

STATEMENT OF PROGRAMME POLICY 2021 INCLUDING THE ANNUAL REVIEW OF 2020 ITV REVIEW OF 2020

Overall Strategy and themes for the year

ITV is More than TV. 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. We built on our More Than TV Strategy and in 2020, a time of national crisis due to the Coronavirus pandemic, ITV delivered to viewers high quality, trusted information, as well as an escape through entertainment.

At the heart of our response has been great programmes, news, and other content to viewers bringing them the most up-to-date information, updates and advice but also providing an important distraction through great programmes. All of this was delivered whilst keeping our people safe, with the relevant measures being taken to protect the business. Lockdown resulted in nearly all productions across the world pausing production, but at a time of real worry and social isolation, a free, reliable and universally available PSB system stepped up to serve everyone in Britain in an era of misinformation online. ITV News reached nearly 22m viewers a week (including 2.7m people aged 16-34 a week). At the height of lockdown, we stayed live to the nation for 10 hours a day. We launched our new mental health campaign to millions in primetime. We kept viewers entertained with programmes like *Britain's Got Talent* and *Quiz*, as well as helping deliver health messaging.

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. The death of George Floyd galvanised ITV to accelerate our Diversity and Inclusion strategy as we realised our progress was steady but not deep enough and not quick enough so we announced our Diversity Acceleration Plan. This plan aims to accelerate change and sets out some of the actions that will create more opportunities for those from a Black, Asian and minority ethnic background to demonstrate their talent and we also remain committed to its other diversity targets and activities – particularly on doubling disability and improving social mobility. The plan will result in changes off camera and onscreen as well and ITV will report on progress on each of these commitments every year.

Throughout all of the year, 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.

We managed to keep our schedule as fresh as possible in such circumstances, with new dramas and entertainment shows broadcast throughout the rest of the year.

The ITV schedule saw the return of the highly popular event shows including *Ant & Dec's Saturday Night Takeaway*, *I'm a Celebrity Get Me Out of Here*, new shows such as *The Masked Singer*, sitting alongside drama firsts such as *Des* and *Quiz* and great returning dramas such as *Vera* and *Endeavour*.

In news and current affairs, the ongoing political situation around Brexit and COVID

climate was covered extensively by our news teams, including our *Coronavirus: Britain in Lockdown* programme, which aired on 26th March and attracted an audience of 3.7 million viewers - *Tonight's* biggest audience since March 2018, which covered the Beast from the East. Throughout the first lockdown, we also ran a programme called *Coronavirus Q&A* to answer viewers' questions about the pandemic.

In factual programming, ITV's highest rating show was series 2 of *Gordon, Gino and Fred: Road Trip* which had an audience of 6.6 million viewers making it ITV's biggest peak-time factual since *Diana, Our Mother* in 2017. It was also the most watched factual series across all channels in the first half of 2020. Following on from its success last year, series 2 of *Bradley Walsh & Son: Breaking Dad* also performed very well. With an average audience of 5.6 million viewers and a 27.1% share, it was ITV's biggest volume for a factual title in the weekday 8pm slot since the first series of *Breaking Dad* in January 2019 (excludes election debates and PM Statements).

In sports, the 4th July coverage of ITV Racing from Epsom had the largest audience for an episode of horse racing outside of the Grand National so far on ITV. The edition averaged a fantastic 1.2m viewers with a 11.5% share - this was in spite of it the usual pageantry and crowd not being possible.

The Six Nations Championship achieved 3.5m viewers on average and England vs Wales was the highest viewed match (7th March) achieving 5.3m viewers on average. One of the matches of the tournament, delayed by COVID, was *France v Wales*, which achieved Saturday 24th October achieved 1.0m viewers, ITV4's highest audience since an episode of Tour de France Highlights in 2018.

Beyond ITV, the ITV family of channels had a very successful year in 2020. ITV2 was the most watched digital channel for 16-34s in 2020 and for the 4th year in a row. On ITV2, *Love Island* saw a change of scene when a new villa located in South Africa was introduced for the sixth series of Love Island, which launched in January 2020. The winter edition averaged an audience of 4 million viewers (including non TV), making it the third best Love Island series in history. Love Island Australia helped to plug the gap left by, due to Covid, there being no episodes of the UK version last summer; the series averaged 0.9m viewers across all devices, making it one of the most popular programmes on the channel.

