



Statement of Programme Policy

Forward look 2026

What is the magic of ITV?

It starts with a simple love of television
Watching it. Creating it. Talking about it.
Whether it's daytime or primetime
For downtime or anytime.

We're inspired by our audiences
Who help shape what we make
Standing shoulder to shoulder with them
Because what matters to them, matters to us.

Starting conversations
Winning hearts
Changing minds
and sometimes even society itself.
Big or small, what we make, makes an impact

ITV. Making What Matters.

MAKING *what*
MATTERS

Part One

Introduction

About this document

As a licensed public service broadcaster (PSB), ITV is required to produce an annual Statement of Programme Policy (SoPP), in accordance with Ofcom guidance¹. This guidance explains that SoPPs are intended:

“...to demonstrate how a licensed PSB plans to meet its regulatory obligations; to review how it has performed in meeting them; and to enable (and maintain) designation of their TV players.”

The document consists of two parts: the ‘SoPP Plan’ - a forward-looking explanation of how ITV intends to deliver its PSB remit in the year ahead - and a ‘SoPP Review’ - a retrospective assessment of our performance in carrying out the proposals set out in the SoPP Plan for the previous year.

¹ Ofcom. Statement of Programme Policy and Statement of Media Content Policy Guidance. 22 July 2025.

The SoPP Plan will be available before the end of each calendar year, setting out plans for the coming year. The SoPP Review will be available no later than six months after the year to which it relates (i.e. by 30 June for reviews covering the prior calendar year).

ITV's public service remit

The Communications Act 2003² (as amended) defines ITV's remit as a PSB as:

“the provision of a range of high quality and diverse programming...which, considered as a whole, constitutes an adequate contribution to the fulfilment of [the public service] remit [for television].”

Ofcom states that the public service remit for television, to which ITV must make an “adequate contribution,” is:

“...fulfilled when the PSBs, taken together, make available a broad range of programmes which:

- A. *Meets the needs and satisfies the interests of as many different audiences as possible, considering when and how the programmes are accessed, as well as the nature of the programmes and the subject matters covered by them.*
- B. *Offer comprehensive and authoritative news and current affairs coverage, both within the UK (and different parts of the UK) and globally, to support civic understanding and fair and well-informed debate.*
- C. *Serve as a public service for information, education and entertainment, including programmes:*
 - a. *reflecting the lives and concerns of different UK communities and cultural traditions; and*
 - b. *in the Welsh, Gaelic, Irish, Scots, Ulster Scots, or Cornish languages.*
- D. *Include original productions that reflect the lives and concerns of children and young people in the UK, are educational, and help them understand the world.*
- E. *Feature a suitable range and amount of independent productions, original productions, and programmes made outside the M25.*
- F. *Cover an appropriate range of genres.”*

² Communications Act 2003. Section 265(2)

Part Two

SoPP Plan for 2026

ITV's overall approach

ITV's purpose is to entertain and connect with millions of people in the UK and globally, reflecting and shaping culture and building brands, with brilliant content and creativity. We are proud of our position as a Public Service Broadcaster in the UK, telling the stories that are at the heart of culture and society.

As a fully commercially-owned and commercially-funded PSB, our primary contribution to the system overall is focused on delivering high volumes of mass-audience original UK content, including content made outside London and by independent producers, across a wide range of subjects and genres. News and current affairs is also at the heart of our remit delivery, including offering the only competition to the BBC in Nations and Regions television news.

The role of ITV's individual services

Services to be used in the delivery of ITV's remit

In 2026, ITV will deliver its remit across the following services:

- The Channel 3 network (ITV1)

- ITV's designated internet programme service (ITVX) - from the point at which it is designated
- ITV's portfolio channels (ITV2, ITV3, ITV4, ITV Quiz)
- Third party services (including YouTube and social media)

The role of ITV1

ITV1 (alongside ITVX, once designated) is the primary service by which ITV will deliver its remit. The service will:

- **Broadcast a significant volume and diverse range of high quality original UK content:** this will include content to meet ITV's original production quota and:
 - Content in a **range of genres**, including drama, soaps, entertainment, factual, reality, and sport
 - A range of **content made outside London** (including content to meet ITV's regional production quota) and **portraying people and culture across the UK**
 - A range of **content commissioned from qualifying independent producers** (including content to meet ITV's independent production quotas)
 - **National and international news and current affairs**, including in peak times (as required by quotas)
 - **Nations and Regions news and non-news programming**, including in peak times (as required by quotas)
- **Maximise the impact of that content:** for instance, by delivering significant viewing to original UK content via a schedule that supplements high levels of original content with brilliant acquisitions
- **Fund investment in original content:** through the monetisation of the mass audiences delivered by the overall schedule

