

## **Statement of Programme Policy 2022 and Annual Review of 2021**

### **ITV Review of 2021**

#### **Highlights and themes for the year:**

ITV's purpose is to entertain and connect with millions of people globally, reflecting and shaping culture with brilliant content and creativity. We connect with millions of people every day, make content people can't get enough of, and reflect and shape the world we live in and we do all this through the power of creativity. In the UK we have also continued to inform and entertain the nation with our enviable schedule of drama, sport, entertainment, factual, and news, and have operated with purpose, driving positive change through everything we do. In 2021 we successfully executed the first phase of our More Than TV strategy that we set out three years ago and have laid the foundations for digital acceleration in the second phase - to supercharge our streaming business.

We have emerged from the worst effects of the COVID-19 pandemic as a much stronger, flexible and digitally scaled business. While government-imposed lockdowns and containment measures in the UK and internationally continued sporadically during the year, the majority of our productions returned, operating efficiently and mitigating many of the challenges that COVID-19 still posed globally. ITV News continued to provide a gold standard of trusted, accurate and impartial national and local journalism amidst widespread online disinformation - a crucial service during the pandemic. While volume was understandably down versus 2020 (given the nation's emergence from the pandemic), *ITV News* had another strong year in 2021 across all three national weekday bulletins, with *ITV Lunchtime News* seeing increased volume versus 2019.

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 as well as providing escape from them. Throughout all of 2021, ITV remained committed to great storytelling in all its programming, regardless of genre, to ensure it was engaging, accessible and relevant. This included the use of strong casting and well-known presenters, and the tackling of topical and challenging subjects in factual and drama.

In programming highlights, ITV had 3 of the top 5 biggest new dramas on TV in 2021, with ***The Pembrokeshire Murders***, ***Grace*** and ***Finding Alice***. *The Pembrokeshire Murders* was the second biggest new drama of the year across all channels, watched by 9.6m viewers across 7 days. It was the third biggest programme on Hub in 2021, attracting an average of 2.1m viewers. ITV also had success with returning dramas with *Unforgotten*, *The Bay* and *Vera*. *Coronation Street* and *Emmerdale* built on their strong 2020 performance to deliver compelling stories that include relevant and thought-provoking contemporary issues. Entertainment continued to be a hugely important part of the ITV schedule in 2021 both with returning and new formats including; ***The Masked Singer***, ***I'm a Celebrity*** and ***Ant & Dec's Saturday Night Takeaway***. In 2021 ITV remained committed to entertaining and inspiring daytime audiences through a broad offering of topical chat, magazine, and both new and

returning shows including; ***Good Morning Britain, Lorraine, This Morning*** and ***Loose Women***.

2021 welcomed the return of live sport to ITV after the pandemic resulted in a number of postponements and cancellations from the previous year. The ***Denmark & England Euro Semi-final match*** peaked at 27.6m viewers, the biggest ever peak for a football match on a single channel - and the biggest programme of the year. Other highlights included racing from ***The Cheltenham Festival*** and the 2021 ***Six Nations Rugby*** tournament.

On and off-screen, we continued to drive positive change through our Social Purpose priorities: campaigns to improve mental and physical health - such as Britain Get Talking, progress towards achieving ITV's target to be a Net Zero Carbon business by 2030 and delivering our Diversity Acceleration Plan - leading to a 33% increase in lead roles filled by Black, Asian and Minority Ethnic talent.

Beyond ITV, the ITV family of channels had a very successful year in 2021. ITV2 remained the most-watched digital channel for 16-34s for the fifth year in a row. Series 7 of ***Love Island*** averaged 3.3m TV viewers with a 16.0% share, making it the biggest series on a digital channel since Love Island in 2019. It was also the show's third biggest series ever. ITV Hub and ITV Hub+ grew the number of registered user accounts by 6% to 34.7 million in 2021. Total streaming hours increased 22% to 1,048 million hours. There were 21 programmes that averaged over a million viewers on ITV Hub in 2021, almost double 2020's number. We made great progress in driving growth across BritBox UK and BritBox International during the year. BritBox UK subscriptions have increased by over 45% to 733,000, with churn rates halving since launch.