Finally, the appetite for viewing and interacting with content online continued to grow during 2020. In April 2020, the ITV Hub announced a year on year consumption hour increase of 82%, while monthly reach on the platform had risen by 40%. ITV Hub plus, ITV's ad free service, had also grown 80% since the same period last year. ITV Hub also increased its registered viewers to 32.6 million.

Tier 2 arrangements

Independent Production

Obligation 25%; achieved 40%

Originations

Obligation 65% of overall output and 85% of peak time output must be originally produced or commissioned for ITV; achieved 96% overall, 93% 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 43% Volume and 40% Value.¹

European

Obligation over 50% of overall output must be European Works; achieved 81%

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 has been 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.

Even pre-Covid the ITV news hour at 6pm (regional news at 6pm and national and international news at 6.30pm) has grown its viewing in absolute numbers (as well as in share) since 2015. In particular, viewing of the 6pm nations and regions programme has increased by 9% since 2015. In nations and regions news, ITV together with STV reaches more people with regional news than all local newspapers combined (both print and online). ITV's news still reaches half of the UK's 16-24s with its national and international TV news services alone. ITV Regional News evening bulletins are generally in the top 10 most watched programmes every weekday.

ITV News' flagship programme ITV News at Ten continued to build on the show's success, breaking numerous news exclusives and winning critical-acclaim. A clear example of vibrant plurality, ITV News at Ten continued to give the UK population a credible and distinctive alternative to the BBC's news.

In addition to ITV News at Ten, ITV continued to transmit network news programmes throughout the day with half hour programmes at 1.30pm and 6.30pm on weekdays plus bulletins during weekends. We also provided coverage for 18 regions, with a

¹ Figures being confirmed by Ofcom

regionalised news service for each and a dedicated 6pm weekly news programme with bulletins during Good Morning Britain, at lunchtime, late evening and weekends. ITV's schedule contains two half hour news bulletins in peak time every weeknight.

ITV News had a strong year in 2020 across all three national weekday bulletins, seeing year-on-year increases for volume and share. ITV Lunchtime News averaged 1.0m viewers and a 13.0% share (up year-on-year by 27%). ITV Evening News averaged 3.6m viewers and a 21.5% share (up year-on-year by 14%). News at Ten averaged 2.0m viewers and a 12.5% share (up by 12%). This built on a strong performance in 2019, which saw nearly 800,000 people (a 12.4% share) watch the Lunchtime News, 3.1 million viewers (20.4% share) watch ITV Evening News and 1.7 million (an 11% share) watch ITV News at Ten.

ITV News was presented in 2020 by one of the strongest teams working in broadcast news. All programmes were supported by a team of specialist correspondents in areas such as politics, business, home affairs, crime, sport and science.

The new ITV News website, which was launched in 2015, continued to perform well, attracting a large number of unique browsers per month in 2020.

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 2020 current affairs output was the *Tonight* programme. The programme brought together the production strength of ITV Studios together with that of ITN, the ITV national news provider. As a result, the series was able to offer in-depth coverage of the important issues of the day as well as being able to react confidently and quickly to major stories as they broke.

Alongside *Tonight* the 2020 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. In doing so we aimed to increase the range of current affairs programming for the ITV main channel audience. *Coronavirus: Britain in Lockdown* attracted 3.7m viewers on Thursday 26th March, *Tonight's* biggest audience since March 2018, which covered the Beast from the East. We also broadcast *Coronavirus Q&A* during the first lockdown, which averaged around 2m viewers.

ITV also presented some thoughtful and thought-provoking current affairs films and series and brought significant diversity to the overall output.

ITV's political programme hosted by Political Editor; Robert Peston called *Peston*, continued in 2020 and offered viewers a fresh and distinctive approach to political discussion. With 1.1m viewers on Wednesday 15th April 2020, *Peston* had its best performing episode for volume ever.

Exposure also continued as independent episodes throughout the schedule to

explore significant domestic and international stories in depth, and ITV's current affairs show, *On Assignment*, looked at the stories behind the headlines dominating the international news agenda.

Education and Social Action

In 2020, 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.

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.

Religion and other beliefs

Following conversations with Ofcom in the autumn of 2009 ITV reduced the amount of religious programming carried on ITV.

In 2019 ITV produced one hour of newly originated material in this genre which was the Carols At Christmas programme transmitted on Christmas Eve.

