

## [Statement of Programme Policy 2023 and Annual Review of 2022](#)

### [Annual Review of 2022](#)

#### **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 continued to inform and entertain the nation with our diverse schedule of drama, sport, entertainment, factual, and news, and have operated with purpose, driving positive change through everything we do.

ITV is for everyone, with programmes that reflect the UK in all its geographic and social diversity with TV programmes that are made by, for and about people from across the UK, reflecting their experiences. ITV remained committed to great storytelling in all its programming, regardless of genre, to ensure it was engaging, accessible and relevant. This included the use of strong casting and well-known presenters, and the tackling of topical and challenging subjects in factual and drama.

ITV Studios is now one of the biggest global creators, producers and distributors in the world, working across a broad range of programmes, including drama, entertainment and factual. Our customer base is diverse, producing for international television broadcasters and global streaming platforms. Media & Entertainment (M&E) is the home of ITV's family of channels and platforms – the largest family of free-to-air commercial channels in the UK.

The industry environment in which ITV operates has continued to change rapidly and we expect new and emerging technologies to continue to make change an ever present reality of our competitive landscape. But ITV is well placed to take advantage of these changes. ITVX, our new, free, ad-funded streaming platform launched in Q4 2022 supercharges our streaming proposition. ITVX combines ITV Hub, ITV Hub+ and BritBox UK into an integrated free, ad-funded platform, with a compelling subscription-funded, ad-free premium tier. It will significantly strengthen our offering to viewers – making it a destination rather than a catch up service.

In programming performance highlights, ITV had 91% of all commercial programmes with over 3 million viewers in 2022. In the England versus France World Cup quarter final match, ITV had the most watched programme on any channel, peaking with 23 million viewers. Four of the top five entertainment series were on ITV including, *I'm A Celebrity...Get Me Out of Here* (with 11.4 million viewers), *Britain's Got Talent* (6.6 million) and *The Masked Singer* (6.2 million). ITV continued to deliver the biggest soaps with *Coronation Street* and *Emmerdale* remaining the most popular.

Beyond ITV1, the ITV family of channels had a very successful year in 2022. ITV2 remained the most-watched digital channel for 16-34s for the sixth year in a row. Series 8 of *Love Island* will be remembered as a classic for many reasons. Overall the series averaged 4.5 million viewers, making it the 2<sup>nd</sup> most watched series ever (behind 2019) and up on the

previous year by over 200,000 viewers. It commanded the biggest 16-34 audience on a digital channel, was the most streamed series on a broadcaster in 2022 and the most streamed series on ITVX ever. ITV3 was the most watched digital channel for all viewers for the 4th year in a row and ITV4 reached over 16 million viewers every month in 2022.

On and off-screen, ITV continued to drive positive change through our Social Purpose priorities. We recognise that we have an ability to influence social attitudes and individual actions like few other commercial organisations can. In 2022, 47 million positive actions to improve the UK's physical and mental health can be attributed to ITV campaigns on these issues - including Britain Get Talking, Eat Them to Defeat Them and The Daily Mile. On climate action, ITV was proud to announce its Climate Content Pledge which seeks to inspire viewers to take action to reduce their personal climate impact. As part of our Giving Back priority, we have been able to play a part in helping those affected around the world by tragic humanitarian circumstances in 2022. Our *Concert for Ukraine* and annual charity football match, *Soccer Aid for UNICEF*, raised a combined total of over £29 million thanks to the generosity of our viewers, advertisers and our own colleagues.

### **Tier 2 arrangements:**

- *Independent production*: obligation 25%; **achieved 35.1%**
- *Originations*: obligation 65% of overall output and 85% of peak time output must be originally produced or commissioned for ITV; **achieved 91.1% overall, 95% in peak.**
- *Out of London*: obligation 35% of programmes in both hours and spend must be produced outside the M25, excluding News, Acquired and Repeats; **achieved 48.7% hours and 51.2% spend**
- *European*: obligation over 50% of overall output must be European Works; **achieved 95.3%**

### **ITV programme offer:**

**News:** ITV News provides a gold standard of trusted, accurate and impartial national and regional journalism. Changes to our national and international evening news went live in March 2022, with our evening news programme extended from 30 minutes to an hour, with even more focus on reporting from outside of London feeding into the programme, to reflect the whole of the UK. We regarded this a crucial 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. Our news programming continued to perform well in 2022, with our early evening bulletins maintaining a 21% share of viewing year-on-year. The *ITV Evening News* programme averaged 2.8 million viewers in 2022, with 1.5 million average viewers for *ITV News at Ten* and 0.75 million viewers for the *ITV Lunchtime News*.