### **Tier 2 arrangements:**

#### ***Independent production:***

Obligation 25%; **achieved 33.7%.**

#### ***Originations:***

Obligation 65% of overall output and 85% of peak time output must be originally produced or commissioned for ITV; **achieved 92.1% overall, 94.8% in peak.**

#### ***Out of London:***

Obligation 35% of programmes in both volume and value must be produced outside the M25, excluding News, Acquired and Repeats; **achieved 50% Volume and 60% Value.**

#### ***European:***

Obligation over 50% of overall output must be European Works; **achieved 92.2%.**

### **The programme offer:**

**News:** ITV News provides a gold standard of trusted, accurate and impartial national and local journalism. Amidst widespread online disinformation, ITV offers accurate news and information, delivers plurality to the BBC, and reaches different audiences. This was critical during the COVID-19 pandemic. ITV National news is particularly valued and viewed by people in the north and in the nations, as well as amongst older viewers and those in social classes C2DE, complementing the core audience of BBC news services.

**ITV News** had another strong year across all three national weekday bulletins. While volume was understandably down versus 2020, *ITV Evening News* and *ITV News at Ten* maintained their 2019 volume, and *ITV Lunchtime News* saw increased volume versus 2019. *ITV Lunchtime News* saw its biggest share since 2010 and fourth biggest volume in 2021. It averaged 0.9m TV viewers and a 13.3% share, up on 2019 by +13% volume and +0.9 share points. *ITV Evening News* saw its second biggest share since 2010. It averaged 3.2m TV viewers and a 21.0%, flat on volume compared to 2019 and up by +0.6 share points. *ITV News at Ten* saw its second biggest share since 2010, narrowly down on 2020. It averaged 1.7m TV viewers and a 12.5% share. This was flat on 2019's volume and up by +1.2 share points. *ITV Regional News* had its third biggest share since 2010. It averaged 3.4m TV viewers and a 23.6% share.

**Current affairs:** Across the year ITV met its current affairs licence obligations in both the peak and off-peak schedules. At the heart of the 2021 current affairs output was the ***Tonight*** programme. The programme brought together the production strength of ITV Studios with that of ITN, the ITV national news provider. *Tonight* saw 3.0m viewers and a 14.6% share for its 'Has Cash Been Cancelled?' episode on 7th January 2021, achieving the programme's highest ratings since March 2020. ITV's political programme ***Peston*** - hosted by Political Editor; Robert Peston - continued in 2021 and offered viewers a fresh and distinctive approach to political discussion.

The 2021 schedule also featured some single current affairs films and short series. The aim of these was to probe some less familiar territory, often in uncompromising ways. Of these, ***Oprah with Meghan and Harry*** attracted 14.8m viewers across all devices, making it the second biggest ITV programme of the year, only behind the Euros semi-final. Including narrative repeats, the interview was watched by a total of 15.5m viewers. Award-winning documentary ***Storming the Capitol: The Inside Story*** averaged 1.8m viewers across all devices.

**Drama:** ITV continued to deliver a rich and varied mix of new and returning drama in 2021. ITV had 3 of the top 5 biggest new dramas on TV in 2021, with ***The Pembroke Murders***, ***Grace*** and ***Finding Alice***. *The Pembroke Murders* was the second biggest new drama of the year across all channels, watched by 9.6m viewers across 7 days. It was the third biggest programme on Hub in 2021, attracting an average of 2.1m viewers. ITV also had success with returning dramas. ***Unforgotten*** had its biggest series ever, with an average of 7.9m viewers across 7 days. Its TV audience was up on the previous series in 2018 by around 25%. The second series of ***The Bay*** achieved 7.4m viewers. It was the biggest drama on Hub this year, with an average of 2.4m viewers. Later in the year, ***Vera*** returned for two instalments with an average of 7.0m viewers, and in September, the second

series of **Manhunt** brought in 6.7m viewers. With 28 days of viewing and repeats included, the series averaged 8.7m viewers in total.

**Coronation Street** and **Emmerdale** built on their strong 2020 performance to deliver compelling stories that include relevant and thought-provoking contemporary issues. Both soaps continued to create unmissable TV moments. **Coronation Street** retained its title as the UK's number one soap - attracting an average TV audience of 5.5m with its hate crime storyline as the standout plot of the year. There were a total of 124 programmes on ITV in 2021 which broke the 6 million TV audience barrier, and around half of them were episodes of **Coronation Street**. **Emmerdale** remained the number two soap for a fourth consecutive year delivering an average TV audience of 4.8m with a 28% share across the year.

