

ITV Network

Statement of Programme Policy 2025 and Annual Review of 2024

Annual Review of 2024

Highlights and themes for the year:

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

ITV has a unique market position as a global and diversified vertically integrated producer broadcaster and streamer with content central to everything we do. The industry environment in which ITV operates has continued to change rapidly and we expect new and emerging technologies to continue to make change an ever present reality of our competitive landscape. Our streaming service, ITVX, which launched in December 2022 has continued to go from strength to strength in 2024, and reached 6.2 billion streams by the end of 2024.

The successful execution of ITV's strategy of investing in and growing both production in ITV Studios, and ITVX in Media and Entertainment (M&E), is evident. ITV Studios is now one of the biggest content creators, producers and distributors in the world, working across a broad range of programmes, including drama, entertainment and factual. It is a scaled and global creator, owner and distributor of high-quality content operating in 12 countries and across 60+ labels; diversified by genre, geography and customer in the key creative markets around the world. Our customer base is diverse, producing for international television broadcasters and global streaming platforms. M&E is the home of ITV's family of channels and platforms – the largest family of free-to-air commercial channels in the UK.

2024 brought many programming highlights, ITV showed 91% of commercial programmes with over 5 million viewers in 2024¹. ITV reached over 28 million viewers every single week of the year and had over 3 billion streams on ITVX. For 44 days of the year, ITV had more viewers than all the SVOD services combined. ITVX went from strength to strength in 2024. It hit 1 billion streams in April, 2 billion in July, 3 billion at the end of November and finished the year with 3.3 billion. 201 programmes were watched by over a million viewers on ITVX in 2024. Streaming hours for 16-34s saw a 16% increase year-on-year. ITVX increased its streaming hours in 9 out of 10 genres in 2024.

Beyond ITV1 and ITVX, the ITV family of channels had a very successful year in 2024. ITV2 remained the number one digital channel for 16-34s for the 8th year in a row (C7). 117 of

¹ Does not include streaming platforms

ITV2's episodes were watched by over a million viewers (C28), including episodes from 2024's two series of *Love Island*, with all series of *Love Island* and *All Stars* being streamed 298 million times in 2024. We reached 11.6m TV viewers across *Love Island* S11, *All Stars* S1 and *AfterSun* S11 in 2024. ITV3 remained the most watched digital channel for all viewers for the 6th year in a row (C7). ITV3 reached an average of 11.5 million TV viewers a month in 2024 and ITV4 an average of 14.0m TV viewers a month (C28).

Throughout 2024 ITV continued to drive positive change, both on and off-screen, through our social purpose priorities (Mental Wellbeing, Diversity, Equity and Inclusion, Climate Action and Better Futures) and by harnessing our content and platforms. We reflect and shape culture for good and, most importantly, drive tangible change.

Tier 2 arrangements:

- *Independent production*: obligation 25%; achieved 36%
- *Original productions*: obligation 65% of overall output and 85% of peak time output must be originally produced or commissioned for ITV; achieved 89% overall, 94% in peak
- *Out of London*: obligation 35% of programmes in both volume and spend must be produced outside the M25; achieved 41% volume and 52% spend
- *News*: obligation 365 hours overall and 125 hours in peak time; achieved 575 hours overall and 354 hours in peak
- *Current Affairs*: obligation 43 hours overall and 35 hours in peak time; achieved 114 hours overall and 51 hours in peak
- *European*: obligation over 50% of overall output must be European Works; achieved 94%

ITV programme offer:

News:

ITV News provides a gold standard of trusted, accurate and impartial international, national and regional journalism. Nations and Regions news continues to be an important public service strength of ITV - providing high-quality, impartial, trusted broadcast news. Since November 2023, users of ITVX have been able to access dedicated rails of regional news in their area (and others) - providing comprehensive news coverage, including full programmes, extended pieces of local interest, and bespoke content designed to offer in-depth analysis and regular updates throughout the day. Our news programming continued to perform well in 2024. The *ITV Evening News* programme averaged 2.3 million viewers in 2024, with 1.2 million for *ITV News at Ten* and almost 0.7 million for *ITV Lunchtime News*².

A key priority in 2024 was to deliver first class election coverage, putting our viewers at the heart of the story, reacting with agility to news lines and making sense of the campaigns for our audiences. Our target teams criss-crossed the country embedding themselves in the campaigns and we had some brilliant original commissions, all underpinned by psephology and data.

² All news figures run Monday-Friday

Our overnight results programme, fronted by Tom Bradby was praised for its mix of guests, top analysis and dynamism.

ITV aired the first head-to-head General Election debate between Rishi Sunak, leader of the Conservative Party, and Keir Starmer, leader of the Labour Party. The hour-long debate, *Sunak v Starmer: The ITV Debate*, moderated by Julie Etchingham reached a peak of 5.5m viewers across devices, and it was followed by *The ITV Election Interviews* presented by Anushka Asthana. The leaders of the Liberal Democrats, the SNP, Reform UK and the Greens were invited to take part in this live programme featuring extended interviews. The leader of Plaid Cymru was invited to take part in an interview with ITV Cymru Wales which broadcast in Wales that evening.