**Factual and Current affairs:** Royal coverage was an important part of ITV's factual and current affairs output in 2022. In May, *The Queen's Platinum Jubilee Celebration* was watched by 5.6 million viewers. ITV showed *The Queen's Funeral* across all of its 6 channels on 19<sup>th</sup> September. It was watched by 3.8m and peaked with 6.2m viewers. On Christmas Eve, *Royal Carols - Together at Christmas*, which was dedicated to The Queen, was watched by 4.2 million viewers.

Elsewhere, *Bradley & Barney Walsh: Breaking Dad* was ITV's most watched factual series of 2022, averaging 6 million viewers across its 6 week run. Documentaries were popular with *Ghislaine, Prince Andrew and the Paedophile* attracting an audience of 5.1 million viewers, *Kate Garraway: Caring for Derek* just under 4 million viewers, and Julia Bradbury's documentary charting her battle with cancer, *Julia Bradbury: Breast Cancer and Me*, was watched by 2.1 million viewers, of which over two-thirds were women.

The core of ITV's current affairs offering continued to be the *Tonight* programme in 2022, which averaged 1.6 million viewers across 39 episodes. It was joined by ITV's political programme *Peston*, which averaged 662,000 viewers in 2022, offering a fresh and distinctive approach to political discussion. The economic climate in the UK meant that for many people *The Martin Lewis Money Show* was essential viewing in 2022. Increasing to hour-long episodes in Q4, series 12 averaged 3.7 million viewers, up by nearly 700,000 viewers on the previous series.

**Drama:** ITV continued to deliver a rich and varied mix of new and returning drama in 2022. ITV's biggest drama of 2022 was *Trigger Point*. It arrived on our screens in January with 11 million viewers watching the first episode and averaged 9.5 million viewers across its 6 week run. The unbelievable true story of *The Thief, His Wife & the Canoe* was ITV's second drama of 2022 to exceed 10 million viewers. It was closely followed by ITV's third biggest drama, *Our House*, which launched with 8 million viewers and went on to average 7.4m. It was also the 3<sup>rd</sup> biggest title on ITVX, averaging 2.3 million viewers per episode. ITV's biggest drama of Q3, and the most watched new drama on any channel in Q3 was *Ridley* which launched in August with 7.1million viewers. They were joined by a host of other new dramas including: *Anne, No Return, The Ipcress File, DI Ray, The Suspect*, and *Karen Pirie*.

Returning dramas also performed well in 2022. *The Bay* returned for a 3<sup>rd</sup> series in the new year with a brand new lead. It launched with 7.4 million viewers and averaged 6.7 million. It was popular on ITVX and including viewers who caught up with the previous two series it was streamed nearly 18 million times. After the first instalment proved such a hit in 2021, *Grace* returned in April 2022 for four more 2-hour episodes which averaged 5.9 million viewers. After a gap of three years, medical drama *Doc Martin* returned for its 10th and final series. It averaged 6 million viewers with 6.4million viewers watching its last ever outing on Christmas Day. *McDonald and Dodds* also returned for its third series, averaging 5.5 million viewers.

ITV continued to be home to the two biggest soaps in the UK in 2022. *Coronation Street* averaged 5.3 million viewers per episode and 133 million streams across the year on ITVX, with *Emmerdale* in second place with 4.6 million viewers. Both soaps continued to create unmissable TV moments.

**Entertainment:** Entertainment continued to be a hugely important part of the ITV schedule in 2022 both with returning and new formats. Ant and Dec returned to the jungle after two years in a Welsh Castle for the 22<sup>nd</sup> series of *I'm a Celebrity... Get Me Out Of Here!* The series launched with 12.8 million viewers and averaged 11.4 million across its 22 episodes - an increase of over 3 million viewers from the last series. It made up over half of the 40 programmes that achieved over 10 million viewers in 2022 and broke streaming records with over 50 million.