The role of ITVX

Once designated, as with ITV1 all free content on ITVX will be public service remit content. Offering high volumes of new original content alongside an extensive catalogue, both UK-originated and acquired (UK and international), which enables ITV to offer a compelling mass-appeal streaming service to UK viewers. This in turn ensures that ITVX can make a significant contribution to the delivery of ITV's public service remit in four main ways:

- **Offering a route to live channels:** all ITV's Ofcom-regulated channels (including PSB channel ITV1) will be available to view live, for free, within ITVX, alongside a number of FAST channels. This ensures our public service remit content is widely and universally available across a host of devices.
- **Extending the availability of original UK content:** allowing viewers free on-demand access to all the latest original content commissioned by ITV

throughout the year (including all content which contribute to ITV quotas) alongside previous series and ITV's deep archive³

- **Increasing the impact of ITV's original content:** for instance, by delivering high levels of viewing to original UK content by offering it for free within a destination service that combines the best of ITV content with high quality acquisitions
- **Funding ITV's investment in original content:** through the monetisation of ITV's live channels and overall content catalogue

PSR will be **readily discoverable and promoted** within ITVX. With a high degree of editorial control in place alongside algorithmic functionality, we will ensure that we expose our viewers to the full range of ITV's free content offer - the biggest original commissions each year (including programmes made outside London and by independent producers, across a range of genres) as well as the best of our deep catalogue. This ready availability and promotion of PSR content will include:

- **Provision in high traffic areas:** a majority of viewing journeys begin on the 'landing page' of ITVX, with the first ten to fifteen rails in particular playing a key role. These rails include permanent promotion features such as 'hero' tiles, 'Our Top Picks', 'recommended for you', 'fresh in', and ITV News - alongside more seasonal collections. We will ensure that the content included in the most-used promotion features⁴, taken together, predominantly⁵ consists of PSR content.
- **Curation which promotes PSR content** through functions such as:
 - **'Hero' tiles and Our Top Picks Rail:** an editorially-curated selection of the best content on ITVX in any given week, this will routinely feature key PSR content such as original UK drama, entertainment, and live news and sport, showcasing content made by independent producers and produced outside London
 - **'Unmissable boxsets' rail:** a larger selection of the best content on ITVX than the 'hero tiles' and 'top picks', this editorially-curated collection will routinely include key PSR content across all the genres ITV offers, showcasing content made by independent producers and produced outside London, and be presented in an order that is personalised to the user.
 - **'Fresh in' rail:** a rolling selection of the best content recently added to ITVX, this will routinely include key PSR content across all the genres ITV offers, showcasing content made by independent producers and produced outside London
 - **'ITV News' rail:** an editorially-curated selection of the latest stories and bulletins from ITV's national and international, and Nations and Regions news teams
 - **Relevant category tabs:** for instance, tabs for all ITVX content within key PSR genres offered by ITV, including drama, sport, news, entertainment & reality, and signed-BSL
- **Promotion of a range of content:** the PSR content promoted will, taken together, showcase the range of genres offered by ITV

³ Subject to rights

⁴ Excluding the 'continue watching' rail which solely includes content that a viewer has already begun watching

⁵ Ofcom has not defined 'predominantly' but in line with Government guidance elsewhere we take this to mean 'more than half' (e.g. <https://www.gov.uk/hmrc-internal-manuals/vat-books/vbooks8506>)

- **Approach to news and current affairs:** ITV's news and current affairs output will have permanent and readily discoverable entry routes, including a dedicated 'rail' and a dedicated content category 'tab'. Important live news streams will be showcased in the 'hero tile' function and recent bulletins will appear within the 'fresh in' rail.
- **Approach to non-PSR content (inc Premium):** IT VX includes paid-for content (for instance, our 'Premium' product, an integral part of the overall IT VX service) which is not deemed PSR-delivering under the Media Act. We will promote this content to some extent to all users, and more to those who have chosen to pay, though not to the extent that the promotion and ready discoverability of PSR content is adversely affected or that high traffic areas become predominantly non-PSR content.

