



**STATEMENT OF PROGRAMME POLICY 2020  
INCLUDING THE ANNUAL REVIEW OF 2019**

## ITV REVIEW OF 2019

### Overall Strategy and themes for the year

In 2019, ITV set out to ensure that high quality, original UK content production lay at the heart of our strategy. New, UK-originated programmes are what viewers expect to see on ITV and we were able to meet these expectations, providing a point of distinction in a market increasingly crowded with imports and repeats. ITV also continued to build on our More Than TV Strategy, which launched in 2018, repositioning the ITV brand, developing our data and digital capabilities, expanding our direct to consumer activities.

ITV's Strategy is that ITV will be more than TV – it will be a structurally sound integrated producer broadcaster where our ambition is to maintain total viewing and increase total advertising revenue; it will be a growing and profitable content business, which drives returns; and it will create value by developing and nurturing strong direct consumer relationships, where people want to spend money on a range of content and experiences with a really trusted brand. Our programmes will underpin this.

The ITV schedule for 2019 demonstrated our commitment to high quality, well-produced programmes in a full range of genres that, taken together, provided something for everyone. The large majority of programmes shown on ITV were brand new to screen, made in the UK for the UK audience.

ITV main channel is the home of high-quality commissions in a wide range of genres – from drama and entertainment to factual, current affairs, major sport and news. Our programmes appeal to broad audiences, are at the heart of popular culture, and brought the nation together for the big moments of shared enjoyment.

Overall investment in the network programme budget was maintained at nearly £1 billion, with the vast majority spent on original UK production.

Our programme strategy for 2019 was to continue to build on the many successes of recent years, whilst innovating and taking creative risks to keep the schedule fresh and appealing. ITV performed strongly in 2019 and delivered great viewing figures on air and online with ITV maintaining its total viewing.

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.

The ITV schedule saw the return of the highly popular event shows including *Britain's Got Talent*, *The X Factor*, *I'm a Celebrity Get Me Out of Here* sitting alongside drama firsts such as *The Bay* and *Cheat* and great returning dramas such as *Vera* and *Victoria*. In news and current affairs, the ongoing political situation around

Brexit as well as the General Election at the end of the year were covered extensively by our news teams, including our Leader's Debates programmes, the first of which had an average audience of 7.3 million viewers.

In factual programming, ITV's highest rating show was *Bradley Walsh & Son: Breaking Dad* which had an audience of 6.1 million viewers making it ITV's most watched pre-watershed documentary in more than a decade. *Britain's Busiest Airport – Heathrow* also performed really well, achieving a series average across 12 episodes of 4.3 million viewers, with the best performing episode being watched by 5 million.

It was a really strong year for ITV's sports coverage. ITV showed had exclusive rights to the Rugby World Cup, with the final of *England v South Africa* the most watched sport programme of the year with an average match audience of 11.8m, peaking with a 13.0m across all devices. Across the rest of the tournament, the mainly morning matches averaged 2 million, up on the 2011 World Cup (the last time the matches were shown so early) by +0.9m viewers (+50%). The Six Nations was also popular again, with an average of 3.6 million viewers. ITV's biggest match was *Ireland v England*, which was watched by 5.4 million viewers.

ITV also showed 8 England *Euro 2020 Qualifiers* in 2019, achieving an average audience of 4.9m. The most watched against Bulgaria (pictured) achieved 5.8 million viewers with a one minute peak of 7.7m.

ITV's successful coverage of the horse racing continued, with an average audience of 0.7m across all meetings show on main channel ITV, 0.3m on ITV4 and 0.5m overall average, which was flat on 2018, but up by +3% compared to C4's last year of coverage in 2016. The *Cheltenham Festival* had its biggest audience since records go back, this year on ITV. The 14 hours of coverage across 4 days averaged 1 million viewers, up on last year by +19%. The final day was watched by 1.2m, peaking with 1.7m. *The Grand National* had its biggest audience on ITV since it moved to the channel in 2017, with 5.6m tuning in. It was up on 2018's race by 0.3m and had a massive peak of 9.6m, up +1.1m year-on-year. *Royal Ascot* averaged 0.9m viewers across more than 22 hours of coverage over five days. This was considerably up on 2018's coverage, which was disrupted by the football World Cup, and in-line with 2017's. The peak was 1.5m during Ladies' Day, the day when Frankie Dettori won the four races including the Gold Cup.