**Entertainment and comedy:** Entertainment continued to be a hugely important part of the ITV schedule in 2021 both with returning and new formats. Series two of **The Masked Singer** was ITV's biggest entertainment series of 2021, averaging 7.7m viewers across all devices, and a 34% share. **I'm a Celebrity...** averaged 7.5m TV viewers with a 36% share and was ITV's second biggest entertainment series of the year. For 16-34s, the series averaged 1.5m TV viewers with a 59% share, making it ITV main channel's biggest entertainment series of the year for 16-34s. **Ant & Dec's Saturday Night Takeaway** averaged 7.4m TV viewers with a 52% share of 16-34s. **An Audience With...Adele** averaged 6.4m viewers across all devices and a 27% share, peaking with 7.1m viewers.

**Sport:** 2021 welcomed the return of live sport to ITV after the Covid pandemic resulted in a number of postponements and cancellations from the previous year. The **Denmark & England Euro Semi-final match** peaked at 27.6m viewers, the biggest ever peak for a football match on a single channel. It was also the biggest programme of the year, with an average of 18.4m viewers across all devices. **The Cheltenham Festival** on ITV averaged 1.2m TV viewers and a 15.0% share across its four days of coverage. ITV's coverage of the 2021 **Six Nations** tournament averaged 4.0m viewers across all devices, up by +0.5m viewers compared to last year's tournament.

**Factual:** In 2021, factual programmes played a key role in the ITV schedule providing intelligent, thought-provoking programmes that reflect the diverse interests and passions of the audience with an eclectic mix of popular factual and landmark documentaries. **Kate Garraway: Finding Derek** averaged 5.9m viewers across all devices, making it the biggest factual programme of the year on ITV. Following the success of the drama, documentary **The Pembrokeshire Murders: Catching the Game Show Killer** was watched by 5.7m across all devices. It was ITV's second biggest single-episode documentary of the year. The third series of **Bradley & Barney Breaking Dad** averaged 5.6m. **Gordon, Gino & Fred Road Trip** returned, with an average audience of 5.6m across all devices. When up to 28 days of viewing and narrative repeats are included, the series averaged 7.1m viewers.

**Off-peak/Daytime:** Live daytime shows have continued to deliver great content and strong audiences with the highest viewing share since 2010 for the morning schedule. In 2021 ITV remained committed to entertaining and inspiring daytime audiences through a broad offering of topical chat, magazine, and both new and returning shows. The **Good Morning Britain** breakfast show continued to bring the stories that the nation was waking up to every weekday morning, averaging 645k TV viewers and a 20.5% share in 2021. **Lorraine**

continued to bring lifestyle, health and entertainment stories to viewers every morning, averaging 879k TV viewers and an 18.8% share. Outside of 2020, it was the best yearly share for the show looking back to 2010. ***This Morning*** entertained and informed audiences live every day with its unique blend of human interest, social issues, news review, celebrity and lifestyle. It averaged just over 1.0m TV viewers, with a 21.1% share of viewing. ***Loose Women*** continued to build on its success with unmissable guests and talk, averaging 924k TV viewers in 2021. Across the afternoons, popular, established quiz shows such as ***Tenable***, ***The Chase*** and ***Tipping Point*** continued to perform successfully.

***Children's:*** The focus of ITV's children's programming delivery was via CITV, the UK's most popular commercial children's channel. We also continued to show programmes for school age children (6-12 years old) at weekends on ITV Breakfast.

***Feature films:*** ITV continued to schedule feature films across all dayparts in 2021.

#### **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*.

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

Over the course of 2021, ITV exceeded all of its Ofcom access services targets on all of our linear channels and once again increased the volume of subtitling, audio description and sign language translation that was available to our audience. In 2021, ITV continued to voluntarily commit to audio describe 20% (the Ofcom target is 10%) of our programming, which we achieved across all channels, apart from ITVBe, which exceeds the Ofcom quota but not our voluntary quota, as it is still a young channel. Audio description levels on ITV2 and ITV3 were both over 50% with ITV3 reaching over 68%.

All signing targets have been met across the channels with over 7% of shows signed across the main channel, and ITV 3 and ITV4, against a target of 5%. We continued to show a broad range of visually signed programmes in consistent slots, taking advice from the stakeholder agencies.

