Reflecting and shaping the world we live in gives us a great opportunity: to change ITV for the better, and to use our content and reach to inspire positive change in the wider world. Since 2019 we have had four areas of focus: Better Health, Diversity, Equity and Inclusion, Climate Action and Giving Back.

With increasing numbers of people living with mental ill health, particularly young people, our 2024 strategy will have a sharper focus on mental wellbeing, with Britain Get Talking continuing to take centre stage. Climate Action remains a priority across our whole organisation. For ITV that means ensuring we achieve Net Zero in how we make, broadcast and stream our shows, and using our reach to inform and inspire audiences to make greener choices. ITV continues to grow our Diversity, Equity and Inclusion work, which aims to create and showcase content by, with and for everyone, connecting and reflecting modern audiences.

As we move into our next strategy period, our Giving Back work will shift towards supporting the next generation through a new strand called Better Futures. We know that it's harder than ever for young people to find the right opportunities and that confidence in the future is

at an all-time low. We will continue our work to support children internationally through Soccer Aid for UNICEF, promote healthy behaviours in children in the UK and continue to support the next generation of talent to our industry through mentoring and through the ITV Academy.

ITV's Social Purpose continues to connect and engage audiences while shaping modern culture. While Climate Action and Diversity, Equity and Inclusion underpin all of our work and are important foundations for the future, our shift in focus towards Mental Wellbeing and Better Futures addresses some of the critical, timely issues that our society is facing. At ITV, we know that as a growing force in content and streaming, our influence and impact in these areas can and will grow too.