The role of ITV digital channels

ITV's non-PSB linear channels play a complementary role to ITV1 and IT VX:

- **Showcasing original UK content** - with some original commissioning alongside archive content
- **Offering access to listed events** - for instance, when ITV is broadcasting concurrent matches and a different match is scheduled on ITV1
- **Supporting investment in original content** - by offering another route to content monetisation
- **Targeting specific demographics** - for instance, ITV2 appeals particularly to younger viewers

The role of third party services

ITV will make available a range of its content outside of its owned and operated channels and services, for instance on YouTube or social media platforms. This contributes to the delivery of our remit by:

- **Broadening consumption** - perhaps by encouraging viewing that would otherwise not have occurred or encouraging viewers to engage with our offer more directly
- **Improving monetisation** - further supporting the cross-subsidy model of original content production
- **Delivering bespoke outcomes:** for instance, offering dedicated and targeted news and current affairs content in social-first formats like *The Rundown*

Contribution of these services to the delivery of the public service remit for television

Meeting the needs of as many audiences as possible

ITV1 and ITVX are multi-genre mass-audience services. The wide range of content offered and topics covered ensures that they appeal to almost everyone in the UK. In key genres such as entertainment and sport, ITV1 brings the nation together like no-one else beyond the BBC. Highlights for the year ahead include:

- Major sporting tournaments in 2026 including *FIFA Men's World Cup*, *FIFA Women's World Cup Qualifiers*, *Six Nations* and the inaugural *Rugby Nations Championship*, all wrapped around with rich and informative VTs, expert punditry and analysis
- Brand new, big scale entertainment formats such as:
 - *The Summit*, a high octane, outdoor challenge series set in New Zealand that pushes the fitness, stamina and climbing skills of 14 ordinary Brits to the limits
 - *The Neighbourhood* in which six real households compete in a relatable street-sized reality game and the chance to win a life changing prize
- The return of popular mainstream event formats like *I'm A Celebrity... Get Me Out Of Here!* and *Britain's Got Talent* showcasing the best of the UK's talent up and down the country
- Premium dramas that get the nation talking from the return of blockbuster thrillers *Red Eye* and *Trigger Point* to brand new titles such as gripping new crime series *The Dark*, set in Scotland and based on the G.R Halliday books and *Secret Service* centred around a female M16 agent navigating a minefield of false intelligence - all written by and starring homegrown British talent

We supplement this broad pan-UK provision with a deep catalogue on ITVX, offering something of appeal to all audiences, as well as via channels that particularly serve specific demographic: including younger-skewing audiences (ITV2), older-skewing audiences (ITV3 / ITV Quiz) and male-skewing audiences (ITV4). Key programmes for the year ahead include:

- ITV2: The return of successful popular reality series which reach younger viewers - *Love Island*, *Big Brother* and *The Only Way Is Essex*. The launch of a new reality format, *The Heat*, hosted by Olivia Attwood and set in Barcelona, it follows the staff working in a restaurant under the guidance of Jean Christophe Novelli and living together once kitchen service is over. Two returning comedy series, *G'Wed* and *Piglets*, feature young casts and are set in a Liverpool school and a London police training college respectively.
- ITV3: comfort viewing for older viewers with all their favourite soaps and dramas, including Classic *Coronation Street* and *Emmerdale*, *Downton Abbey* and *Vera*

- ITV Quiz: showcasing ITV's best quizzes back to back and including *Beat The Chasers*, *Tipping Point* and *Lingo*.
- ITV4: Our live coverage includes darts, horse racing, and Extreme H which highlights remote environments under threat from climate change issues, encouraging us all to take positive action to protect our planet's future.

Comprehensive and authoritative news and current affairs

ITV's impartial, independent journalism makes an enormous contribution to public service broadcasting in the UK, with bulletins included throughout the day on ITV1.

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. We will continue to maintain the agility of our news operation, reacting to stories as they unfold. But on-going stories we anticipate covering include:

- The ongoing war in Ukraine and attempts to deliver a peace plan
- The future of the Middle East
- The global impact of President Trump's politics, as well as the US midterm elections
- The FIFA World Cup as fans travel the globe to watch the event across Canada, Mexico and the United States
- The continued impact of climate change on the world's environment and economies

At home, our newsgathering teams across the UK continue to reflect the major stories dominating public life and the issues that matter to our viewers, including:

- UK Politics, including the future of the Starmer Government and the rise of the multi-party system
- The on-going cost of living crisis
- The debate over illegal immigration in the UK
- The local elections across the UK, including crucial Senedd and Scottish Parliament elections
- The conclusion of the Covid Inquiry
- The Commonwealth Games in Glasgow

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.