ITV continued to have regular dialogue with relevant charities and interest groups about its provision of access services during the course of the year, in particular with the RNIB. We meet regularly with representatives from relevant organisations and take part in many industry events and forums. We continued to meet with our ITV audio description viewer forum, with now around 30 AD users who feed back on our services and help us to identify improvement opportunities.

In 2021 around 90% of on-demand programmes on the ITV Hub carried subtitles, and these were available on iOS and Android mobile, all major web browsers and many connected TV platforms, including Freeview, Samsung, Apple TV, Roku and Amazon Fire. In 2021, we also developed our Chromecast ITV Hub app so that it too now offers subtitles via iOS, Android and browsers. Audio description was available on just over 30% (up from 25% in 2020) of programmes on ITV Hub, on iOS and Android mobile devices. We continue to work hard to extend the range of platforms that support subtitling and audio description on-demand.

Signpost Productions continued to be a major UK provider of on-screen British Sign Language (BSL) translation and content. It produced more than 1000 hours of content for ITV's family of channels. It also produced signed content with Welsh broadcasters providing signed content in British Sign Language with a Welsh dialect.

SignPost also continued to expand its Signed Stories product adding more books and supporting content. Sign-accessible stories were available on a free website in BSL and via a paid-for iOS app in both BSL and American Sign Language (ASL). The Signed Stories brand was also taken into new markets including the online subscription channel, Hopster TV and the e-library platform Overdrive.

SignPost's key focus was in programme making and establishing itself as a centre of excellence for new content. It worked on a new series of groundbreaking Deaf-presented programmes for CITV called *Dare Master@home* filmed during lockdown, with all ten episodes broadcasting in the Summer holidays. Filming also took place on a documentary for the British Sign Language Broadcasting Trust. *Life in Lockdown* told the stories of Deaf people across the UK as they coped with the first lockdown. SignPost also produced a monthly magazine programme, *The Muddy Boot Room*, which took an in-depth look at the world of Deaf football from its Gateshead studio. In late 2021 it was commissioned to make a new magazine show called *This is Deaf*, again from the studios in Gateshead.

The programme making side of SignPost's activities allowed it to develop a pool of diverse programme-making talent and grow the department's reputation both within the Deaf community and further afield.

In addition to programme making SignPost strengthened its links with the British Sign Language Broadcasting Trust with a view to formalising a trainee scheme in conjunction with them. This scheme was funded by the BSLBT through programme commissions and direct funding. It saw young Deaf filmmakers be given the opportunity to work with ITV SignPost for a year before going into a BSLBT-run talent pool. The first cohort of trainees started in 2020.

### **Online, interactive and text-based services:**

#### ***Britbox:***

We have made great progress in driving growth across BritBox UK and BritBox International during 2021. BritBox UK subscriptions have increased by over 45% to 733,000, with churn rates halving since launch. We had a pipeline of really strong original content including *Crime*, which was critically acclaimed, *The Secret of the Krays*, *The Beast Must Die*, and the second series of *Spitting Image*. The content offering remains strong in the first half of 2022,

with eight originals launching on the service. Including ITV Hub+, we now have over 1.2 million subscriptions in the UK.

BritBox International continues to go from strength to strength, with over 2.4 million subscriptions across the US and Canada, Australia and South Africa, which we recently launched. The service will launch in the Nordics in the first half of 2022 and will continue to roll it out globally. By 2030, we are aiming to have 10-12 million international subscriptions.

### **ITV Hub:**

The ITV Hub and ITV Hub+ grew the number of registered user accounts by 6% to 34.7 million in 2021. The ITV Hub has benefited from the continued investment to improve the overall product including; redesigning the interface, enhancing the user experience, increasing personalisation and doubling the number of hours available on the service. This, along with our strong schedule of drama, entertainment and sport, particularly the Euros, contributed to our growth in streaming viewing hours of 22% in the year, with 9.6 million MAUs which was up 19%.

The ITV Hub helps ITV reach valuable light viewers and younger audiences, who are increasingly using the ITV Hub for simulcast as well as catch up. Simulcast viewing on ITV Hub was also up 38% year on year and dwell time was up 14%. These metrics demonstrate the growing scale of our digital business, with more people watching our content, more often and for longer. We currently have around 4,000 hours of content on ITV Hub.