Drama

ITV continued to deliver a rich and varied mix of new and returning drama in 2020 including new series of *Endeavour*, *Liar* and *Vera*.

New dramas launched in 2020 included *Des*, *Quiz*, *White House Farm*, *McDonald & Dodds*, *Van Der Valk*, *Honour*, *The Sister* and *Belgravia*.

Coronation Street and *Emmerdale* built on their strong 2019 performance to deliver compelling stories that include relevant and thought-provoking contemporary issues. In addition, *Coronation Street* marked its 60th Anniversary.

Entertainment and Comedy

Entertainment

Entertainment continued to be a hugely important part of the ITV schedule in 2020.

Our top event shows in 2020, included *Britain's Got Talent*, and the first ever non-Australian series of *I'm a Celebrity*, which (excluding the two Saturday episodes) averaged 11.2m TV viewers with a 43% share. This made it *I'm A Celebrity's* second biggest series ever and biggest series on TV in 2020. *Ant & Dec's Saturday Night Takeaway* returned for its 16th series; the first episode without a studio audience was the show's biggest audience yet, with 10.6 million viewers tuning in.

New show, *Beat the Chasers*, averaged 6.5 million viewers stripped across the week making it the biggest new entertainment series since the launch of *Britain's Got Talent* in 2007. With an average of 6.3 million viewers, *The Masked Singer* was the second biggest new entertainment series. ITV also saw the launch of a new series, *Alan Carr's Epic Gameshow*.

Fourteen years after the last winner, Donald Fear became the newest winner of *Who Wants To Be Millionaire*. 5.7 million viewers tuned in to watch, making it the show's fourth biggest audience since 2010 and third biggest of the Clarkson era.

Other popular shows also returned such as *The Voice*, *Dancing on Ice*, *The Jonathan Ross Show*, *The Million Pound Cube*, *5 Gold Rings*, *In For a Penny* and *Family Fortunes*, which returned with new host Gino D'Acampo.

Comedy

2020 saw new comedy commissions including *Kate and Koji*.

Feature Films

ITV continued to schedule feature films across all dayparts in 2020.

Sport

The coronavirus pandemic saw the postponement of major world sporting events, including the 2020 Euros and some matches in The Six Nations. Where possible, ITV provided coverage of sporting events, including Six Nations Championship and Horse Racing.

Off Peak

Daytime

In 2020, ITV remained committed to entertaining and inspiring daytime audiences through a broad offering of topical chat, magazine, and both new and returning shows, which are even more needed in a time of crisis. Our daytime shows not only provided information and updates for viewers, they also provided entertainment and distraction.

The *Good Morning Britain* breakfast show continued to bring the stories that the nation was waking up to every weekday morning; presented by Susanna Reid, Piers Morgan, Ben Shephard, Charlotte Hawkins, Kate Garraway and Sean Fletcher. *Lorraine* also continued to bring lifestyle, health and entertainment stories to viewers every morning. The show attracted its second biggest audience ever in November 2020 with its coverage of the US Election and was only bettered by coverage of the EU referendum in 2016.

This Morning entertained and informed audiences live every day with its unique

blend of human interest, social issues, news review, celebrity and lifestyle. The programme launched a range of key events, initiatives and new strands across the course of 2020. *This Morning's* Christmas broadcast was the show's biggest consolidated audience in over 15 years, excluding the Royal Wedding.

Loose Women continued to build on its success with unmissable guests and talk, but also endeavoured to allow more interaction with the viewing public live on the show, via the website, Facebook and Twitter.

Across the afternoons, popular, established quiz shows such as *Tenable*, *The Chase* and *Tipping Point* returned, with all three programmes having their best years ever for audience volume.

Across daytime weekends, ITV remained focused on serving the broadest possible audience and to that end the schedule comprised a wide range of films, popular drama repeats and opportunities for viewers to catch up on key ITV peak time or weekday daytime shows.

Late Peak / Night-time

In 2020, ITV continued to deliver a mixed schedule of current affairs, documentaries, arts, films, sport, acquired series and catch up of key ITV, ITV2 and ITV4 series.

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.