Beyond ITV, the ITV family of channels had a very successful year in 2018. ITV2 was the most watched digital channel for 16-34s for the 3<sup>rd</sup> year in a row and was the most watched digital channel across prime time in 2019 for the first time since 2011. On ITV2, *Love Island* broke all records as the most watched series ever, and providing ITV2 with its biggest ever audience. It was also the most watched digital programme of the year. On the 30<sup>th</sup> of June it beat all the terrestrial channels to be the most watched programme of the day for the 1<sup>st</sup> time ever. It broke the 6 million viewer mark 5 times across the series.

Finally, the appetite for viewing and interacting with content online continued to grow during 2019. ITV Hub continued to grow with average consumption on hours up by 15% on the previous year. ITV Hub also increased its registered viewers to 30 million.

## **Tier 2 arrangements**

### **Independent Production**

Obligation 25%; achieved 37%

### **Originations**

Obligation 65% of overall output and 85% of peak time output must be originally produced or commissioned for ITV; achieved 94% overall, 93% in peak.

### **Out of London**

Obligation 35% of programmes in both volume and value must be produced outside the M25, excluding News, Acquired and Repeats; achieved 48.33 % Volume and 47.28% Value.

### **European**

Obligation over 50% of overall output must be European Works; achieved 91%

## **The Programme Offer**

### **News**

ITV News in 2019 continued to build on its established position as a high quality, trusted and authoritative news service providing viewers with accessible and informative coverage of major UK and international news stories.

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

In addition to *ITV News at Ten*, ITV continued to transmit network news programmes throughout the day with half hour programmes at 1.30pm and 6.30pm on weekdays plus bulletins during weekends. We provide coverage for 18 regions, with a regionalised news service for each. Each nation, region or sub-region has its own dedicated 6pm weekly news programme with bulletins during *Good Morning Britain*, at lunchtime, late evening and weekends. ITV's schedule contains two half hour news bulletins in peak time every weeknight.

ITV News was presented in 2019 by one of the strongest teams working in broadcast news. All programmes were supported by a team of specialist correspondents in areas such as politics, business, home affairs, crime, sport and science.

2019 was another great year for ITV News with ITV News reaching 19 million viewers a week and over 31 million viewers a month. The number of people watching our regional news programme at 6pm had increased by nearly 10% since 2015 and the number watching our national news programme at 6.30pm had grown by nearly 5%.

The new ITV News website, which was launched in 2015, continued to perform well, attracting a large number of unique browsers per month in 2019.

### **Current Affairs**

Across the year ITV met its current affairs licence obligations in both the peak and off-peak schedules.

At the heart of the 2019 current affairs output was the *Tonight* programme. The programme brought together the production strength of ITV Studios together with that of ITN, the ITV national news provider. As a result, the series was able to offer in-depth coverage of the important issues of the day as well as being able to react confidently and quickly to major stories as they broke.

Alongside *Tonight* the 2019 schedule also featured some single current affairs films and short series. The aim of these was to probe some less familiar territory, often in uncompromising ways. In doing so we aimed to increase the range of current affairs programming for the ITV main channel audience.

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

ITV's political programme hosted by Political Editor; Robert Peston called *Peston*, continued in 2019 and offered viewers a fresh and distinctive approach to political discussion.

*Exposure* also continued as independent episodes throughout the schedule to explore significant domestic and international stories in depth, and ITV's current affairs show, *On Assignment*, looked at the stories behind the headlines dominating the international news agenda.

*Real Life Stories with Ranvir Singh*, a current affairs series that tells unique personal stories of people involved in extraordinary events which have changed their lives, also continued. Presented by Ranvir Singh alongside reporter Michael Underwood, the programme provides a close insight into contributors' lives from their own perspectives, explores issues which affect the public, and delves deep into the stories behind the headlines.

## **Education and Social Action**

In 2019, factual programmes played a key role in the ITV schedule providing intelligent, thought-provoking programmes that reflect the diverse interests and passions of the audience with an eclectic mix of popular factual and landmark documentaries.

## **Children's**

The focus of ITV's children's programming delivery was via CITV, the UK's most popular commercial children's channel. We also continued to show programmes for pre-school and school age children at weekends on ITV Breakfast.

## **Religion and other beliefs**

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

In 2019 ITV produced one hour of newly originated material in this genre which was the act of worship for inclusion in the Christmas schedule, transmitted on Christmas Eve.