Total streaming hours increased 22% to 1,048 million hours. The growth was driven by our focus on strengthening our content offering. On ITV Hub and ITV Hub+, we extended the catch-up window, increased the number of drama series available in full when the first episode launched on linear and improved the curation of content using our vast archive. In addition, during the *Euro 2020 Football Championships*, for the first time, we put all episodes of the soaps for the week ahead on ITV Hub. A redesigned ITV Hub app was rolled out across big-screen platforms such as Amazon Fire and Samsung.

Looking at all viewing across the year, the second series of *The Bay* was the most watched drama on ITV Hub in 2021, with 2.5m viewers watching. *Oprah with Meghan and Harry* was the most watched programme on ITV Hub of the year, with just over 2.5m viewers.

### **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.

As viewing increasingly takes place online on the ITV Hub, ITV continued to focus on ensuring that appropriate information about programmes was provided in a way that fits with consumer behaviour. We flagged content on the ITV Hub with the 'G' for guidance icon to

alert viewers to material that was originally broadcast after the watershed or that might not be suitable for children. Users were also able to activate pin protection to prevent children from accessing potentially unsuitable material at any time. ITV continued to be actively involved in Ofcom's work to improve accessibility and guidance measures on our on-demand services.

### **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:**

ITV's purpose as a public service broadcaster is not only to reach and connect with millions of people and inspire positive change, it is also to reflect and shape culture. Our programmes speak to all sorts of people through a range of content, and we know that our audiences not only expect but welcome ITV using its powerful platform to make a difference in areas that really matter. For us those areas are Better Health, Diversity and Inclusion, Climate Action and Giving Back.

2021 was a year when ITV's social purpose mattered more than ever. From mental health to climate action, we've worked hard to keep up with the challenges and opportunities of 2021. In a year where the pandemic has remained a constant in our lives, we are particularly proud that over 5 million people in the UK took action to support their health as a result of ITV's campaigns. Our physical health campaigns such as *Eat Them To Defeat Them* got nearly half a million children eating more vegetables and over 40,000 more school children running via *The Daily Mile*.

As the UK's largest commercial broadcaster, representation both on-screen and off-screen and within our workforce is crucial and we are proud to have been named Best Place to Work for People of Colour in a survey by the TV Collective. Our powerful on-air Invisible Disabilities campaign led to nearly two-thirds of young disabled people admitting they 'felt seen' after the campaign went out.

We have continued to make progress towards our commitment to reaching net-zero and supported COP-26 with our own Climate Action week featuring new commissions, environmental content in Daytime shows, quizzes and a behaviour change campaign, encouraging over a million people to make sustainable choices. With other broadcasters and streamers we have pledged to create content helping audiences understand what tackling climate change means and how to live sustainably. This year we also helped *Soccer Aid for UNICEF* raise a record-breaking £13 million to help children, and those who support them, get back on track during Covid-19 (meaning £60 million has been raised since *Soccer Aid for UNICEF* began.)



**Better health:** ITV has used its platforms to encourage audiences to look after themselves.

- ITV research undertaken by YouGov shows that 5.1 million people have taken at least one action to support their health as a result of our Better Health campaigns.
- ITV's groundbreaking campaigns including Britain Get Talking have meant that 3.5 million people have connected with friends and family.
- Over a million young people did something to take care of their mental health because of ITV2 x CALM's partnership.
- Our children's healthy eating campaign, Eat Them To Defeat Them, returned for a third year and had nearly half a million children participate across almost 2000 schools.
- ITV once again supported the Daily Mile, encouraging schools to ensure children do 15 minutes of daily exercise, and over 42,000 more children took this up as a result of the campaign - bringing the total to over 2 million more children since ITV began supporting the campaign in 2019.

**Diversity and inclusion:** As the UK's largest commercial broadcaster, ensuring representation both on-screen and off-screen and within our workforce is crucial.

- ITV is proud to have ranked first for Equality among the FTSE 100 in the Tortoise Responsibility 100 index and was named the Best Place to Work for People of Colour in a survey by the TV Collective.
- A year on from the launch of our Diversity Acceleration Plan, ITV has increased its representation of Black, Asian and Minority Ethnic staff at all levels and aims to hit targets for gender, ethnicity, disability, and LGBT+ representation.
- The representation of disabled people both on- and off-screen and in our workforce continues to be a specific priority for ITV.
- ITV launched a powerful on-air Invisible Disabilities campaign, which led to around 5 million people changing their views of disability.