*The Masked Singer* returned for its third series, launching with 6.5 million viewers and closing its run with 7.5 million viewers. It had a share of 33% for all viewers, rising to 45% for 16-34s. Also returning was *Britain's Got Talent*, averaging 6.6 million viewers across its run and across the series, 8 of the 14 episodes attracted over a million 16-34s. *Ant & Dec's Saturday Night Takeaway* was back for an incredible 18th series and averaged 6.2 million viewers. *The Voice* also came back for its 11th series after an 18 month break, averaging 3.7 million viewers.

Returning classics were also joined by new formats in 2022. *Limitless Win* was ITV's biggest entertainment launch since *The Masked Singer* in 2020. The first episode got 6.4 million viewers and it averaged 4.9 million. It performed well for younger viewers, with a 42% share for 16-34s. Its success was echoed by *The 1% Club*, which captured the public's imagination in Q2 and overtook *Limitless Win* to be the most watched new entertainment series. It grew its audience across its run, with 4.8 million for the 1st episode, rising to 6.1 million for the 7<sup>th</sup> and was streamed 4.5 million times on ITVX.

**Sport:** 2022 continued to be a big year for sport on ITV. November saw the *FIFA World Cup* and the 34 matches shown on ITV averaged 6.2 million viewers. The England v France game was watched by 16.1 million with a peak of 23 million making it the most watched programme on a single channel since the Euros Semi Final in 2021. It gave ITV1 its best Saturday night on record and ITVX its best ever day with 30 million streams.

In rugby, ITV showed more of *The Six Nations* than ever before with 10 of the 15 matches, up from 8 in 2021. The tournament reached just under 22 million viewers and ITV's biggest audience was 5.3 million with a peak of 6.5 million for England's defeat of Wales. The match attracted 51% of ABC1 Men and 47% of 16-34 Men. The matches were streamed over 7 million times on ITVX. Horseracing also continued to be an important element of ITV's sporting offer and *The Grand National* was watched by 4.4 million viewers and was ITV's biggest sporting event of Q2 2022.

**Daytime:** Live daytime shows have continued to deliver great content and strong audiences. ITV remained committed to entertaining and inspiring daytime audiences through a broad offering of topical chat, magazine, and both new and returning shows.

The *Good Morning Britain* breakfast show reached 5 million viewers a week in 2022. It had its biggest audience since lockdown the day after The Queen died, with 832,000 viewers. *Lorraine* continued to bring lifestyle, health and entertainment stories to viewers every morning, averaging 705,000 viewers an episode with a 17% share. The show reached 3.3 million viewers a week in 2022. *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 784,000 viewers an episode in 2022 with a 19% share. Its biggest audience came on Christmas Day with 1.3m watching. *Loose Women* continued to build on its success with unmissable guests and talk, averaging 751,000 viewers an episode with a 14% share in 2022.

Across the afternoons, *The Chase* was the biggest daytime programme on any channel and the only one to attract over 4 million viewers in 2022. It was joined by established quiz show

*Tipping Point*, which averaged 1.8 million viewers and a 24% share, making it the second most watched daytime programme on any channel.

**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.

### **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*.

New and diverse voices were introduced across ITVX's biggest shows. ITV's Diversity Commissioning Fund was launched, reserving £80 million over three years to drive change towards racial and disability equity in TV production. £25.1 million was spent in 2022, including £16.3 million on content made by People of Colour-led and d/Deaf, Disabled and neurodiverse-led production companies. Shows qualifying for the fund include *Sorry, I Didn't Know*, a comedy panel show about Black History, *Joe and John Bishop: Life After Deaf*, where Deaf creatives held senior positions in production, and *Riches*, a glossy, high stakes family drama.

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

Over the course of 2022, ITV exceeded all of its Ofcom targets for subtitling, audio description and sign language translation across all channels, and, in fact, increased the overall percentage availability of access services. ITV provided subtitles for 100% of programmes on CITV and ITVBe and 99% and above for all other channels. ITV provided AD for 40% of ITV4, 47% of ITV2 and 74% of ITV3.