## **Drama**

ITV continued to deliver a rich and varied mix of new and returning drama in 2019 including new series of *Endeavour*, *Doc Martin*, *Cold Feet*, and *Vera*.

New dramas launched in 2019 included *A Confession*, *Cheat*, *The Bay*, *Deep Water* and *The Widow*.

*Coronation Street* and *Emmerdale* built on their strong 2018 performance to deliver compelling stories that include relevant and thought-provoking contemporary issues.

## **Entertainment and Comedy**

### *Entertainment*

Entertainment continued to be a hugely important part of the ITV schedule in 2019.

Our top event shows were back in 2018, such as *Britain's Got Talent*, and *I'm a Celebrity*. *Dancing on Ice* also returned after four years, with an average audience of 6.2 million. These continued to be star driven with some of the country's biggest names continuing their relationship with ITV.

Other popular shows also returned such as *Ninja Warrior* and *The Chase*.

### *Comedy*

2018 saw comedy grow with popular comedy shows including *Timewasters*, *Zomboat* and *Plebs*.

## **Feature Films**

ITV continued to schedule feature films across all dayparts in 2019.

## **Sport**

ITV continued coverage of nearly all our contracts for 2019 including coverage of the Rugby World Cup, the Six Nations Championship and the Tour de France.

## **Off Peak**

### *Daytime*

In 2019, ITV remained committed to entertaining and inspiring daytime audiences through a broad offering of topical chat, magazine, and both new and returning shows that grew in popularity with viewers.

The *Good Morning Britain* breakfast show continued to bring the stories that the nation was waking up to every weekday morning; presented by Susanna Reid, Piers Morgan, Ben Shephard, Charlotte Hawkins, Kate Garraway and Sean Fletcher. *Lorraine* also continued to bring lifestyle, health and entertainment stories to viewers every morning.

*This Morning* entertained and informed audiences live every day with its unique blend of human interest, social issues, news review, celebrity and lifestyle. The programme launched a range of key events, initiatives and new strands across the course of 2018.

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

Across the afternoons, popular, established factual and lifestyle brands such as *Dickinson's Real Deal*, *The Chase* and *Tipping Point* returned, covering a wide range of topics from celebrity chat to antiques to cookery to quiz. *The Chase* is one of the most popular daytime shows, regularly receiving ratings over 3 million.

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

### *Late Peak / Night-time*

In 2019, ITV continued to deliver a mixed schedule of current affairs, documentaries, arts, films, sport, acquired series and catch up of key ITV, ITV2 and ITV4 series.

### **Additional Matters**

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

ITV continued to reflect the lives and concerns of all its viewers throughout its programming. Many programmes shown had a strong regional flavour and portrayed life in different communities.

In 2014, ITV also launched its Social Partnership, a third element to our commission process. Made up of four sections – Inclusive Programming, Inclusive Workforce, Community and Causes, and Environmental Impact – the Social Partnership will sit alongside Editorial and Business Affairs in the Commissioning Process, signalling ITV's intention to work with the production sector to make a positive impact in these areas and ITV continued with this throughout 2019.

ITV continued to ensure our programmes reflected the many different communities in society. Central characters and storylines reflecting minority ethnic groups and disability continued to feature in some of ITV's most popular and regular series, including *Coronation Street* and *Emmerdale*.

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

ITV continued to have regular dialogue with relevant charities and interest groups about its provision of access services during the course of the year, including the RNIB and Scope, who we have assisted with their Big Hack review of VOD platform accessibility. We meet regularly with representatives from relevant organisations and take part in events.

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

Audio description was provided for much of ITV's drama and many films across the channels, particularly in Peak where there is greatest value to viewers. In 2019 ITV continued to voluntarily commit to audio describe 20% (the Ofcom target is 10%) of our programming, which we achieved across all channels, apart from ITVBe, which exceeds the Ofcom quota but not our voluntary quota just yet, as it is still a young channel. Audio description levels on ITV2 and 3 were up at around 50%.

All signing targets have been met across the channels.

In 2019 around 75% of content on the ITV Hub (Desktop only) carried subtitles, and almost 100% of broadcast pre-recorded programming. Audio description is available



on Android and around 70 hours of programming a month carried audio description. Audio description was also made available on the iOS platform during 2019, providing greater accessibility of our on-demand programmes. In 2019 we launched subtitles on our on-demand content on Apple TV and Amazon Fire devices.