Our US Election coverage on ITV1 saw Tom Bradby leading ITV News' special overnight programme, before he handed over to *Good Morning Britain's* Susanna Reid and Ed Balls at 6am, with both programmes coming live from Washington DC. The following day's *Good Morning Britain* was also live from Washington DC for all the latest reaction to the results.

Other key UK stories include the Assisted Dying vote which ITV News UK Editor Paul Brand led the way on since well before the election, when his joint call with Sir Keir Starmer and Dame Esther Rantzen led to the Labour Leader's promise of a free vote.

Dan Hewitt continued his powerful investigations, reporting on the state of social care amid rising poverty and the housing crisis.

In international news, ITV News won the RTS Television Journalism Award for its groundbreaking coverage in the Middle East, and went on to win further awards including Camera Person of the Year, Emerging Young Talent of the Year.

ITV News teams also dominated the Nations and Regions News category at the RTS Television Journalism Awards, taking all three nominations, with the ITV Wales at Six team winning for their coverage of Tata's Port Talbot blast furnace closure. The team's live news programme from Port Talbot reported on the thousands of jobs under threat at the Tata steelworks, and were praised by judges for capturing the strength of feeling and emotion from the people of Port Talbot.

Factual and Current affairs:

In 2024 we continued with the BAFTA-nominated *Martin Lewis Money Show Live*, where the consumer champion Martin Lewis helps audiences with all things money-related, particularly with advice on how to make their money go further, when household budgets are squeezed.

Powerful current affairs single films from ITV included the award-winning, *Maternity: Broken Trust*. Told through the experiences of a group of families who have campaigned tirelessly to get answers to either the death of their children or to life-changing injuries inflicted on mothers and babies, this film investigated failures in maternity care at Nottingham University

Hospitals Trust (NUH) – currently the subject of the largest review of its kind ever held in the UK.

ITV also commissioned a wide variety of films for its market leading early peak current affairs series, *Tonight*, covering subjects ranging from hospice care to weight loss jabs, drink spiking, to funeral costs and smartphones in schools.

Robert Peston continued to host his political interview programme, with an intelligent and lively approach to politics.

Drama:

ITV continued to deliver a rich and varied mix of new drama in 2024.

Completely unmatched in terms of viewer engagement and societal change, *Mr Bates vs The Post Office* was the biggest scripted series of 2024 by a significant margin, attracting on average 12.5 million viewers over the first 28 days. Since then it has increased to an average of 15 million viewers an episode across ITV channels³ and ITVM.

It paved the way and undoubtedly elevated the audience reach of the critically-acclaimed *Breathtaking*. Starring Joanne Froggatt, and based on Rachel Clarke's unflinching memoir about a NHS hospital consultant on the frontline as the Covid crisis unfolded, (which launched with 5.8 million viewers, averaging 5.4 million viewers across the).

Vera and *Triggerpoint* led the way in terms of successful returning dramas.

Vera is one of ITV's longest running and most successful crime drama series, with the iconic central character played by Brenda Blethyn and the magical landscapes of Northumberland at the heart of the series since 2011.

Triggerpoint returned for a second series in 2024 with Vicky McClure once again starring in this thriller following bomb disposal experts working for Met.

Further new drama successes in the first half of the year included *After The Flood* and *Red Eye*. *After The Flood*, a mystery thriller set in a town devastated by a flood, starred Sophie Rundle as PC Joanna Marshall. As the action unfolds across the series, viewers also see the real impact of climate change on the lives of the residents in this small town.

High octane thriller *Red Eye* was set on the red eye flight from London to Beijing. Whilst escorting a British doctor (Richard Armitage) being renditioned, an incident on-board leads DC Hana Li (Jing Lusi) to uncover a wider conspiracy.

The second half of the year saw the success of two powerful female led series. *Joan* starring Sophie Turner delivered a captivating and entertaining series inspired by the life of the UK's most notorious jewel thief, Joan Harrington. *Until I Kill You* followed, starring Anna Maxwell

³ Inc. ITV1 & ITV3 repeats

Martin and Shaun Evans in a dramatisation of a shocking true crime story - one woman's traumatic battle to stay alive and get justice against the odds.

John Simm reprises his role as Brighton-based Detective Superintendent Roy Grace, for a new series of crime drama *Grace*.

And, ITV continued to be home to the two biggest soaps in the UK in 2024. *Coronation Street* averaged 4.4 million viewers per episode with *Emmerdale* in second place with 3.9 million viewers. Both soaps continued to create unmissable TV moments.

Entertainment:

Entertainment continued to be a hugely important part of the ITV schedule in 2024 both with returning and new formats.

The Masked Singer returned with a brand-new cast of twelve celebrities playing twelve characters in the show's signature extraordinary costumes, taking to the stage to sing in disguise and stump the panel and viewers alike.

Popular quiz format *Ant and Dec's Limitless Win*, the only show of its kind to offer a limitless cash jackpot, returned.