ITV publicised its [accessibility@itv.com](mailto:accessibility@itv.com) email address widely and was therefore able to engage directly with many access services customers to answer questions, receive feedback and resolve issues. ITV met regularly with representatives from relevant organisations, including Ofcom, the RNIB and the RNID, and took part in several industry events and forums. We continued to meet with our ITV audio description viewer forum, with over 30 AD users who feed back on our services and help us to identify improvement opportunities.

In 2022, ITV launched ITVX and greatly improved the accessibility of its main streaming service. Subtitles for VOD programmes were made available on more platforms, and subtitles were provided for live channels on ITV.com. Over 90% of on-demand programmes on ITVX/ITV Hub carried subtitles. Audio description was available on around a quarter of

programmes on ITVX/ITV Hub. ITV also launched its world-first 100% BSL-translated channel - ITV Signed.

In 2022 we also delivered ITV's first audio introduction, a piece of additional content aimed at providing blind and partially sighted viewers with an opportunity to familiarise themselves with the visual aspects of a programme, including character self-descriptions, before viewing. This was for the drama series *Trigger Point*.

### **Signpost:**

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'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 the groundbreaking Deaf-presented programme for CITV called *Dare Master*. It completed a second series of the magazine show *This is Deaf* for British Sign Language Broadcasting Trust. It produced three items for The One Show. It produced a five part series for ITV4, *Robson and Jim's Fly Fishing Adventures* and it completed a 15-part series for BBC, *Robson Green's Weekend Escapes*.

Training and development was a key focus for Signpost and providing opportunities for Deaf, disabled and neurodivergent programme makers. The Signpost Academy was established formalising partnerships with schools, Colleges and Universities. A three year training programme, grant funded by the North of Tyne Combined Authority was also launched. Making Creativity Works as it is known aims to feed into the CDN's Doubling Disability targets providing modular-based training and signposting participants to various pathways within the industry.

**Online, interactive and text-based services:** Investment in ITV's streaming platforms is a key part of ITV's More Than TV strategy.

**ITVX:** ITVX, our new, free, ad-funded streaming platform launched in Q4 2022 and supercharges our streaming proposition.

- ITVX combines ITV Hub, ITV Hub+ and BritBox UK into an integrated free, ad-funded platform, with a compelling subscription-funded, ad-free premium tier. It will significantly strengthen our offering to viewers – making it a destination rather than a catch up service.
- ITVX has launched and will continue to launch at least one new and exclusive show every week. ITVX has one of the UK's largest free film libraries with over 250 titles and over 200 series available at launch, as well as 20 FAST (free ad-supported TV) channels and ITV's six linear channels.
- ITVX launched a worldwide streaming first – a British Sign Language channel, solely featuring signed programming.
- As well as the free content available on ITVX, ITVX's premium subscription tier offers access to exclusive BritBox UK content – the largest collection of British box sets – all ad-free.



- In 2022, ITV increased monthly active users by 6% to 10.5 million; total streaming hours by 9%; total monetisable streaming hours by 18% and UK subscribers by 17% to 1.4 million.
- ITVX was home to the two biggest hits in broadcaster streaming in 2022 with *Love Island* (273 million streams) and the *FIFA World Cup* (146 million streams).

**ITV Hub:** (Replaced by ITVX in December 2022)

- During the year we strengthened the content offering and number of hours available and enhanced the user experience with a redesigned Hub interface which has attracted greater viewing and breadth of users. The number of hours of free content grew from 4,000 in December 2021 to 7,500 in June 2022 (on ITV Hub).
- During the year we made the majority of dramas available in full on the ITV Hub when the first episode was launched on linear. To attract new viewers, we licensed new and different content, such as the Warner content, including titles such as *The Sex Lives of College Girls*, *The OC*, and *One Tree Hill*.
- In November 2022 we started to roll-out ITVX, with the full content launch in December with 19,000 hours of content.

**Britbox International:** In addition to our subscription streaming services in the UK, we are continuing to roll-out BritBox International, which is seeing strong growth in its subscriber base across territories.