ITV continued to ensure our programmes reflected the many different communities in society. 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, blind and visually impaired viewers

Over the course of 2020, despite the huge challenges posed by Covid-19, ITV has met all of its Ofcom access services targets and, in fact, continued to increase both the volume of accessible content and the range of platforms on which that content can be accessed. Our subtitling and audio description operations were brought in-house shortly before the outbreak of the pandemic, and those teams continued to deliver their full services uninterrupted throughout the year, all working from home. Our signing studio posed the greatest challenge, as it requires people to collaborate on site. After a short break in production in April to give us time to establish safe ways of working, we have run the studio successfully, meeting all of our Ofcom targets for the

year and delivering additional content in the form of daily BSL Covid news updates in collaboration with the BSL Broadcasting Trust.

ITV continued to have regular dialogue with relevant charities and interest groups about its provision of access services during the course of the year, including the RNIB and Scope, who we have assisted with their Big Hack review of VOD platform accessibility. We meet regularly with representatives from relevant organisations and take part in events. We have created an ITV audio description viewer forum, with 25 AD users who meet regularly to feed back on our services and help us to identify improvement opportunities.

We are proud of our access services on ITV, 2, 3, 4 and CITV and ITV Be, exceeding all targets set by Ofcom. Each channel has its own access services policy based on its audience profile in order to offer the best value we can afford for our viewers.

Audio description was provided for much of ITV's drama and many films across the channels, particularly in peak where there is greatest value to viewers. In 2020 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 just yet, as it is still a young channel. Audio description levels on ITV2 and 3 were both over 50%.

All signing targets have been met across the channels. We continued to show a broad range of visually signed programmes in consistent slots, taking advice from the stakeholder agencies.

In 2020 around 75% of content on the ITV Hub carried subtitles, and this was available on iOS and Android mobile, all major web browsers and many connected TV platforms, including Freeview, Samsung, Apple TV and Amazon Fire. Audio description is available on 25% 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.

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ITV SignPost 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.

ITV 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.

ITV 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 of 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..

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.

Repeats

ITV does not have a formal repeats policy. Where possible in light of restrictions on productions resulting from coronavirus, as much of the schedule as possible consisted of first run original programmes. Some drama repeats were shown late at night and at weekends but the peak time schedule was made up of new UK originated programming where possible.

Online, interactive and text-based services

BritBox

In November 2019 we successfully launched BritBox UK, the largest collection of British box sets all in one place, with the BBC as a strategic and equity partner, C4 and C5 as content partners and EE and BT as distribution partners. Early results show a good performance in line with our business plan, with brand awareness at over 90%. We are seeing strong subscriber appeal with the majority of customers converting to become paying subscribers after the free trial period. BritBox UK is now easily accessible on over 20 million devices.

In November 2020, the streaming service took its next step in global expansion and launched in Australia, giving Australian viewers the chance to enjoy the largest streaming collection of British drama and comedy on demand, all in one place.

ITV Hub

In 2020, the ITV Hub had 33 million registered users, and is available on 28 platforms, and is pre-installed on the majority of connected televisions currently sold in the UK.

In April 2020, the ITV Hub announced a year on year consumption hour increase of 82%, while monthly reach on the platform had risen by 40%. ITV Hub plus, ITV's ad free service, had also grown 80% since the same period last year.

Live viewing on the ITV Hub has also strengthened during 2020; Good Morning Britain and This Morning's simulcast figures have increased by over 100%, while across entertainment, Love Island achieved live figures of over 500k and I'm A Celebrity...Get Me Out Of Here! Frequently hits 300k viewers watching live.

There were a total of six dramas with over 1 million viewers on Hub in 2020; *Des*, *Quiz*, *White House Farm*, *Liar*, *Honour* and *Flesh and Blood*. Furthermore, the winter edition of *Love Island* was the second biggest programme on Hub, watched by an average of 1.7m viewers across 28 days. This was over 40% of its total audience.

The Hub now offers an extended content window, meaning drama, factual and reality are now available for twelve months, instead of a 30 day catch up period. Short form offerings are also available across IOS and .com.

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 hours were up 13% year-on-year.

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 is more than TV. Every day we entertain millions, grow brands and shape culture for good. We reach vast audiences and build connections through our programmes and platforms. This gives us an extraordinary opportunity to make a difference to issues that are important to our viewers and to society. We do this both on-screen through informing and inspiring our viewers and off-screen through our employees and our actions.