Ant & Dec's Saturday Night Takeaway series finale peaked with a massive 6.3m viewers, bringing the final series (for now) to a close with one almighty two-hour extravaganza.

The 1% Club continued to go from strength to strength, cementing its status as ITV's most popular quiz show. Hosted by Lee Mack, *The 1% Club* is not about what you learned at school or your ability to memorise facts – it's about real intelligence. Everyone is on a level playing field which means anyone can play along, making it perfect viewing for the whole family.

Reality favourites in the schedules this year included *Love Island* and *Big Brother* on ITV2 and *Celebrity Big Brother* on ITV1.

I'm a Celebrity...Get Me Out of Here! on screens for over 20 years, and still the No1 entertainment show, last year launched with 10.8m and the series grew its audience year on year.

ITV also added new entertainment hits to our enviable roster of shows, during this period. Luke Littler and Freddie Flintoff in a Christmas special of *Bullseye* proved a huge treat for viewers, with a massive 8.6m reach on ITV platforms.

Romesh Ranganathan's *Parents' Evening* had a successful launch in this period too, winning a recommission, having reached 6.5m across its first run

ITV also brought the big entertainment events to audiences around the year, from *The Academy Awards* to the *The Olivier Awards* and the *Royal Variety Performance*, through to *The Brits*, *Pride of Britain* and *Soccer Aid for Unicef*.

Sport:

2024 continued to be a big year for sport on ITV. The summer was dominated by Euro 2024 and ITV attracted an audience of 13.3m with exclusive coverage of England's nailbiting last minute victory against The Netherlands in the semi-finals. Overall reach for the tournament (including highlights) was 41.2 million viewers & 68% of the population.

ITV's Six Nations coverage (including highlights) reached 21.5 million viewers and 41% of all men. The biggest audience came on the final weekend - "Super Saturday" when England beat champions Ireland at Twickenham. In 2024 there were 16.7 million streams for our 6 Nations coverage (including highlights), an increase of +24% on 2023.

ITV remains the home of the Lionesses. In 2024 our coverage included the Lionesses' successful qualification for Euro 2025. The overall reach for the Lionesses across ITV1 & ITV4 in 2024 totalled 12.8 million.

Horseracing also continued to be an important element of ITV's sporting offer and *The Grand National* gave ITV its 35th biggest audience for Sport in 2024 with a peak of 6 million. ITV Racing overall had a great year in 2024, reaching 19.2 million viewers⁴. It was streamed 18 million times on ITVX, a 29% increase on 2023.

ITV4 carried live daily coverage of *The Tour De France* throughout July 2024 and the overall reach totalled 4.8 million⁵.

Daytime:

Live daytime shows have continued to deliver great content and strong audiences. ITV remained committed to entertaining and inspiring daytime audiences through a broad offering of topical chat, magazine, and both new and returning shows. *Good Morning Britain* continues to perform well, averaging 584,000 viewers a day, and reaching 4.2 million a week. *Lorraine* continued to bring lifestyle, health and entertainment stories to viewers every morning, averaging 653,000 viewers an episode with a 16.4% share and reaching 2.7 million viewers a week in 2024. *This Morning* and *Loose Women* averaged 682,000 and 692,000 viewers per episode respectively.

Across the afternoons, the biggest programme in daytime across all channels continued to be *The Chase*, averaging 2.9 million viewers per episode. It was joined by established quiz show *Deal or No Deal* which is now the second most watched programme in daytime across

⁴ This figure includes ITV Racing, ITV Racing Breeders' Cup Live, Racing League Live and Sky Bet Sunday Series & The Opening Show

⁵ Inc. live and highlights on ITV4

all channels, averaging 1.8 million per episode. They were joined by *Pictionary* which averaged 1.8 million and *Tipping Point* with 1.6 million viewers.

Children's:

We continued to offer a dedicated destination for kids on ITVX - ITVX Kids - appealing to both school age and pre-school age children, with content spanning a wide-range of genres and subjects including comedy, gameshows, live action, animation and sport. The curated collections feature a wide range of titles, including brand new programmes dropping monthly on the service.

New shows complemented existing favourites, including *Spellbound*, *The Rubbish World of Dave Spud*, *Looney Tunes*, *Masha & The Bear* and *Lego Ninjago: Dragons Rising*, which are also available on ITVX Kids. ITVX Kids also hosts some much-loved British brands, including the animated series of *Mr Bean*, *Lloyd of The Flies*, and for younger pre-school children, *Teletubbies Let's Go*, *Pocoyo*, *Interstellar Ella* and *Bob The Builder* amongst other titles.

Additional matters:

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

ITV continued to reflect the lives and concerns of all its viewers throughout its programming. Many programmes shown had a strong regional flavour and portrayed life in different communities, including of course our flagship continuing dramas, *Coronation Street* and *Emmerdale*.

ITV champions diversity across all our programming. We want everyone to enjoy content that reflects their own experiences, celebrating both what makes us different and what connects us. Our programmes reflect the lives of different individuals, communities and cultures.