In Current Affairs, key strands to come include:

- Award-winning current affairs brand *Exposure* investigates and explores impactful domestic and international stories, focussing on revelations of stories which affect our audiences. We will deliver the definitive take on the Post Office

scandal with exclusive access to the inquiry, police investigation and the Post Office, to coincide with the end of the inquiry. We will also investigate the impact of PFAs (forever chemicals) on the lives of people in a town in Yorkshire.

- *Tonight* delivering compelling stories that get to the heart of what matters most to its viewers
- *Peston*, ITV's flagship, agenda-setting, political magazine packed full of intelligent and lively interviews and discussion
- *The Martin Lewis Money Show*, which will air more regularly across 2026, offering impartial and practical personal finance advice from one of the country's most-trusted experts

Driving an engaged, digital audience continues to be a priority for our news service. Both our national & international news and our nations & regions news offers are core elements of ITVX. We also offer news on YouTube, via bespoke ITV News channels, as well as on social media platforms such as TikTok. *The Rundown* aimed at teens and young people will continue to provide daily news bulletins, explainers and deep dives into specific news stories to keep teenagers informed in an accessible way. Further we are expanding our long form interviewing on podcast platforms and YouTube to give audiences a more in depth interview experience with politicians and policy makers. And finally, we are scoping the possibility of a refreshed news and weather app to serve our national and regional news audiences. .

Nations and regions news and non-news programming

ITV Nations and Regions News Coverage for 2026

The ITV Nations and Regions news teams will be providing extensive coverage across the country of some key stories in 2026. This is just a selection of what is being planned.

Elections in May 2026 will serve as a key test of the UK Government's popularity and for those who hold power in the devolved Nations. The English regions will see elections in many major local authorities, for example, ITV Central will be covering Birmingham City Council, one of the largest councils in Europe, who will have all of its seats up for election. The results will indicate the political mood of significant metropolitan areas across the country.

In addition, English regions will also be holding mayoral elections at the same time. For example, **ITV News Meridian** will also have mayoral elections in their region for the first time. Sussex & Brighton and Hampshire & Solent will have a directly elected Mayor. In the weeks leading up to the 7th of May, Meridian are planning to hold a debate style programme in one of those areas with a local audience

For **ITV Cymru Wales**, their main focus will be the Senedd Elections. This election could mark a seismic change in Wales, with an increase in Senedd members from 60 to 96, a new voting system based on proportional representation, and 16-18 year olds voting for the first time. Furthermore if polls are accurate Wales could see a change in government for the first time since devolution began.

Explaining some of those changes and following the twists and turns of the election and its aftermath will be the main focus of the team in the first half of the year, particularly trying to reach those younger voters on the platforms through which they consume content.

ITV Border will be covering the Scottish elections with their Representing Border team who are based at Holyrood focussing on the results for southern Scotland.

In June 2026, Jersey will be going to the polls for the Island's General Election. **ITV Channel** will provide comprehensive, multi-platform content debating the key election issues in the run up to polling day and full coverage of the election results as they are declared.

In other stories, London has the highest rates of child poverty in the UK - with the lives of around 1 in 3 of the capital's children marked by poverty. With the government publishing its child poverty strategy, **ITV News London** will take a closer look in 2026 at what life is really like for many families - having to choose between heating and food, and living in poor and often dangerous housing.

In July **ITV Calendar** will mark 25 years since the Bradford riots. At the time, the riots represented some of Britain's worst mainland violence in decades. In the immediate aftermath official reports highlighted mistrust between communities. 25 years on, **ITV Calendar** will look at how the city has looked to heal and ask what has changed? There are several very significant public inquiries reporting back in 2026.

ITV Granada is working on in depth coverage of the end of the Southport Inquiry which began in 2025. The first phase of the inquiry will report back in early 2026. The inquiry was set up after the event of 29th July 2024 when Axel Rudakabana carried out a brutal knife attack at a children's dance club in Southport. He murdered three young girls and injured ten other people. Sixteen others survived the attack.