We continued to show a broad range of visually signed programmes in consistent slots, taking advice from the stakeholder agencies.

ITV SignPost continued to be a major UK provider of on-screen British Sign Language (BSL) translation and content. A sign-presented version of Share A Story aired throughout the year on CITV, providing weekly mainstream TV content accessible to deaf children. It also produced signed content in Irish Sign Language (ISL) for the broadcaster RTE and took on a new contract with Welsh broadcaster S4C to sign content in British Sign Language with a Welsh dialect.

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

ITV SignPost's key focus was in programme making and establishing itself as a centre of excellence for new Deaf-led content. It worked on a new series of ground-breaking Deaf-presented programmes for CITV called Dare Master, with all ten of episodes broadcasting in the October holidays. Filming also took place on a new documentary series for the British Sign Language Broadcasting Trust. Deaf Lives is biographical life stories of prominent members of the Deaf community. SignPost also produced two football documentaries, The Beautiful Game, which took an in-depth look at the world of Deaf football.

In addition, SignPost worked with the BSLBT on a monthly magazine programme following the world of Deaf football. The Muddy Boot Room was a highlights and discussion show, produced by SignPost and presented from its Gateshead studio.

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

## **Repeats**

ITV does not have a formal repeats policy. The bulk of the ITV schedule consisted of first run original programmes. Some drama repeats were shown in the afternoons, late at night and at weekends but the peak time schedule was made up almost entirely of new UK originated programming.

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

### **BritBox**

In November we successfully launched BritBox UK, the largest collection of British box sets all in one place, with the BBC as a strategic and equity partner, C4 and C5 as content partners and EE and BT as distribution partners. Early results show a good performance in line with our business plan, with brand awareness high following a successful advertising and brand launch. We are seeing strong subscriber appeal with the majority of customers converting to become paying subscribers after the free trial period. BritBox UK is now on ten platforms making it available on 15 million UK TV screens.

### **ITV Hub**

In 2019 the appetite for viewing and interacting with content online and on demand continued to grow and ITV has met this demand by continuing to make content available on multiple platforms and devices.

The ITV Hub continued to grow in 2019. Growth was driven by our viewers' appetite to watch our content whenever and wherever they want, be it catch up or, increasingly, simulcast. In 2019, the ITV Hub was available on 28 platforms and is pre-installed on the majority of connected televisions currently sold in the UK. Online viewing, which measures the total number of hours viewers are spending online, was up 13% driven by viewing on connected TVs and through streaming devices. Dwell time, which measures the average time spent viewing per session across all platforms, was up 6% in the year. The ITV Hub now has 31 million registered user accounts (2018: 28 million), already ahead of the 30 million target by 2021 and monthly active users was up 28%.

The ITV Hub helps ITV reach valuable younger audiences – in 2019, over 80% of the UK's 16–34 year olds are registered. Younger viewers use the ITV Hub for simulcast viewing, as well as catch up.

### **Promotion of media literacy**

ITV continued to ensure that clear and comprehensive programme information was provided, including listings guides and TV and online programme guides. Where appropriate ITV signalled clearly which content might be unsuitable for younger or more vulnerable viewers.

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

As viewing increasingly takes place online on the ITV Hub, ITV continued to focus on ensuring that appropriate information about programmes was provided in a way

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

### **Public input**

ITV's Viewer Services handled comments and complaints from viewers, all of which were dealt with as appropriate by both viewer services and compliance teams. Viewer feedback is taken seriously by the programme teams and is made available to all staff via the ITV intranet so that the whole company is able to see how viewers have reacted to programmes.

ITV also carries out regular audience research through a regular large-scale survey to canvass opinion on ITV programmes and on-screen talent, which helps, inform the commissioning and production process.

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

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

In 2019, we launched our new Social Purpose strategy, setting ambitious targets to shape culture for good. We identified four priority areas in which we are committed to making a difference, both on-screen and behind the screens. These are:

- Better Health – inspiring change in how we look after our mental and physical health
- Environment – creating programmes with the biggest impact on the audience and the smallest impact on the planet
- Giving Back – giving back to our local and international communities through causes we care about
- Diversity and Inclusion – fostering creativity by embracing diversity and encouraging inclusion.