As one of ITV's most iconic shows, *Love Island* is at the forefront of inclusive mainstream broadcasting. 2024's summer series started on a high, opening with 3.3 million viewers (3.5m across C28), and ended with Mimii Ngulube and Josh Oyinsan winning the series – the first Black couple to do so.

The summer of 2024 saw the first blind host of an ITV show, as comedian Chris McCausland took the helm of his Saturday morning breakfast show. Produced by Cactus TV, and supported through additional ITV accessibility funding, the team embedded adjustments into the production to ensure Chris' access requirements were met, including adapting the autocue system to Chris receiving his script via an earpiece from the producer.

Over the past year, we have also commissioned new programming including brand new primetime celebrity gameshow for ITV1 and ITVX, Romesh Ranganathan's *Parents' Evening*. Conceived by the diverse-led Ranga Bee Productions with Romesh at the helm, funding provided by ITV's Diversity Development Fund proved crucial in developing a pilot

show and enabling a first time ITV commission from the company. It was well received, with almost 80% of viewers claiming it felt new and fresh. It has been recommissioned for an extended second series.

Our talent strand, *Fresh Cuts*, expanded in 2024 with Black and Disabled filmmakers producing short-form series for Black History Month and Disability History Month, for ITVX and YouTube.

Drama content with diverse leads in 2024 included police thriller *DI Ray*, created by Maya Sondhi, which was set in Birmingham and starred Parminder Nagra in the lead role, as well as *Red Eye*, a high octane hit series starring Jing Lusi.

Much of our reality and entertainment programming involves members of the public taking part in programmes in a variety of genres, formats and situations, and across our shows, a range of ordinary people of different ages and backgrounds are represented, as well as celebrities. Television remains a central communication medium in our culture, and must properly reflect our modern society and all of its diversity to appeal to wide audiences.

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

In 2024, ITV exceeded all of its Ofcom targets for subtitling, audio description (AD) and sign language translation across all channels. ITV provided subtitles for 100% of programmes on ITV3 and ITVBe and above 99% for all other channels. ITV provided more AD than ever, including 28% of the main channel and over 80% of ITV3.

ITV continued to develop its new live AD capability, delivering the service to sports fans for the Six Nations rugby tournament, in partnership with Guinness. This proved extremely popular and is driving our ambition to do more in 2025.

ITV publicises its accessibility@itv.com email address widely, including at the end of every subtitled programme and we consequently engaged directly with over 3,000 customer contacts to answer questions, receive feedback and resolve issues. We continued to meet with our ITV AD viewer forum, with over 30 AD users who feed back on our services and help us to identify improvement opportunities. We work closely with the key lobby group organisations, and we participate regularly in Ofcom's accessibility working group.

In 2024, on ITVX, we ensured that 99.5% of the more than 40,000 VOD programmes carried subtitles on all platforms and devices, with 21% of programmes also carrying audio description. We significantly grew the size of the Signed - BSL VOD category, including all of the ITVX exclusive series as well as every new episode of *Coronation Street* and *Emmerdale*. ITVX's 24/7 BSL channel 'ITV Signed' continued to offer a mix of ITV's biggest new titles & classic programming on a dedicated channel throughout the year.

Signpost:

Signpost Productions continued to be a major UK provider of on-screen British Sign Language (BSL) translation and content in 2024. It produced more than 1500 hours of content for ITV's family of channels and ITVX. It also produced signed content for other broadcasters including UKTV, Channel 5, Virgin Media Ireland and S4C, the Welsh broadcaster, providing signed content in British Sign Language with a Welsh dialect.

In 2024, Signpost grew its programme making arm, producing a range of content including the fourth series of the award-winning magazine show *This is Deaf* for British Sign Language Broadcasting Trust (now Lumo TV). It also worked with *The One Show* producing inserts for the programme and will continue to do so into the next year. It is also producing a documentary for the BBC *Our Lives* series entitled '*The Film I'll Never See*' following the story of a poet who is going blind.

Training and development was a key focus for Signpost and providing opportunities for Deaf, disabled and neurodivergent programme makers. The Signpost Academy continued to strengthen relationships with schools, colleges and universities. The three year training programme, grant-funded by the North of Tyne Combined Authority, Making Creativity Works continued to be a success. The project aims to feed into the CDN's Doubling Disability targets providing modular-based training and signposting participants to various pathways within the industry and last year more than half of the participants were supported into paid employment. In addition new opportunities for training and development have been sourced with Gateshead College and Bauer Media.