**Environment:** ITV is committed to reaching net-zero.

- ITV has reduced carbon emissions in its control by 44% and the emissions it influences by 6%. Around 84% of UK programmes that ITV produced were *albert* certified as sustainable.
- ITV has achieved a CDP (Carbon Disclosure Project) rating of A-, placing its Climate Action approach amongst the top 10% in the world. ITV created a new policy linking the senior team's remuneration to Climate Action performance.
- Alongside 11 other international broadcasters and streamers, ITV has pledged to create content helping audiences understand what tackling climate change means and how to live sustainably.

**Giving back:** ITV is committed to giving back to our local, national and international communities through causes we care about.

- ITV has helped Soccer Aid for UNICEF raise a record-breaking £13 million to help children and those who support them get back on track during Covid-19.
- ITV also launched a brilliant mentoring programme with Creative Access for talented people from underrepresented backgrounds to progress their early careers through support from ITV colleagues.

## **Statement of Programme Policy 2022**

### **Overall strategy and themes:**

ITV's purpose is to entertain and connect with millions of people globally, reflecting and shaping culture with brilliant content and creativity. This is aligned to our 2026 strategic vision, to be a leader in UK streaming and an expanding global force in content. ITV operates in a very competitive landscape, with viewing habits and the needs of advertisers changing rapidly. The COVID-19 pandemic created many challenges and opportunities for our business, including accelerating some of the trends we were already seeing, particularly the increase in viewership to streaming platforms. We have increased the pace of delivery of our strategy, particularly the investment in our digital products, ITV Hub, Planet V and BritBox UK, which we continued investing in during the COVID-19 pandemic.

Having successfully executed Phase One of our More Than TV strategy, in 2022 we are evolving our strategy to enable us to further capitalise on the opportunities presented by the rapidly changing viewing, content production and advertising environments. Executing Phase Two effectively, will create a more valuable and sustainable media and entertainment company and deliver returns to our shareholders. Our initiatives to drive growth and future value are clear. We aim to be a leader in UK streaming and an expanding global force in content. Delivering on our strategy will be achieved by focusing on three critical priorities: expand Studios globally, supercharge streaming, and optimise broadcast. The key to successfully delivering this strategy is by digitally transforming across everything we do.

With this proven track record and our digital foundations in place, we are in a strong position to supercharge our streaming viewing and revenues, with the creation of an integrated streaming service, ITVX which will launch in Q4 2022. ITVX will be the first integrated AVOD/SVOD service in the UK. With the launch of ITVX in 2022, and the shift of the business to focus on digital-first, we will sharpen our broadcast channels to deliver those unmissable, must-watch moments for our audiences. With the proliferation of choice, it's never been more important for us to find those programmes that can capture the attention of millions and create huge shared moments of entertainment – whether that's drama, big entertainment, sport or live events.

### **The programme offer:**

2022 promises some great content with nail biting drama, brand new entertainment, topical factual programming and a stellar line up of free to air sport.

**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. ITV refocused its regional news service in 2014 and now provides 18 regional and sub-regional services covering the whole UK and the Channel Islands, except for those covered by STV in Scotland. We provide news seven days a week with bulletins throughout the day on weekdays including a half hour flagship programme at 6pm.

In January 2022, we announced that ITV would be extending our commitment to national and international news and audiences across the UK, by extending our evening news programme to an hour. From March 2022, the UK's most watched commercial national and international news programme has run 6.30pm - 7.30pm. The programme airs directly after ITV nations and regional news. We were pleased to be able to make this investment in what is an important public service strength of ITV - high-quality, impartial, trusted broadcast journalism - at a time when it could not be more important. The changes bring even more live, and out-of-London national news content to ITV's daily schedules, to reflect the whole of the UK and the biggest expansion of jobs in ITV News in 20 years.

**Current affairs:** In 2022 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 include many differing styles and sub-genres within it.

Four series sit at the heart of ITV's current affairs schedule. The weekly **Tonight** is Britain's most-watched current affairs programme and leads with an agenda of domestic stories and issues, the things that count most of all to our audience. **Exposure** is the investigative strand - running around 5 one-off episodes a year, we're looking for investigative and high impact hour-long documentaries. **Peston** is the agenda-setting weekly political talk show hosted by Robert Peston and made by ITV Studios. The high-rating, popular strand **The Martin Lewis Money Show** and its Live Specials, also made by ITV Studios, complete the four. Throughout the year there will also be a number of single films. These could be tied to significant events, exclusive interviews, fast-turnaround reactive pieces or long-planned 'event' shows.