#### *Better Health*

Our mental health campaign 'Britain Get Talking' launched in October 2019, the start of a five year commitment to mental wellness. Supported by the charities Mind and YoungMinds, it was launched by Ant and Dec during Britain's Got Talent: The Champions final. The show was paused for a minute to give families watching time to start a conversation. This was followed by a 60 second television advert showcasing

some of ITV's best-known faces, all in silence to encourage families to talk. A unique silent advertising commercial break followed, showcasing brands who also fell quiet to support Britain Get Talking and encourage people to talk at home. The initial campaign ran for four weeks, accompanied by a press, social and digital campaign. ITV editorial covered mental health topics, while #BritainGetTalking was fast-adopted as a hashtag for mental health awareness and action.

2.8m people started a conversation with their children, family and friends, or had a better quality of conversation, as a result of seeing the campaign.

ITV continued its partnership with the Daily Mile in the UK, which encourages primary school students to run or jog for 15 minutes a day. Before ITV began the campaign, 1,947 schools had signed up. Our work promoting the Daily Mile in 2019 saw more 656,000 more children taking part in the Daily Mile, with the biggest uplift of the year in schools signing up to participate in the scheme.

In January 2019, ITV launched a partnership with Veg Power and an alliance of supermarkets and food brands to encourage children to eat vegetables. By the time children start school, one in four children in the UK is living with obesity; by Year 6, it's one in three. With 80% of children not eating their recommended daily recommended portions of vegetables, our campaign set out to change the narrative, moving from the worn-out 'Eat your Greens' message to a child focused, exciting proposition: Eat Them to Defeat Them. Recognising that kids often really feel they don't like vegetables, ITV worked with ad agency adam&eveDDB to develop an advertising campaign to make vegetables the baddies, who can only be defeated if kids eat them. ITV donated £2 million of airtime to show the television advert to family audiences and brought together 12 supermarkets and food brands to fund the creation of the campaign.

As a result of the campaign, 650,000 children said they'd eaten more vegetables as a result of the campaign (29% of those who saw the campaign) and there was a 2.3% uplift in vegetable sales during the campaign, the equivalent of 17.7 million units of vegetables. That's enough for an extra portion of vegetables per household with kids for every week of the campaign.

Overall, 4.1million people took an action in 2019 to improve their or their family's mental or physical health as a result of ITV campaigns, beating our 2019 target of two million.

### *Diversity*

Diversity is considered from the beginning of the programme-making process and we strengthened our Social Partnership Commissioning Commitments including opening up opportunities for actors with a disability through Break Through On Screen Talent. We also reflected broader diversity across the range of genres.

In 2019 ITV published targets for both on-screen and off-screen diversity, with a number of initiatives in place to help meet these targets, including initiatives for writers. Overall, while our on-screen diversity is broadly in line with population figures, we recognise that we still have more work to do, especially on representation of disability on screen and off-screen.

### *Environment*

In 2019, we implemented a new process to capture global greenhouse gas (GHG) emissions to enable us to get more accurate data. This provides a new baseline for our science-based target (the GHG reduction necessary at ITV for a 1.5 degree global warming limit), and for current and future energy reduction. On a like-for-like basis, our 2019 emissions reduced by 21% compared to 2018.

During 2019, we continued to invest in emissions reduction initiatives. We began a major infrastructure project to upgrade the Emmerdale studios to low energy production lighting and efficient air conditioning, and have reduced the impact of outside broadcasting by expanding our use of Hybrid Electric Vehicles across Daytime, Continuing Dramas and Regional News

In 2019 we renewed the renewable energy contracts at all our owned sites and we began a full renewable energy review of our global sites. We will work with our landlords in 2020 to increase the number of sites powered by renewable energy globally. All of ITV's 2019 emissions from our operations (scope 1), energy use (scope 2) and business travel (scope 3) were offset by purchasing certified carbon offsetting credits

### *Giving Back*

ITV continues to partner with Unicef for Soccer Aid for Unicef. In 2019 the campaign raised £7.9m, a record-breaking amount.

ITV also encourages colleagues to volunteer; each employee has 3 paid days to volunteer each year. In 2019 the number of colleagues volunteering increased by 11%.

## STATEMENT OF PROGRAMME POLICY 2020

### Overall Strategy and themes for the year

ITV had intended for 2020 to continue to build on our work of 2019 delivering great content to our viewers and furthering the 'More Than TV' strategy. However, the onset of the coronavirus pandemic meant that our plans for the year have had to change.