Online services:

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

- **Performance:** ITVX's strong performance continued into its second full year with year on year growth of 20% in streaming hours & 15% in monthly active users. With viewers watching more often, and for longer, the profile of viewing continues to be attractive with 58% of viewing on ITVX from 25-54s compared to only 26% of 25-54s on ITV's Linear channels.
- ITVX had the highest average monthly reach across all BVOD competitors in 2024 (Channel 4, Sky/Now, My5 and UKTV)
- Regular cadence of releases helped keep users on ITVX in 2024, with 96% of users coming in to watch *Mr Bates vs the Post Office* in January 2024 active again in 2024.
- A new drama windowing strategy saw programmes debut on linear as the boxset dropped on ITVX, and Drama viewing increased 13% year on year following the changes. This strategy also caused a significant drop off of PVR viewing replaced by viewing on ITVX increasing addressability.
- We increased the prominence of live news and sport during the year on the homepage introducing the ability to link to a new look Sport & News pages

showcasing national and regional news. News viewing on X up 34% Year on Year, Sport was up 69% year on Year but this is mainly due to Euros 2024 coverage.

- We moved the premiere of both *Coronation Street* & *Emmerdale* to ITVX, where they go live at 7am on the day of linear transmission. Viewing to the soaps on ITVX has increased by 26% (*March - September 2024 vs October 24 - April 25*) and early evidence shows that overall viewing to soaps has stabilised since the move to an ITVX premiere.
- *Product & Distribution:* The footprint of ITVX expanded in 2024 through launch of ITVX on Playstation 4 & 5, Apple Vision Pro and the launch of Freely in partnership with BBC, Channel 4 and Five. We also deepened our integrations into TV partner UIs to drive more linking from their platforms including Continue Watching functionality on Samsung and Roku and the ability for users to stream from iOS to the big screen with Apple AirPlay. We introduced more homepage and programme page personalisation coupled with a new smaller tile size on the homepage, which allowed us to show a greater breadth of programming - a key driver of the increase in streaming hours. We added a new short form sport proposition to support the Euros and ongoing sport. We further extended our accessibility offering with BSL and more subtitling. Plus, we launched two new commercial propositions; Kerching and Ads on Pause.
- To deliver and maintain this strong performance we focus our ITVX investment on enhancing the depth and breadth of content, continuous improvements in the product and user experience, and expanding the distribution and marketing of ITVX.
- *Content:* There are over 27,000 hours of content available (including over 5,000 hours exclusively on the premium ad-free tier), including on-demand content from our five linear TV channels, FAST channels, exclusive ITVX content (such as true crime and US box sets), ITVX Kids, and over 250 films creating one of the UK's largest free film libraries. Programmes which contributed significantly to the year-on-year increase in streaming include: *Mr Bates vs The Post Office* (over 5.5 million viewers on ITVX alone), *Red Eye* (4.2 million viewers on ITVX) *Love Island/All Stars* (126 million streaming hours), *Euro 2024* (57 million streaming hours) & *I'm A Celebrity Get Me Out Of Here* (45 million streaming hours)
- News is an important part of ITVX's proposition and is now fully embedded within ITVX, with News streaming hours up 42% year-on-year⁶. Our constantly updating ITV News bulletin reflects the latest news, a News Category page showcases the depth and originality of our reporting, and full regional news services offer all catch up of all 18 regional news programmes each day, plus weekly exclusive longer form content which focuses on communities and events in all 12 of our news regions.

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

⁶ Exc. non-news/weather and GMB

viewers. ITV also continued to schedule any potentially unsuitable material for younger viewers after the watershed, and provided verbal warnings about content that viewers might find unsuitable or upsetting.

Public input:

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

ITV's Social Purpose:

Throughout 2024, ITV continued to drive positive change, both on and off-screen, through our social purpose priorities and by harnessing our content and platforms. We reflect and shape culture for good and, most importantly, drive tangible change. In 2024 our Social Purpose strategy spanned four focus areas: Mental Wellbeing, Diversity, Equity and Inclusion, Climate Action and Better Futures. Each had clear targets and timeframes, helping us deliver our ambition to shape culture for good.

Britain Get Talking, ITV's flagship mental wellbeing initiative, focused on the power of friendship to help protect our mental wellbeing. With 1 in 3 of us seeing our mates less than we have in years, our campaign asked friends to spend more quality time together. Just over 1 million people took a mate on a date as a result. *Loose Women* also celebrated their 25th birthday by supporting *Britain Get Talking*, hosting a 25-hour Talkathon on ITV1 and ITX to raise awareness and funds for our mental health charity partners. WWF won our inaugural Head First Award, which gave them £1m of advertising to promote better mental wellbeing. Their campaign, *Prescription for Nature*, launched around World Mental Health Day in October. Across the year, 46 million actions were taken by the public to support their mental wellbeing as a result of ITV's content and campaigns.

Climate Action remains a priority across our whole organisation. In 2024 on-screen, we showcased climate issues within all genres, including an episode of *Loose Women* 'Goes Green' from the Eden Project in celebration of Earth Day, accompanied by an ad break of sustainable brands, and *Cooking With The Stars* featured vegan and vegetarian celebrities Pasha Kovalev and Ellie Simmonds.

Behind the scenes, we continued to transform our production practices to be more sustainable. ITV Studios trialled battery-powered alternatives to diesel generators on set and explored innovative solutions like remote production and file transfer technology to minimise the environmental impact of the shows we make. In March 2024, ITV published its first Climate Transition Plan to provide a transparent update on our progress towards net zero, as

well as how we are managing climate-related risks, and accelerating the transition beyond our value chain.