- This is available in the US, Canada, Australia, South Africa, and the Nordics. It provides local audiences with an unrivalled collection of British box sets and original series all in one place.
- The service currently has 3 million subscribers. We will continue to explore opportunities to further expand its international footprint and continue to see subscriber growth from all established territories, including the US, Canada and Australia.

**Promotion of media literacy:**

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

**Public input:**

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

## **ITV's Social Purpose:**

At ITV our Social Purpose is at the heart of who we are and how we work. We're here to entertain and connect with millions of people globally, but it's the way we do that, which makes ITV so much more than TV. Our Social Purpose programme is testament to that, reflecting and shaping culture for good through campaigns, initiatives and rigorous targets that support us in bringing about real change both within ITV for our people and practices, and for our audiences. Creating positive social change has become an increasingly important goal not just for our people and those who watch our shows, but also for our partners, our advertisers and our shareholders.

Our audiences have had a lot to deal with in 2022. The pressures caused by the pandemic were exacerbated by the mounting cost-of-living crisis. This has been front of mind for us when developing initiatives that can really make a difference. With the launch of ITVX we have more opportunity to connect and engage with our audience through content they love and care about. Our Social Purpose strategy will play an integral part in achieving our vision to become a leader in UK streaming and an expanding force in global content.

ITV's Social Purpose has four focus areas: Better Health, Diversity & Inclusion, Climate Action and Giving Back. Highlights from 2022 include 47 million actions taken by the UK public to support their physical and mental health; being rated amongst the top 2% of disclosing companies in the world for its work in climate action; the launch of an £80 million Diversity Commissioning Fund to drive change towards racial and disability equity, and over £29 million raised for good causes.

**Better Health:** The number of children being treated for mental health problems hit record levels in 2022. To tackle this, ITV used its platforms to encourage audiences to look after themselves.

- Research commissioned by ITV and extrapolated to population level indicates that 47 million healthy actions were taken by the public as a result of ITV's Better Health campaigns in 2022. A healthy action could be having a conversation after seeing the Britain Get Talking campaign, or eating an extra portion of veg thanks to Eat Them To Defeat Them.
- Britain Get Talking turned the spotlight on the young people's mental health crisis and encouraged 7 million people to connect with others - up from 3.5 million in 2021.
- 1.8 million people took action to care for their mental health as a result of ITV2's #WhatGetsYouThrough campaign in partnership with Calm whilst Unwind with ITV reached over 850k streaming hours of nightly mindfulness content via ITVX.
- In terms of ITV's work to support the nation's physical health, 1.1 million children ate more vegetables thanks to ITV's partnership with Veg Power on Eat Them To Defeat them, and over 70,000 more children signed up to the Daily Mile, following a new campaign supported by ITV.

### ***Climate Action:***

- ITV reduced carbon emissions in its control by 36% and emissions it influences by 13% compared to its baseline year. 94% of UK programmes produced by ITV Studios



were certified by the BAFTA albert scheme as sustainable, up from 84% in 2021. This is a significant marker of ITV's commitment to reaching net-zero.

- ITV was awarded an A by the Carbon Disclosure Project (CDP) making it amongst the top 2% of disclosing companies in the world for their commitment to climate action. This commitment was played out on-screen and off-screen, with 94% of ITV colleagues completing Climate Action training and 2.7 million people shopping more sustainably as a result of the *Love Island* x Ebay pre-loved fashion partnership.

**Diversity and Inclusion:** ITV kicked off its three year global strategy, with a focus on creating and showcasing content by, with and for everyone, connecting and reflecting modern audiences.