**Drama:** ITV will continue to deliver a rich and varied mix of new and returning drama 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. 2022 will see brand new dramas such as bomb-disposal drama **Trigger Point** starring Vicky McClure and Adrian Lester and Cold-War thriller **The Ipcress File**, starring Joe Cole in the iconic role of Harry Palmer, alongside Lucy Boynton, Ashley Thomas and Tom Hollander. Other new dramas include **No Return**, starring Sheridan Smith and **Our House**, adapted from the international best selling novel by Louise Candlish. There will also be a number of returning dramas including **The Bay**, **The Good Karma Hospital** and **McDonald & Dodds**. In soaps, **Coronation Street** and **Emmerdale** will build on their strong 2021 performance to deliver compelling stories that include relevant and thought-provoking contemporary issues.

**Entertainment:** Entertainment will continue to be a hugely important part of the ITV schedule in 2022. Our top event shows will be back: **The Masked Singer**, **Dancing on Ice** and **Saturday Night Takeaway**. These will continue to be star driven with some of the country's biggest names continuing their relationship with ITV. There will also be a number of new shows coming to the screen. Ant and Dec host their first new show in ten years with **Ant & Dec's Limitless Win** - the world's first quiz show with a limitless jackpot. **Starstruck** will see members of the public transform into and sing as their musical idols - but with a twist - as they all perform against each other and in front of a panel of judges. John Bishop will present a brand new Saturday night show - **The John Bishop Show**, and Lee Mack will

host **The 1% Club** - a brand new quiz where all you need to succeed is logic and common sense.

**Sport:** Providing coverage of major sporting events continues to be very important to our programming offering and 2022 is a big year for sport on ITV. **The FA Cup** returns, as does the **Six Nations**, which remains free to air for viewers and sees ITV showing even more live matches from the 2022 tournament onwards. There's also **Women's International Football** and the **FIFA World Cup** in November and horse-racing from around the country.

**Factual:** 2022 will see ITV's continued commitment to quality factual programmes that reflect the audience's passions and interests. Over the last few years, we have built a reputation for exploring the world with well known personalities who bring their own distinctive passion and curiosity to subjects and in 2022 we will continue to build on this strategy. In 2022, Joanna Lumley presents a brand new three part series - **Great Cities of the World** - that sees her explore and capture the secret delights that Rome, Paris and Berlin have to offer. On a similar travel theme, Martin Clunes embarks on an ocean wide adventure in **Martin Clunes: Islands of the Pacific**. Bradley Walsh and son Barney return with a new series of **Breaking Dad**. Kate Garraway is making a sequel to her award winning documentary *Finding Derek*.

**Off-peak/Daytime:** In 2022, ITV remains committed to entertaining and inspiring daytime audiences through a broad offering of topical chat, magazine, and both new and returning shows. Such shows as **This Morning**, **Good Morning Britain**, **Loose Women** and **Lorraine** form a crucial part of this line-up. Across the afternoons, popular, established factual and lifestyle brands will return, covering a wide range of topics from home makeover to antiques to cookery to quiz. 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 not be specifying a minimum annual amount of children's programming on ITV in 2022. This is in line with changes to our provision of children's programming discussed with Ofcom in 2009 and reflects the changing patterns of consumption of TV content by children which is less and less on general mainstream channels and more on dedicated children's channels and on-demand. In 2022 though, we will continue to deliver children's programming on CITV, the UK's most popular commercial children's channel. We will also continue to show children's programmes at weekends on ITV Breakfast - the one time in the week when we believe there is some continuing demand for children's content on general interest channels.

**Feature films:** ITV will continue to schedule feature films across all dayparts in 2022.

#### **Additional matters:**

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

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 will also continue with the delivery of the Diversity Acceleration Plan - which will deliver measurable changes across all levels of the business and create more opportunities for those from a Black, Asian and Minority Ethnic backgrounds - and report on our progress. We will also continue our work with independent producers through our Social Partnership. Central characters and storylines reflecting minority ethnic groups and disability will continue to feature in some of ITV's most popular and regular series, including *Coronation Street* and *Emmerdale*.