ITV continues to grow our Diversity, Equity and Inclusion work, which aims to create and showcase content by, with and for everyone, connecting and reflecting modern audiences. Through our Diversity Commissioning Spend (DCS, formerly the Diversity Commissioning Fund) we continued to commission diverse creatives, companies and content such as Romesh Ranganathan's *Parents' Evening*; a brand new primetime celebrity gameshow. Our Diversity Development Fund (DDF) supported a thriving pipeline of ideas and creatives. We expanded our initiative, *Fresh Cuts*, with Black and Disabled filmmakers producing short-form content for Black History Month and Disability History Month. In 2024, we launched Diversity, Equity and Inclusion (DEI) mandatory training globally for all our colleagues, equipping them with the knowledge to champion inclusion in their own roles.

Our Better Futures activity in 2024 continued with our biggest fundraising event, *Soccer Aid for UNICEF*. Since its launch in 2006, over £106 million has been raised for children across the world who need it most. We continued our Creative Access partnership matching mentors from ITV with individuals from underrepresented groups in the media industry, with 429 mentoring partnerships completed by the end of the year. In the UK, we maintained our focus on the health of schoolchildren. *Eat Them To Defeat Them*, our campaign in partnership with Veg Power, ran for its sixth year with £1.5m worth of airtime donated by ITV. 44% of parents claimed their child ate more vegetables as a result of seeing the advertising. We also provided airtime to encourage schools to take part in *The Daily Mile*, which aims to get children to take 15 minutes of exercise each day. 15,543 schools signed up as a result.

Statement of Programme Policy 2025

Overall strategy and themes:

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

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

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

The programme offer for 2025:

News:

ITV's impartial, independent journalism makes an enormous contribution to public service broadcasting in the UK.

Our teams across network news programming and our 18 regional news programmes deliver accurate, impartial, trusted news on a daily basis, always putting our viewers at the heart of our journalism.

As global events continue to dominate, our teams working for our network news operation will report across the globe on the second Trump presidency and the on-going wars in Ukraine and Middle East. Our newsgathering teams across the UK continue to reflect the major stories dominating public life and the issues that matter to our viewers - the economy, immigration, the cost of living crisis, the welfare state among many others.

Driving original investigations and distinctive journalism continues to be a priority for ITV News - either unique stories that haven't been told before or a special take on stories that matter to our audiences. Highlights in 2025 will include our science team securing unprecedented access to the RSS Sir David Attenborough in the Antarctic, our social affairs correspondent Sarah Corker continuing to drive impact after uncovering hundreds of babies were buried in unmarked graves, and our global security editor Rohit Kachroo delivering a series of reports following an undercover investigation into the far right group Active Club England.

Driving an engaged, digital audience continues to be a priority for our news service. Regional news is now a core service on our streaming platform ITVX. It means news from the regions, nations and internationally has prominence alongside our most recognisable national programmes. We are expanding our presence on YouTube, with more bespoke ITV News channels - including one where we stream all our news programmes in full and another with "inspiring" news stories to engage news-avoidant audiences.

Factual and Current affairs:

In 2025 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 2025 will be the mainstays of ITV's current affairs schedule. They include the weekly *Tonight* programme, which leads with an agenda of domestic stories and issues. It will be complemented by our BAFTA-winning, investigative strand *Exposure*, offering high-impact hour-long documentaries. Political analysis will be provided by the agenda-setting weekly political talk show *Peston*, and personal and household finance advice by *The Martin Lewis Money Show*.

Through 2025 ITV will continue to provide quality new factual programmes on matters of interest to our viewers. In crime, documentaries *Brianna: A Mother's Story*, and *The Undercover Police Story* explore these issues. ITV will also be broadcasting *The British Blood Scandal* in late Spring 2025.

Olivia Attwood: The Price of Perfection returns to our screens for a second series as she continues to explore the world of cosmetic surgery.

In international affairs, we will be charting President Trump's first 100 days in office with *Shock & Awe: Trump's Return*, and some of the titles in our *Exposure* strand include *Inside China: The Battle for Tibet*, *Our Land: Israel's Other War* and *America's Veterans: The War Within* from award-winning producer Deeyah Khan.

Elsewhere, Martin Clunes is back for a third series of globe-hopping adventures in *Islands of the Atlantic*. Noel Edmonds' invites us to his farm in *Kiwi Adventure*, and Joanna Lumley explores the Danube.

Drama:

ITV will continue to be the home of quality drama in 2025, 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 2025 is *Playing Nice*, set against a sweeping Cornish landscape, two couples discover that their toddlers were switched at birth in a hospital mix-up, and face a horrifying dilemma: do they keep the sons they have raised and loved, or reclaim their biological child?

It will be joined by *Protection*, a witness protection thriller starring Siobhan Finneran, and *Code of Silence* which stars Rose Ayling Ellis as a deaf catering worker in a police station canteen who is called detective superintendent to lip-read the conversations of criminals.