- ITV's Diversity Commissioning Fund was launched, reserving £80 million over three years to drive change towards racial and disability equity in TV production. £25.1 million was spent in 2022, including £16.3 million on content made by People of Colour-led and d/Deaf, Disabled and neurodiverse-led production companies. Shows qualifying for the fund include *Sorry, I Didn't Know*, a comedy panel show about Black History, *Joe and John Bishop: Life After Deaf*, where Deaf creatives held senior positions in production, and *Riches*, a glossy, high stakes family drama.
- New and diverse voices were introduced across the platform's biggest shows, with the first physically disabled player taking part in Soccer Aid and initiatives like Fresh Cuts showcasing up-and-coming Black Directors.
- New opportunities were introduced for underrepresented groups at every level of the business, from senior leadership programmes like Amplify, to Kickstart, a 6-month placement scheme for those coming into the industry.
- For the first time, ITV published its Disability and LGBTQ+ pay gaps alongside Gender and Ethnicity pay gaps.
- We improved representation on-screen and off-screen more broadly. Highlights include our most diverse line-up yet for *Love Island* in summer 2022, and Mo Gilligan hosting the *BRIT Awards 2022*. People of Colour played 26% of lead roles in our biggest shows from July 2021 to May 2022.

**Giving Back:**

- ITV continued its longstanding partnership with UNICEF to raise a record-breaking £15.7 million for *Soccer Aid*, up 20% on the 2021 total, whilst *Concert for Ukraine* raised £13.4m for the Disasters Emergency Committee to support those affected by the war in Ukraine.
- ITV also furthered its commitment to helping people from underrepresented backgrounds progress in their media careers with ITV colleagues now having invested approximately 1,440 hours in mentoring to date.

## Statement of Programme Policy 2023

### **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. The combination of a scaled and expanding global TV production business, a resilient linear TV advertising business, a rapidly growing digital targeted TV advertising business and a unique vertically integrated producer broadcaster and streamer model means that ITV is growing and diversifying.

We recognise the viewing landscape has become increasingly competitive and fragmented, and while ITV's linear channels continue to drive significant audiences, viewers also want the flexibility to watch an increased choice of content whenever and wherever they are. Our vision to 2026 is to be a leader in UK streaming, and an expanding force in UK and global content. We are focused on three priorities to deliver this vision: expanding our UK and global production business, supercharging our Streaming business, and optimising our Broadcast business. The launch of ITVX in December 2022, our new free, ad-funded streaming service was received extremely well by viewers and advertisers. It will significantly strengthen our offering to viewers – making it a destination rather than a catch up service.

In the UK we continue to entertain and inform the nation with a strong slate of drama, entertainment and news programming. And as a Public Service Broadcaster (PSB) we contribute to UK culture and society, whether creating shared moments, highlighting difficult issues or running campaigns for mental and physical wellbeing. The market continues to evolve rapidly, with growing demand globally for quality content; changing viewing habits; and the desire of advertisers for both mass reach and data-led addressable advertising. We are confident in our ability to execute our More Than TV strategy which will ensure we capitalise on the opportunities and mitigate the risks of this evolving market. Executing our strategy effectively will further strengthen and diversify ITV, create a more valuable future facing digital media and entertainment company and deliver returns to our shareholders.

### **The programme offer:**

**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.

**Factual and Current affairs:** In 2023 ITV will continue with its range of current affairs with an ambitious combination of regular, weekly programmes as well as some significant one-off pieces and short series that will bring a fresh tone to the output. Current affairs on ITV cover a broad range of issues and styles. Returning for 2023 will be the mainstays of ITV's current affairs schedule. They include the weekly *Tonight* programme, which leads with an agenda of domestic stories and issues, the things that count most of all to our audience. It will be complemented by our investigative strand *Exposure*, which across 4-5 episodes a year offers high-impact hour-long documentaries. Political analysis will be provided by the agenda-setting weekly political talk show *Peston*, and with the economy and cost of living likely to continue dominating conversations, *The Martin Lewis Money Show* will be on hand to offer audience guidance on personal and household finances.

Through 2023 ITV will continue to provide quality factual programmes that reflect the audience's passions and interests. *Bradley & Barney Walsh: Breaking Dad* will return for a 5th series and see them visit Latin America. Also returning for 2023 are *DNA Journey* and *Long Lost Family: What Happened Next*. One off documentary, *Manhunt: The Raoul Moat Story*, will tell the true story behind the accompanying drama series.