In 2020, we continued to deliver our Social Purpose Strategy, which aims to use the power of TV to shape culture for good around four priority areas. In line with the UN Global Compact guidance, our goals align with the Sustainable Development Goals where ITV can make the most significant contribution.

Our four priority areas are: Better Health – inspiring change in how we look after our mental and physical health

- Environment – creating programmes with the biggest impact on the audience and the smallest impact on the planet
- Giving Back – giving back to our local and international communities through causes we care about
- Diversity and Inclusion – fostering creativity by embracing diversity and encouraging inclusion.

Better Health

We place Better Health at the heart of our Social Purpose commitments. Our mental health campaign Britain Get Talking, supported by the charities Mind and YoungMinds, launched in October 2019 during Britain's Got Talent: The Champions final. This was the start of a five year commitment to mental wellness.

With the pandemic and lockdown posing a real threat to mental wellbeing, we relaunched Britain Get Talking in March 2020 with a new focus - to get people to stay at home and stay connected. In 2020, 44 million people saw our Britain Get Talking campaign, and a staggering 6.4 million people started a conversation, making 15 million phone calls and sending 27 million text messages. It is the UK's most recognised mental health campaign.

The pandemic has also brought with it a surge in calls to mental health helplines. Subsequently, Britain Get Talking moved into fundraising with a new appeal 'Help Our Helplines', to support the vital work of leading mental health charities Mind, YoungMinds, CALM and SAMH. The appeal raised over £1.4m for mental health helplines, including a £1m contribution from the UK government inspired by the campaign.

With children's physical health under additional pressure from the lockdown, ITV continued its support for The Daily Mile, an initiative which encourages schools to do 15 minutes of exercise every day. Through donated airtime from ITV and securing additional airtime donated by Sky, the campaign ran in September with the message "It's never been more important to get back moving with the Daily Mile." 70,605 more children took up the Daily Mile as a result of the campaign. Since ITV got involved in the Daily Mile in 2018 we have seen a huge increase in participation with 1 million more children doing the Daily Mile.

In February 2020, ITV relaunched Eat Them To Defeat Them for its second year, aimed at building on 2019's success of encouraging more children to eat vegetables. Again, ITV partnered with Veg Power along with an alliance of supermarkets and food, and this time we were also joined by Channel 4 and Sky. Ad agency adam&eveDDB developed an advertising campaign to make vegetables the baddies, who can only be defeated if kids eat them. The campaign also involved in-store supermarket activation and a major schools campaign that took place in 1,600 schools, reaching 450,000 students with reward charts and vegetable related lesson plans and activities.

As a result of the campaign, an additional 218 million kids' vegetable portions were sold. 50% of children in schools that had activated the campaign said they'd eaten more vegetables, with 81% of school staff saying it was more popular than other healthy-eating initiatives at school. Since the campaign began, Eat Them to Defeat Them has increased the amount of veg in shopping baskets by 500 million kids' portions. 81% of school staff said it was more effective than other healthy-eating initiatives.

Overall, through these campaigns, we have already achieved our goal of encouraging 10 million people (2 million each year) to take action to look after their mental or physical health by 2023.

Diversity

ITV is deeply committed to championing diversity and inclusion. We believe that viewers should see their lives and experiences authentically represented onscreen and we know how important it is to foster a workplace culture that's inclusive and accessible to all.

ITV has published targets for both on-screen and off-screen diversity, with a number of initiatives in place to help meet these targets.

In 2020 ITV launched its Diversity Acceleration Plan which is aimed at accelerating change in diversity and inclusion on screen and off screen by creating more opportunities for those from Black, Asian, minority ethnic and other underrepresented groups. ITV remains committed to its other diversity targets and initiatives – particularly on doubling disability.

Our commitment to diversity and inclusion has also been shown through the appointment of Ade Rawcliffe as Group Director of Diversity and Inclusion and through the celebration of Black History month on and off screen in a rich programme of content across our genres.

Our Black Voices campaign was developed following the tragic murder of George

Floyd and the subsequent Black Lives Matter movement, and was seen by 29 million people. Furthermore, ITV was awarded Press Campaign of the Year for our message in support of the performance of dance group, Diversity.

Environment

In 2020, as part of our ongoing commitment to creating the biggest shows with the smallest footprint, we have committed to becoming a Net Zero business by 2030, and have set ambitious environmental targets for the areas most material to our business - our carbon emissions, waste, sourcing and sustainable culture.