There will also be several popular returning dramas in 2025, including the final ever episode of *Vera*, starring Oscar nominated Brenda Blethyn as the eponymous Northumberland detective in one of ITV's most successful and long running series. Viewers will also see the return of critically acclaimed *Unforgotten*, starring Sinéad Keenan and Sanjeev Bhaskar as DCI Jess James and DI Sunil 'Sunny' Khan, bringing back their compelling on-screen partnership as they delve into unresolved crimes, promising another powerful exploration of hidden truths and long-buried secrets. Set in Brighton and based on the bestselling novels

by Peter James, viewer favourite *Grace* will return in 2025, once again starring John Simm and Ritchie Campbell.

Entertainment:

Entertainment will continue to be a hugely important part of the ITV schedule in 2025. Our top event shows will be back for more including: *The Masked Singer*, and *Britain's Got Talent*, and later in the year, *I'm A Celebrity...Get Me Out of Here!* These will continue to be star driven with some of the country's biggest names continuing their relationship with ITV. Game and quiz shows will be in plentiful supply with a line-up including: *The 1% Club*, *Beat The Chasers*, *Who Wants To Be A Millionaire?* *Wheel of Fortune* and *Celebrity Catchphrase*. New entertainment shows coming to screens in 2025 include *Shark!* *Celebrity Infested Waters*, *99 to Beat* and *The Assembly*. ITV will also continue to showcase some of the biggest reality shows including a new series of *Celebrity Big Brother*, more from everyone's favourite dating show *Love Island* and a little bit extra with *Love Island: All Stars*. ITV will also be bringing viewers coverage of some of the tentpole 2025 entertainment moments including: *The Oscars*, *The BRIT Awards*, and *the National Television Awards*.

Sport:

Providing coverage of major sporting events, and creating shared moments for our audiences to enjoy, continues to be very important to our programming offering in 2025. The sporting highlight of the year for many will be *Uefa Women's Euro 2025*, live on ITV. ITV will bring viewers extensive live coverage of the tournament from Switzerland and ITV's star-studded on-screen team, led by Laura Woods, will offer expert insight, opinion and analysis of all the action. ITV remains the home of England men's football with all qualifiers for the FIFA World Cup live and exclusive on ITV1 and ITVM.

ITV has partnered with Sky Sports and from January 2025 will be showing games from both The Carabao Cup and the EFL.

In rugby, ITV looks forward to the *2025 Six Nations Championship* with a stellar line-up of matches set to be shown live on the channel. The 2025 Championship is the latest part of a six-year deal between ITV and the BBC that sees matches shared between both broadcasters on television and online. ITV will also be bringing viewers live American Football coverage with Super Bowl LIX. Racing will continue to be an important part of our sport portfolio, and we'll continue to carry horse-racing from across the country, and major set-piece events such as *The Cheltenham Festival*, *The Grand National*, *The Derby* and *Royal Ascot*.

Daytime:

In 2025, 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 *Lingo*, *Deal Or No Deal*, *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.

Preparations will begin for changes to the scheduling and production of our award winning Daytime shows, including Good Morning Britain, Lorraine, This Morning and Loose Women.

Once the changes are complete (following formal consultation), GMB will be made by a dedicated team within ITV News at ITN. This change will see ITV bring all its national news gathering into one hub, with Good Morning Britain benefitting from the journalistic and production resources already in place for national news bulletins, for the website and for digital platforms including ITVX. Lorraine, This Morning and Loose Women will continue to be produced by ITV Studios and will be broadcast from a new location in central London.

Children's:

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

Additional matters:

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

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

We will continue to collaborate across the broadcasting industry to drive systemic change.

In 2025 we will announce a further ring-fenced £80 million in commissioning spend for diverse projects over the next three years, and a doubling of the Diversity Development Fund (that helps develop qualifying ideas) to £1 million, following the success of the inaugural Diversity Commissioning Fund.

Forthcoming ITV projects, with funding from the Diversity Commissioning Spend include a primetime ITV1 and ITVX crime drama *Code of Silence*, starring Deaf actor Rose Ayling-Ellis as the lead, which delivers a gripping story supported by a largely Deaf, Disabled and Neurodivergent cast and crew. Also from ITV Drama, a refreshing reimagining of the crime and courtroom genre in *Saviour*, produced by Nisha Parti's Parti Productions alongside production partners Drama Republic, written by first-time screenwriter Imran Mahmood for ITV1 primetime and ITVX. From the Entertainment Commissioning team, a major

entertainment series from Rockerdale Studios, *The Assembly*, which will air in 2025, and sees celebrities questioned by inquisitive interviewers who are autistic, neurodivergent and/or learning disabled. From the Factual Entertainment team, following the success of Flicker Productions' BAFTA award-winning documentary *Ellie Simmonds: Finding My Secret Family*, the retired British Paralympian swimmer returns to front a deeply personal documentary, *Ellie Simmonds: Should I Have Children?*.

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

In 2025, ITV will ensure that programmes are as accessible as possible for all viewers. As always, ITV will meet all its access service commitments to provide subtitling, signing and audio description.