**Drama:** ITV will continue to be the home of quality drama in 2023, delivering a rich and varied mix of new and returning dramas with a strong line up of talent both on and off screen. ITV also remains committed to working with a broad range of Independent production companies across the UK. New in 2023 is *Stonehouse*, in which Matthew Macfadyen plays the incredible story of the disgraced former MP who faked his own death. It will be joined by medical dramas *Maternal*, which focuses on three female doctors returning to post-pandemic frontline medicine after maternity leave, and *Malpractice* which tells the story of a damaged doctor caught up in a dangerous conspiracy. There will also be several popular returning dramas in 2023, including favourites *Vera*, *Unforgotten*, *Endeavour*, *Grace* and *The Bay*. In soaps, *Coronation Street* and *Emmerdale* will continue 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 2023. Our top event shows will be back for more including: *The Masked Singer*, *Ant & Dec's Saturday Night Takeaway*, *Dancing on Ice*, *Britain's Got Talent*, and *The 1% Club*. These will continue to be star driven with some of the country's biggest names continuing their relationship with ITV. ITV will continue to offer some of the biggest reality shows including double *Love Island* for 2023 with a Winter edition in South Africa and the regular Summer fun in Mallorca. Not to be outdone there'll also be two doses of *I'm A Celebrity... Get Me Out Of Here!* with an 'all-star' series in South Africa, as well as the regular series from Australia later in the year.

**Sport:** Providing coverage of major sporting events, and creating shared moments for our audiences to enjoy, continues to be very important to our programming offering in 2023. In football *The FA Cup* returns to ITV1, ITV4 and ITVX and in rugby we're welcoming back the 2023 *Six Nations* tournament, ensuring it remains free to air for UK rugby fans. Later in the year we'll bring exclusive coverage of the 2023 Rugby World Cup. We'll continue to carry horse-racing from across the country, and major set-piece events such as *The Grand National*, as well as highlights from other sports such as snooker and cycling on ITV4.

**Daytime:** In 2023, ITV remains committed to entertaining and inspiring daytime audiences through a broad offering of topical chat, magazine, and both new and returning shows. All our Daytime stalwarts including *Good Morning Britain*, *Lorraine*, *This Morning*, and *Loose Women* will return. Across the afternoons, popular, established factual and lifestyle brands will return including popular quiz formats such as *Tenable*, *Tipping Point*, and *The Chase*. Across daytime weekends, ITV will remain focused on serving the broadest possible audience and to that end the schedule will comprise a wide range of films, popular drama and opportunities for viewers to catch up on key ITV peak time or weekday daytime shows.

**Children's:** In 2023, ITV launches a new dedicated destination for kids on ITVX - ITVX Kids - with more content than ever before, across a range of titles appealing to both school age and pre-school age children. Launching in July 2023, and rolling out across the school

summer holiday period, the new consolidated children's offering will also see ITV taking its approach to 6-12s content, streaming-only, from early Autumn 2023. As a consequence of this new streaming approach, and responding to the changing ways children and their parents are increasingly accessing content, the CITV broadcast channel will close in early Autumn, once the new streaming destination for kids has been rolled out across platforms and devices, over the summer holidays. However, ITV will maintain the LittleBe pre-school segment on ITVBe and will offer some children's content in the early mornings on ITV2 from September with strong cross promotion to ITVX.

**Additional matters:**

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

We want everyone to enjoy ITV content that reflects their experiences. In 2022, we launched ITV's Diversity Commissioning Fund, reserving £80 million of our existing commissioning budget over three years, to drive change towards racial equity and disability equity in whose stories get told and who gets opportunities in TV production. Of this amount, at least £20 million is ring fenced for content made by People of Colour-led and d/Deaf, disabled and neurodiverse-led production companies. We also created a new £500,000 Development Fund to develop ideas that will qualify for the Diversity Commissioning Fund.

ITV is committed to championing diversity both on and off screen and we understand the importance of reflecting the whole country. ITV will continue to reflect the lives and concerns of all its viewers through its programming. Many programmes shown will have a strong regional flavour and will portray life in different communities. We have a diverse range of new voices on-screen and off-screen in our biggest shows with the biggest audiences. We celebrate and authentically portray what makes us different, while also highlighting the things that connect us. We will continue to roll out our £80 million Diversity Commissioning Fund to drive on-screen change towards racial and disability equity.