Our environmental targets are as follows:

- Reduce scope 1 and 2 emissions by 46.2% by 2030
- Zero Waste by 2030
- 100% Sustainable Supply Chain by 2030
- Sustainable Culture by 2021, including all programmes commissioned to be albert certified and all ITV colleagues will also complete climate crisis training by the end of 2021.

In further demonstration of ITV's commitment to reducing our impact on the environment, we have signed two external facing commitments - the Media Climate Pact and The Climate Pledge. Furthermore, our CDP Climate Change Disclosure was completed for the first time last year, in which we achieved a grade B, which is not only higher than our industry average [C], but also puts us in the top 15% of companies that disclose this information. We have surpassed our industry peers, including Netflix [F], Amazon [F], Comcast [C], 21st Century Fox and Disney [B-].

2020 marked ITV's first environmental on air marketing moment, with The Shows We Never Want To Make. The series of ads have offered our viewers a look at the world impacted by climate change, where Coronation Street became Catastrophe Street, This Morning turned into This Warming and Ant and Dec were hosting Saturday Night Blown Away. As a part of this campaign, viewers were signposted to the itv.com/footprint microsite, with the main call to action being getting viewers to use WWF's carbon calculator tool to see how they can also reduce their footprint. 1.3 million people considered their carbon footprints as a result.

Giving Back

ITV continues to partner with Unicef for Soccer Aid for Unicef. In 2020 the campaign raised £9.3m, a record-breaking amount. During lockdown ITV contributed to raising £3.6 million for NHS Charities Together through support for the One Million Claps campaign, and through the virtual Grand National.

ITV also encourages colleagues to volunteer; each employee has 3 paid days to volunteer each year.

STATEMENT OF PROGRAMME POLICY 2021

Overall Strategy and themes for the year

ITV intends for 2021 to continue to build on our work of 2020, in continuing to deliver quality, trusted information, as well as an escape through entertainment, at a time when a distraction is needed the most, all while furthering the 'More Than TV' strategy in the face of ongoing challenges from the COVID pandemic.

We will be driving ahead with a new structure to compete in a global rapidly changing landscape. Our new Media and Entertainment division with two new business units - Broadcast and On-Demand have been implemented to better reflect and serve changing viewing habits.

At the heart of our response so far and planned for the rest of the year will be great programmes, news, and other content to viewers bringing them the most up-to-date information and updates but also providing an important distraction through great programmes. All of this will be delivered whilst keeping our people safe, as well as taking measures to protect the business.

The first lockdown resulted in nearly all productions across the world pausing production but ITV kept its news services on air throughout, which, along with its daytime programmes of *Good Morning Britain* and *This Morning* resulted in 10 hours of live programming being broadcast every week day. The majority of our programmes are back in production though COVID continues to present real and ongoing challenges.

We have managed to keep our schedule as fresh as possible in such circumstances, with new dramas and entertainment shows throughout the rest of the year.

Above all, we believe there is an ITV 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.

The Programme Offer

News

Even during the pandemic, high quality national and international news, produced by ITN, will continue to occupy a place at the centre of the ITV schedule, ensuring that there are two half-hour news bulletins in peak time every weeknight.

ITV will continue to broadcast flagship News programmes, combining high-quality production values with first-rate journalism.

ITV will also broadcast high quality news programmes throughout the day with programmes on weekdays plus bulletins during weekends. We will also maintain our local news service in the regions.

Newsgathering capacity in the regions remains strong. ITN has a formidable alliance with regional news teams to collaborate on stories and will continue to use all ITV national news bureaux to ensure that the major stories from around the UK are covered responsibly and comprehensively, regardless of where and when they happen. This has and will continue to be the case as the teams address the impact of coronavirus.

For international coverage, ITN will maintain bureaux in key locations around the world. ITV will also ensure it has access to agency pictures to supplement its own material.

In addition to a highly experienced and respected presenting team, specialist correspondents will contribute to ITV News programmes, including key areas of health, economics, politics and science.

Current Affairs

In 2021 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. ITV will continue with its political programme hosted by Political Editor; Robert Peston, which will offer viewers a fresh and distinctive approach to political discussion. *Exposure* and *On Assignment* will continue as will *Tonight*. We will also air programmes that deal with the coronavirus pandemic, such as *Coronavirus Q&A* and specials of *The Martin Lewis Money Show*.