Our coverage will consider what the inquiry reveals about the decision making and information sharing by local services and agencies that had engagement with Rudakabana prior to the attack happening. It is a key public service to ensure our North West audience understands any failings or learnings from this in order to give reassurance that the potential for such an attack could be spotted and prevented.

The long-awaited final report of the Ockenden Review into severe failings in maternity services at Nottingham University Hospitals NHS Trust is expected to be published in June 2026. This inquiry is the largest of its kind in NHS history, covering more than 2,500 families who have raised concerns about the quality and safety of care. **ITV News Central** is planning special coverage on all its platforms to highlight the systemic issues and recommendations for change.

The public inquiry into the Post Office Horizon IT scandal - where hundreds of innocent sub-postmasters were wrongly prosecuted and ruined due to faults in the Post Office's Horizon computer system - is due to continue, with the publication of a volume of its final report expected in early 2026. The scandal is considered one of the most widespread miscarriages of justice in UK history and impacted all ITV regions. Special coverage is planned to coincide with the publication.

UTV will be continuing to follow the Omagh Bomb public Inquiry in Northern Ireland. This is an independent statutory inquiry to investigate whether the atrocity in August 1998, in which 29 people were killed, could reasonably have been prevented by UK state authorities. In 2026, the inquiry is now set to examine previous attacks in the search to see if lessons could have been learnt from investigations carried out.

In Sport, we will be providing extensive coverage of the Commonwealth Games in Glasgow and the men's football World Cup in America. Our coverage across the country will be home based and focus on the reactions from local communities to the events.

And finally, the celebrated broadcaster, natural historian, and national treasure, Sir David Attenborough, will mark his 100th birthday on 8 May 2026. Sir David's centenary will be a major cultural milestone, providing an opportunity to reflect on his extraordinary achievements over a nearly 75-year career, dedicated to improving the public's understanding of the natural world. His deep connection to many regions will be the cornerstone of our coverage.

Information, education and entertainment

ITV's primary role in this area is the provision at scale of the most popular entertainment programming in the UK and the UK's biggest dramas. ITV's soaps also play a key role while ITV1 and ITVM also offer a range of factual output. Key titles this year will include:

- In drama, major series will bring to life stories of crime and injustice, raising awareness and deepening understanding of significant events in our history such as *The Lady*, the Jane Andrews true crime story that examines the British Class system and *Believe Me* on the Black Cab Rapist, told from the point of view of the victims' fight for justice.
- In Entertainment, live fundraising event *Soccer Aid* returns for its 20th year to raise funds for UNICEF and brand new reality series *Nobody's Fool* challenges bias and how we judge one another in an intelligent bluffing competition
- Documentary series *Long Lost Family* tells the stories of the changing times and lives of Brits from across the country, past and present.
- The dangerous side of social media crime is explored and understood in documentary series *TikTok Murders* and *Whatsapp Obsession* and retrospective crime and policing in *Cold Case Forensics*
- Series like *Fletcher's Family Farm*, *Josie Gibson*, *The Country Life* and *Tom Kerridge Cooks* will both entertain and upskill audiences on healthy eating, nature and lifestyle
- *Force of Nature* is a major upcoming 6 part natural history documentary series examining the extremes of nature
- Through *Lorraine*, *This Morning*, and *Loose Women*, we will continue to deliver daily insights into health, finance, news and consumer affairs. By featuring trusted experts and authoritative voices, these programs have built deep audience loyalty. Key features - including Martin Lewis's advice, medical segments, and topical debates - ensure our daytime output remains both informative and indispensable.

Programmes that reflect the lives and concerns of different communities and cultures across the UK

From drama to soaps, news to entertainment, all genres of output on ITV1 and ITVM include programmes that reflect the lives and concerns of different communities and cultures across the UK. Key titles this year will include:

- Through our live, daily morning line-up, we will cover all pressing topical issues and concerns, from health to politics, as well as broader current lifestyle features like food, shopping, and entertainment. We will also continue to feature real-life public interest stories that reflect the diverse experiences of our viewers and resonate with their daily lives. Alongside this daily drumbeat, we will feature a number of high-profile campaigns; already planned for next year are *Lorraine's* breast cancer awareness campaign, *Change & Check*, which has saved the lives of hundreds of viewers, *No Butts*, another *Lorraine* initiative to raise awareness of bowel cancer, and *Facing it Together*, the *Loose Women* campaign to raise awareness of domestic violence. Following a previous interview with a celebrity survivor, calls to the Domestic Violence Helpline saw a 26% spike, and we will look to build on this vital impact in the coming year. *This Morning* will also regularly feature live phone-ins with our experts, connecting members of the public who need help with a broad range of concerns - whether that is parenting, relationships, or medical and financial advice. These topics will be chosen with the breadth of our audience in mind and are designed not only to support the caller but also to inform the wider viewers through our first-rate professional advice.
- Our long running soaps *Coronation Street* and *Emmerdale* will continue to reflect and inform the lives of the audience, covering universal and challenging themes that affect and matter to our viewers. Storylines planned for 2026 seek to cover big issues and concerns in health (eg Dementia, Stroke, Prostate Cancer, disability, bone marrow transplant), mental health (eg Schizophrenia, Postpartum Psychosis, Bipolar Syndrome, Orthorexia), social issues (eg domestic abuse, stalking, modern slavery, sexual assault) and environmental issues (wildfires, water pollution). Both soaps are crucial in helping audiences make sense of these difficult subjects which are tackled sensitively, signposting viewers to further support and information post broadcast. Many of these storylines feature younger characters helping this demographic understand difficult issues in a relatable way. The year kicks off with an innovation in soaps as the 2 soaps collide in a groundbreaking '*Corriedale*' episode. The 7am daily release of the Soaps on ITVM ensures they remain accessible and reach as big and broad an audience as possible
- Gripping drama *After the Flood* returns for a second series with another environmental sub plot and dramas such as *Grace* and *The Dark* bring to life the different regions of the UK, featuring Brighton and the Highlands of Scotland respectively
- *The Martin Lewis Money Show* is back for a new series with live and themed specials peppered across the year to help viewers navigate the consumer landscape and become more financially literate
- A new series of *The Assembly* will deepen our understanding of neurodiversity as our interviewees get to work on their celebrity guests. *Sorry I didn't Know* will

return to test its panellists on aspects of black British history of which they were totally unaware.

- Our consumer magazine series *Tonight* will unpack all the relevant and key topical stories that matter from health and wellness to online and medical scams and cutting the cost of bills, and throughout, always representing the lives of all the different cultures that make up our society

Range of independent, original, and ‘Made Outside London’ productions

As set out above, ITV will meet its original, independent and regional production quotas, commissioning from a range of producers and locations, across a range of genres.

Range of genres

As set out above, ITV will provide content across a wide range of genres, including drama, soaps, entertainment, general factual, factual entertainment, and sport.

Other matters

Availability and Accessibility

- *Widespread distribution:* ITV’s PSB channel will be available across all major DTT, satellite, cable and IP platforms. Availability of ITV’s portfolio channels is similar. ITVX is available via the open internet as well as via a significant volume of connected TVs and devices.
- *Free availability:* ITV’s linear channels are available free-to-air. ITVX is free to download and access (with a paid-for ‘Premium’ tier available within the free-to-access application).
- *Linear accessibility:* ITV will ensure that its programmes are as accessible as possible for all viewers and 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 ITV Quiz, which will meet Ofcom’s quota), demonstrating our commitment to the audio description service and to our audience. Over 5% of programmes on all of our linear channels will carry BSL translations.

- *ITVX accessibility:* We will ensure that all ITVX platforms support 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 and we will work to ensure our technology is designed accessibly and works effectively with assistive technologies such as screen readers.

Media literacy

ITV's very significant contribution to media literacy is through our substantial investment in a range of national and international, nations and regions news and current affairs. This output is tailored to speak to audiences across the UK, helping them to understand the issues of the day.

As Ofcom has highlighted, our *“distinctive and trusted relationship with audiences [are] a valuable asset in helping people build confidence in using digital services”* for example via their engagement with ITVX and in *“navigating online content, and protecting themselves from misinformation and disinformation”* through our range of news and current affairs output.

Our linear television bulletins, in peak time, are viewed at scale and highly trusted. We are innovating online, both in terms of where content is distributed (including ITVX as well as third-party platforms and social media such as YouTube and TikTok) and the form of that content (for instance, *The Rundown* is a bespoke youth-oriented news offer for social media).

Commissioning of qualifying independent productions

ITV has in place a commissioning Code of Practice for the commissioning of content which counts towards ITV's independent production quota. The Code reflects Ofcom's guidance and can be found on the commissioning section of ITV's website.

Channel 3 networking arrangements

Approved networking arrangements are in place.