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

ITV will continue to ensure that programmes are as accessible as possible for all viewers. As always, ITV will meet all its access service commitments to provide subtitling, signing and audio description. ITV will also seek to build on the *Trigger Point* audio introduction by introducing self-description content to sit alongside key popular content, such as *Love Island* and *Big Brother*.

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

We will ensure that all ITVX platforms will carry subtitles for on-demand content and we will continue to extend access to audio description on ITVX so that more platforms can carry these services. We will also provide access to a British Sign Language translation category, carrying all of the key ITVX exclusive content. We will continue to improve the user experience on our on-demand platforms to make sure our technology is designed accessibly and works effectively with assistive technologies such as screen readers.

Signpost Productions will continue to be a major UK provider of on-screen British Sign Language (BSL) translation and content across ITV's family of channels. Priorities in 2023 will include delivering Making Creativity Works with a confirmed number of Deaf, disabled and neurodivergent programme makers offered work in the industry as a result. Signpost will deliver live signing for the King's Coronation in May. We will continue to build partnerships with universities and colleges and become part of the newly established ITV Academy. We will work with ITVX to increase content for Deaf audiences on the VOD services available, producing an extra 150 hours of exclusive signed content.

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

The launch of ITVX, our new free, ad-funded streaming service was received extremely well by viewers and advertisers. It will significantly strengthen our offering to viewers – making it a destination rather than a catch up service and be at the centre of our vision to be a leader in UK streaming by 2026. We will build on its strong launch, with the increased streaming hours and growth in digital revenue. Exclusives will attract new viewers and encourage them to explore other content on ITVX. In addition, we will build on the success of live simulcast viewing of our biggest shows and sports events.

***Promotion of media literacy:***

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

***Public input:***

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

***ITV's Social Purpose:***

With the massive reach of our platforms, much-loved shows and creative talent, we're using our platform to make a difference both off-screen and within the industry, and on-screen, by inspiring positive change in the wider world. We know we have a unique ability to shape culture for good. In 2023 we will continue our focus on four priorities where we want to make

a significant difference, externally and internally. These remain: Better Health; Climate Action, Diversity and Inclusion and Giving Back - our fundraising and volunteering programmes.

2023 is an important year for ITV's Better Health programme, the final year of our five-year strategy with a goal of 200 million healthy actions to deliver. We continue to be committed to Britain Get Talking, evolving the campaign so it chimes with the British public and can be as effective as possible. In March, ITV is hosting a conference series, Mental Health in the Media, to convene those across the media to further understanding around mental health and inspire tangible progress both on-screen and off-screen. 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 continue to focus our physical health activities on children, including healthy eating and physical exercise.

We will deepen the integration of climate action within the business by publishing a Climate Transition Plan. This will help ensure that ITV is taking the necessary steps to thrive in a sustainable economy while playing an active role in the transition. Our Zero Waste journey will continue in 2023. We will improve the quality of data we collect, consider the actions we are taking to avoid generating waste and create an overarching waste policy to ensure all divisions are clear on how they need to contribute.

We will continue to deliver on our D&I strategy in 2023, championing diversity through our mainstream content, creating equitable opportunities at ITV and across the industry, and creating an inclusive culture at ITV. We will keep building accessibility and disability equity into everything we do at ITV, including our programmes, processes and places. To help achieve this, we will continue our Diversity Commissioning Fund and Development Fund. Building on the success of our Amplify senior leadership programme for People of Colour at ITV, we will launch the second iteration of Amplify for senior d/Deaf, Disabled and neurodiverse colleagues in 2023. We will be rolling out our D&I strategy globally, supporting global leaders of ITV Studios labels to apply the strategy in their local contexts.

In Giving Back, *Soccer Aid for UNICEF* will be returning in June 2023 and will be held at Old Trafford in Manchester. With a great new line-up, our sights are set on another record-breaking total to support UNICEF's mission for children around the world. For colleague volunteering, we will continue our focus on encouraging mentoring through our partnership with Creative Access, working towards our goal of securing 500 mentoring partnerships by 2025.

**ENDS**

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