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

Lockdown resulted in nearly all productions across the world ceasing production but ITV has kept its news services on air throughout, which, along with its daytime programmes of *Good Morning Britain* and *This Morning* resulted in 10 hours of live programming being broadcast every week day.

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

Above all, we believe there is an ITV for everyone, with programmes that reflect the UK in all its geographic and social diversity with TV programmes that are made by, for and about people from across the UK, reflecting their experiences as well as providing escape from them.

### The Programme Offer

#### **News**

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

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

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

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

happen. This has and will continue to be the case as the teams address the impact of coronavirus.

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

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

### **Current Affairs**

In 2019 ITV will continue with its range of current affairs with an ambitious combination of regular, weekly programmes as well as some significant one-off pieces and short series that will bring a fresh tone to the output. ITV will continue with its political programme hosted by Political Editor; Robert Peston, which will offer viewers a fresh and distinctive approach to political discussion. *Exposure* and *On Assignment* will continue as will *Tonight*. We will also air programmes that deal with the coronavirus pandemic, such as *Coronavirus Q&A* and specials of *The Martin Lewis Money Show*.

### **Education and Social Action**

2020 will see ITV's continued commitment to quality factual programmes that reflect the audience's passions and interests.

Over the last few years, we have built a reputation for exploring the world with well-known personalities who bring their own distinctive passion and curiosity to subjects and in 2020 we will continue to build on this strategy within the constraints placed on us as a result of the coronavirus pandemic. We will also continue to explore issues that affect our viewers.

### **Children's**

We will not be specifying a minimum annual amount of children's programming on ITV in 2020. This is in line with changes to our provision of children's programming discussed with Ofcom in 2009 and reflects the changing patterns of consumption of TV content by children which is less and less on general mainstream channels and more on dedicated children's channels and on-demand.

In 2020 though, we will continue to deliver children's programming on CITV, the UK's most popular commercial children's channel. We will also continue to show children's programmes at weekends on ITV Breakfast - the one time in the week when we believe there is some continuing demand for children's content on general interest channels.

## **Religion and other beliefs**

In 2020 ITV intends to produce an act of worship for inclusion in the Christmas schedule. This is in line with the changes to our provision of religious programming discussed with Ofcom in 2009.

## **Drama**

ITV will continue to deliver a rich and varied mix of new and returning drama with a strong line up of talent both on and off screen.

ITV also remains committed to working with a broad range of Independent production companies across the UK.

*Coronation Street* and *Emmerdale* will build on their strong 2019 performance to deliver compelling stories that include relevant and thought-provoking contemporary issues. We will ensure that much-loved dramas such as these remain in the schedule even against production constraints resulting from coronavirus. In addition, we will mark *Coronation Street's* 60<sup>th</sup> Anniversary.

## **Entertainment and Comedy**

### *Entertainment*

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

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

### *Comedy*

2020 will see comedy continue with new comedy commissions such as *Kate and Koji*.

## **Feature Films**

ITV will continue to schedule feature films across all dayparts in 2020.

## **Sport**

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



## **Off-Peak**

### *Daytime*

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

Across the afternoons, popular, established factual and lifestyle brands will return, covering a wide range of topics from home makeover to antiques to cookery to quiz.

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

### *Late Peak / Night-time*

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

## **Additional Matters**

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

ITV 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.

Programming will also continue to reflect the diversity of the UK. We will continue our work with independent producers through our Social Partnership. Central characters and storylines reflecting minority ethnic groups and disability will continue to feature in some of ITV's most popular and regular series, including *Coronation Street* and *Emmerdale*.

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

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

98% of programmes carry subtitling on ITV, and we will continue to work to ensure that there is consistency of subtitling provision on the digital channels and online.

Audio description will be provided across the channels on those programmes of most benefit to the blind and sight impaired. ITV has voluntarily committed to provide audio description for 20% of all programmes across all channels (apart from ITVBe, which will meet Ofcom's quota), demonstrating our commitment to the audio description service and to our audience.

We will continue to provide access services on the ITV Hub platforms that currently carry these services. All pre-recorded programmes that have been transmitted with subtitles will carry the service online and Audio Description will be available on ITV's best drama and factual, plus on every Coronation Street and Emmerdale episode.