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

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

Signpost Productions will continue to be a major UK provider of on-screen British Sign Language (BSL) translation and content across ITV's family of channels. We will work with ITVX to increase content for Deaf audiences on the VOD services available, striving wherever possible to make signed versions available at the same time as the non-signed versions. We will continue to deliver deaf awareness training through Screenskills, improving accessibility and awareness across the industry.

Online, interactive and text-based services:

ITVX:

We have started 2025 really well and will further enhance ITVX in 2025 building on the momentum we have. We will increase the depth and breadth of content, deliver continuous improvements in the product and user experience, and expand its distribution and marketing.

- *Content:* Using 2024 data, we have been able to identify key genres which drive streaming viewing, and with scripted content proving important, we plan to further

strengthen our drama offering by introducing a weekly drama drop. Every Sunday at 7am we will launch a free to air scripted premiere boxset - a mix of UK commissioned drama with the best from around the world. We plan to increase the amount of UK reality and entertainment on ITVX to further boost viewing, and following evidence lighter viewers stay initially for films, before moving onto commissioned content, we will boost our film collection with more recognisable film franchises.

- We are also introducing more ITVX only News and Sport broadcasts, including bringing top flight golf to free to air audiences for the first time in many years and coverage of key news events as they happen.
- *User experience:* Throughout 2024 we implemented a series of enhancements to improve ITVX's product and user experience with more personalisation, conversion funnel enhancements and upgrades to our user flows through sign in and registration. We also launched on Playstation 4 & 5, introduced a new commercial product "Ads on Pause" and extended the Dynamic Ad offering on the service. Plus, we were the first VOD provider to introduce subtitles on VOD Ads. In the first half of 2025 we will continue to enhance the viewer experience by focussing on deeplinking into the service from partner UIs and also increasing the conversion rate through the viewer funnel. We will introduce restart to Sky and Virgin and bring more of our content forward to partner UIs with Continue Watching and other partner rails. We will also further enhance the experience by launching the ability to promote coming soon content to the service with trailers and remind me functions to give viewers the ability to get excited about new content. We will also enhance the experience with a new Hero and smaller tiles, to get more content in view for viewers. We will introduce content tagging, to highlight new and fresh content. This coupled with more personalisation integrated into the service will highlight more relevant content for viewers. In H1 2025 we will also begin testing a new ad experience which helps viewers navigate ad breaks, making them more positive and ultimately watch more. We will also smooth the viewer pain point for those who sign in on connected TVs. Plus, we will introduce a new ad format to allow advertisers to run Lead Generation ads on ITVX
- *Distribution:* In 2025, ITVX will roll-out on LG TVx. We will further improve the discoverability of ITVX on third-party platforms through creating additional links that bring users directly into ITVX programmes from the main screens of their devices. We will also add account linking to Freely for those watching the live ITV channels on the service, this will link ITVX accounts to IP only viewers on Freely.

Promotion of media literacy:

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

Public input:

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

ITV's Social Purpose:

ITV entertains and connects with millions of people in the UK and globally, reflecting and shaping culture and building brands with brilliant content and creativity. Reflecting and shaping the world we live in gives us a great opportunity: to change ITV for the better, and to use our content and reach to inspire positive change in the wider world. In 2024 we refocussed our social purpose strategy to cover four areas: Mental Wellbeing, Diversity, Equity and Inclusion, Climate Action and Better Futures.

Our 2025 strategy continues to focus on Mental Wellbeing as our social cause, with *Britain Get Talking* taking centre stage for audiences as well as a bigger push towards volunteering in communities as part of our 70th birthday celebrations. From an industry perspective, our *Mental Health in the Media* panel series returns, focussing on sparking conversation and sharing best practice in the industry.

Climate Action remains a priority across our whole organisation. For ITV that means ensuring we deliver on our Climate Transition Plan, achieving Net Zero in how we make, broadcast and stream our shows, managing climate-related risks to ensure our business resilience, and using our reach to inform and inspire audiences to make greener choices.

ITV continues to grow our Diversity, Equity and Inclusion (DEI) work, which aims to create and showcase content by, with and for everyone, connecting and reflecting modern audiences. Our DEI strategy champions diversity through our mainstream content, creates equitable opportunities for people at ITV and across the industry, and ensures we each play our part in creating an inclusive culture. We ensure that accessibility and disability equity are built into everything we do at ITV, including our programmes, processes and places. Our Diversity Commissioning Spend (DCS) has returned with a further £80m ringfenced between 2025 - 2027 and our Diversity Development Fund has been doubled to £1m over the next three years enabling us to support a thriving pipeline of diverse talent.

Better Futures supports the next generation coming into our industry through ITV Academy and mentoring, with 2025 seeing the culmination of our targeted 500 mentoring partnerships with Creative Access. We will also be continuing to support children who need it most, with *Soccer Aid for UNICEF* returning.

We will continue to focus on these four areas of Social Purpose, seeking new opportunities within these areas to connect and engage audiences while shaping modern culture.