Education and Social Action

2021 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 2021 we will continue to build on this strategy within the constraints placed on us as a result of the coronavirus pandemic. We will also continue to explore issues that affect our viewers.

Children's

We will not be specifying a minimum annual amount of children's programming on ITV in 2021. 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 2021 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.

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.

Coronation Street and *Emmerdale* will build on their strong 2020 performance to deliver compelling stories that include relevant and thought-provoking contemporary issues. We will ensure that much-loved dramas such as these remain in the schedule even against production constraints resulting from coronavirus.

Entertainment and Comedy

Entertainment

Entertainment will continue to be a hugely important part of the ITV schedule in 2021.

Our top event shows will be back: *The Masked Singer*, *The Voice* and *Saturday Night Takeaway*. These will continue to be star driven with some of the country's biggest names continuing their relationship with ITV.

Comedy

2021 will see comedy continue on the channel.

Feature Films

ITV will continue to schedule feature films across all dayparts in 2021.

Sport

The coronavirus pandemic saw the cancellation of major world sporting events, including the 2020 World Cup and some matches in The Six Nation. Where possible, ITV will provide coverage of sporting events.

Off-Peak

Daytime

In 2021, ITV will remain committed to entertaining and inspiring daytime audiences through a broad offering of topical chat, magazine, and both new and returning shows, which are even more needed in a time of crisis. Our daytime shows will not only provide information and updates for viewers, they will also provide entertainment and distraction.

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 repeats and opportunities for viewers to catch up on key ITV peak time or weekday daytime shows.

Late Peak / Night-time

In 2021, ITV will continue to deliver a mixed schedule of current affairs, documentaries, arts, films, sport, acquired series and catch up of key ITV, ITV2 and ITV4 series.

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, and will report on our progress one year on. The Plan will deliver measurable changes across all levels of the business, will create more opportunities for those from a Black, Asian and Minority Ethnic backgrounds and we will report on the progress of our commitments each year.

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 98% of programmes carry subtitling on ITV, 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 the blind and sight impaired. 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 provide access services on the ITV Hub platforms that currently

carry these services. 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 expect to see further progress this year in extending the range of platforms on which subtitling and audio description can be made available. We are also working on improving the user experience on our on-demand platforms to assist people with impairments.

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.

ITV SignPost 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..

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 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.

Repeats

ITV does not have a formal repeats policy. Where possible in light of restrictions on productions resulting from coronavirus, as much of the schedule as possible will consist of first run original programmes. Some drama repeats will be shown late at night and at weekends but the peak time schedule will be made up almost entirely of new UK originated programming.

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 launch of BritBox and further work around ITV Hub and we will

continue with this distribution strategy.

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 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.

Training

We continue to develop our people, with a range of training courses to not only provide skills for the business, but also courses to support our people's wellbeing, which is particularly important during the pandemic. These courses will continue to be available, delivered virtually while it is not possible to deliver in person.

Given the scale of ITV Studios, ITV's production business, and the constant nature of the demand (particularly from the soaps), we have a continuing commitment to finding and developing new and existing talent.

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 2021 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; reducing our impact on the environment; and giving back.

While physically distant, we will continue to encourage Britain to keep connected through our Britain Get Talking campaign.

In a world where children's schooling and school lunches have been so disrupted, encouraging eating vegetables is more important than ever, and it's the UN's International Year of Fruits and Vegetables. We will be running the award winning Eat Them to Defeat Them campaign later in the year, in the second half of the summer term 2021.

In 2021 we will continue to show sustainable behaviours onscreen to contribute to creating new norms around the environment. We will remain a carbon neutral business, offsetting all the direct emissions from our business operations and from the energy we use as well as from business travel.

We will continue to deliver against our Diversity Acceleration Plan to drive ITV's commitment to Diversity and Inclusion on-screen and off-screen, including expanding the focus of the plan to include disability and social mobility. Furthermore, we will be appointing our Cultural Advisory Council and dialling up our work around representation of disability, both onscreen and off screen. ITV is also taking over Chairmanship of the Creative Diversity Network.

We will work around the challenges of Covid to produce Soccer Aid for Unicef as a behind-closed-doors football match, aiming to beat 2021's fundraising amount. Also we seek to continue to encourage colleagues to volunteer, using their three volunteering days -if and when possible under Covid restrictions.