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

ITV will seek to ensure that programmes are as accessible as possible for all viewers. As always, ITV will seek to 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 programmes on CITV, 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 the 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 continue to extend access to subtitles and audio description on the ITV Hub so that more platforms can carry these services on-demand. All pre-recorded programmes that have been transmitted with subtitles will carry the service online and Audio Description will be available on ITV's best drama and factual, plus on every *Coronation Street* and *Emmerdale* episode. We will make further progress this year in extending the range of platforms on which subtitling and audio description is available. We will also 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.

We will continue to show a broad range of visually signed programmes in consistent slots, taking advice from the stakeholder agencies. CITV will commission a brand new series presented by young Deaf presenters. *Dare Master* sees Deaf presenter Danny Murphy take on a range of high-adrenaline dares and challenges. It follows the highly-acclaimed series *Mission Employable*, which was so popular it was nominated for a Children's Bafta.

SignPost Productions will continue to be a major UK provider of on-screen British Sign Language translation and content serving not only ITV's family of channels but also Welsh broadcaster S4C. It will continue to release new books and other content onto the Signed Stories iOS app and overdrive platforms and strive to market existing Signed Stories assets on other platforms including Amazon Prime and iTunes.

The programme making side of SignPost will continue to grow. Not only with the production of a brand new series of *Dare Master*, but with the growth of its longer form programme making. A new magazine series has have been commissioned by the British Sign Language Broadcasting Trust called *This is Deaf*. This will provide a monthly round-up of current affairs for the Deaf community and act as a training ground for up-and-coming Deaf talent. Signpost will also produce content for *The One Show* as a newly-chosen production supplier. In addition it will produce a four-part series for ITV 4, *Robson and Jim's Fly Fishing Adventures* and go into production on a BBC2 Daytime series *Robson Green's Weekend Escapes*.

SignPost will make connections and build relationships with commissioning editors as it continues to grow as a content creator and production house with the aim of producing content for a mainstream audience with a commitment that any programmes produced will be done with at least 50% Deaf and disabled production crew.

Training and development will form a key part of SignPost's objectives in 2022. It will start a three-year training programme called Making Creativity Work. This is part-funded by the North of Tyne Combined Authority and aimed at getting people, particularly those who are Deaf or disabled, into the production sector. In addition it will formalise partnerships with Teesside University and Gateshead College, opening up pathway opportunities for students.

#### ***Online, interactive and text-based services:***

As the virtuous circle between linear TV and other platforms grows we are seeing an increasing appetite from audiences to engage with our content on many different platforms. We have already made good progress towards a genuinely multi-platform future with the international expansion of BritBox and further work around ITV Hub, ahead of the launch of ITVX in Q4 2022.

#### ***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.

As viewing increasingly takes place online, ITV will continue to ensure that appropriate information about programmes is provided in a way that fits with consumer behaviour. We will flag content on [www.itv.com](http://www.itv.com) with the 'G' for guidance icon to alert viewers to material that was originally broadcast after the watershed or that might not be suitable for children. Users of the website will continue to be able to activate pin protection to prevent children from accessing potentially unsuitable material at any time.

#### ***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:**

With the massive reach of our platforms, much-loved shows and creative talent, ITV has a unique ability to shape culture for good. In 2022 we will continue to deliver our Social Purpose Strategy. We will have four priorities where we want to make a significant difference, externally and internally. These are: championing better mental and physical health; fostering creativity by embracing diversity and inclusion; reducing our impact on the environment; and giving back - our fundraising and volunteering programmes.

For 2022, we've set ourselves a big new target on health - 200 million actions to improve mental or physical health by 2023. Both Britain Get Talking and our ITV2 x CALM partnership will play critical roles in reaching that, encouraging our audiences to care for their mental health. ITV's Mental Health Advisory Group will continue to meet regularly and provide ITV, STV and ITV News with external guidance and support on all aspects of ITV's approach to mental health and wellbeing in the areas of workforce, production teams, participants in our programmes and viewers.

We will also be pushing for further progress as we enter the second year of our Diversity Acceleration Plan, broadening our focus by prioritising representation of disabled people. ITV will continue to chair the Creative Diversity Network. In terms of our impact on the planet, Climate Action continues to be a major focus for the business. We will keep integrating Climate Action further into our ways of working across ITV in 2022. *Soccer Aid for Unicef* will be returning in 2022 with an exciting new line-up and our sights set on another record breaking total to support UNICEF's vaccination efforts.

**ENDS**

---