We will continue to show a broad range of visually signed programmes in consistent slots, taking advice from the stakeholder agencies.

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

ITV SignPost will continue to be a major UK provider of on-screen British Sign Language translation and content serving not only ITV's family of channels but also Welsh broadcaster S4C.

It will continue to release new books and other content onto the Signed Stories iOS app and overdrive platforms and strive to market existing Signed Stories assets on other platforms. In Particular grow its presence on Hopster TV and add Mackin VA, an American educational resource to its portfolio of platforms.

In Scotland, the British Sign Language (Scotland) Act requires authorities and organisations to make information available to BSL users. ITV's Head of SignPost Scotland will continue to represent ITV as a service provider to produce BSL translations of complex documents and literature. The aim is to establish SignPost as the go-to place for translation work. As the official supplier of BSL translations to the Scottish Parliament, SignPost's reputation in Scotland will continue to grow.

The programme making side of SignPost will continue to grow. Not only with the production of a brand new series of Dare Master, but with the growth of its longer-form programme making. Six more documentaries have been commissioned by the British Sign Language Broadcasting Trust. Four football documentaries and two in the Life Stories series. There will also be another strand of studio-based content for the children's series Up for It and the continuation of the football-based studio

programme The Muddy Boot Room recorded and airing monthly from the SignPost studios in Gateshead.

In addition to programme making SignPost will strengthen its links with the British Sign Language Broadcasting Trust with a view to formalising a trainee scheme in conjunction with them. This scheme, which would be funded by the BSLBT through programme commissions and direct funding, will see young Deaf film makers given the opportunity to work with ITV SignPost for a year before going into a BSLBT-run talent pool. The first cohort of trainees will start in 2020.

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

### **Repeats**

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

### **Interactive and text-based services**

As the virtuous circle between linear TV and other platforms grows we are seeing an increasing appetite from audiences to engage with our content on many different platforms. We have already made good progress towards a genuinely multiplatform future with the launch of BritBox and further work around ITV Hub and we will continue with this distribution strategy.

### **Promotion of media literacy**

ITV will continue to ensure that programme information is provided, including listings guides and TV and online programme guides. Where appropriate ITV will signal clearly which content might be unsuitable for younger or more vulnerable viewers.

In addition, ITV will continue to schedule any potentially unsuitable material for younger viewers after the watershed, and provide verbal warnings about content that viewers might find unsuitable or upsetting.

As viewing increasingly takes place online, ITV will continue to ensure that appropriate information about programmes is provided in a way that fits with consumer behaviour. We will flag content on [www.itv.com](http://www.itv.com) with the 'G' for guidance icon to alert viewers to material that was originally broadcast after the watershed or

that might not be suitable for children. Users of the website will continue to be able to activate pin protection to prevent children from accessing potentially unsuitable material at any time.

### **Public input**

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

### **Training**

We continue to develop our people, with a range of training courses to not only provide skills for the business, but also courses to support our people's wellbeing.

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

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

With the massive reach of our platforms, much-loved shows and creative talent, ITV has a unique ability to shape culture for good. In 2020 we will continue to deliver our Social Purpose Strategy. We will have four priorities where we want to make significant difference, externally and internally. These are: championing better mental and physical health; fostering creativity by embracing diversity; reducing our impact on the environment; and giving back.

We will also ensure we respond quickly as the situation changes, and have already relaunched our Britain Get Talking campaign to reflect the challenges of lockdown.

To champion better mental and physical health, we will continue our support of The Daily Mile to get children active. We will also continue our work with Veg Power on the award-winning campaign *Eat Them To Defeat Them*, which encourages children to eat more vegetables.

In 2020 we will continue to show sustainable behaviours onscreen to contribute to creating new norms around the environment. We will remain a carbon neutral business, offsetting all the direct emissions from our business operations and from the energy we use as well as from business travel. We will announce a Science-Based Target to reduce our greenhouse gas emissions, along with targets on waste, sourcing and encouraging sustainable culture at ITV.

We will launch a Diversity Acceleration Plan to describe and drive ITV's commitment to Diversity and Inclusion on-screen and off-screen, and will celebrate Black History Month in a rich programme of content across our genres.

We will work around the challenges of Covid to produce Soccer Aid for Unicef as a behind-closed-doors football match, aiming to beat 2019's fundraising amount.