



# Statement of Programme Policy

Review of 2025

# 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 guidance<sup>1</sup>. 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.

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<sup>1</sup> 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 2003<sup>2</sup> (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.”*

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<sup>2</sup> Communications Act 2003. Section 265(2)

## Part Two

# SoPP Review of 2025

## ITV's overall approach

ITV's delivered its purpose of entertaining and connecting 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 the impact we delivered as a Public Service Broadcaster in the UK, telling the stories that were at the heart of culture and society.

As a fully commercially-owned and commercially-funded PSB, our primary contribution to the system overall was 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 was also at the heart of our remit delivery, including offering the only competition to the BBC in Nations and Regions television news.

Highlights include:

- **Very significant investment in UK content:** £883m spent on first-run original UK content, and £168m spent on news and weather. We broadcast over 9,400 hours of original first run content (network and regional). Stand out shows included the enduringly popular *I'm A Celebrity! Get Me Out Of Here*, pioneering drama *Code Of Silence*, acclaimed new format *The Assembly*, blockbuster thriller, *Playing Nice* and family appointment to view quiz, *The 1% Club*.

- **High volumes of production with independent producers:** 908 hours (run time) from qualifying indies, including big shows such as *Britain's Got Talent*, *I Fought the Law*, *Coldwater*, *Out There*, *Trigger Point*, *The Masked Singer*, *The 1% Club*, *Ant & Dec's Limitless Win* and *Celebrity Big Brother*.
- **A highly substantial presence outside London:** ITV group has over 2,500 employees based outside London, around half of total group staff. ITV produced over 1,500 hours (slot time) of content outside London. ITV is the biggest drama producer in the North of England, anchored by continuing dramas *Coronation Street* and *Emmerdale*. These soaps employ over 12,000 people each year, including over 500 FTEs, over 120 writers and directors, around 800 freelancers and over 10,000 artistes, supporting artistes & stunt performers. ITV Academy works closely with the soaps to expand opportunities across Leeds and Manchester.
- **Producing in and portraying the nations and regions:** Our dramas brought the length and breadth of Britain to screens, from South Wales (*Out There*) to Fife (*Karen Pirie*), the North East (*Vera*), Yorkshire (*Malpractice*), Brighton (*Grace*) to Lancashire (*The Bay*) and beyond. Other key genres included sport (*ITV Racing*), factual and entertainment (from quizzes like *Wheel of Fortune* to lifestyle such as *Prue Leith's Cotswold Kitchen*).
- **Influencing the debate and shaping culture:** Drama series *I Fought the Law* delivered powerfully illustrated a landmark shift in UK legal history, fostering deep public engagement with the justice system and reinforcing television's vital role in reflecting national social impact. *The Hack* served as a vital cultural intervention by examining structural corruption within the British press through a rigorous public service lens. It exposed institutional malfeasance, reassessed the boundaries of media ethics, and reinforced the necessity of investigative journalism in safeguarding democratic accountability. Both series were accompanied by documentaries that took audiences deeper into the stories.
- **A channel with social purpose:** examined environmental storytelling in an innovative way in *Shark! Celebrity Infested Water* and nature themed content pan-ITV to highlight COP 30, won the Climate Storytelling award at the Edinburgh TV Festival with *Emmerdale*, D,E&I authored stories in our *Fresh Cuts* series and black history and culture in *Sorry I Didn't Know*. *Soccer Aid*, the world's largest celebrity football match, raised over £15 million for UNICEF, while our partnership with Royal Voluntary Service encouraged over 4 million people to take action as a result of the *Role of a Lifetime* campaign. Our flagship mental health campaign, *Britain Get Talking*, continued to leverage key cultural moments to encourage simple actions that strengthen connection. *Take a Mate on a Date* returned around Valentine's Day to help combat loneliness, while *Breakthrough* re-aired at the start of the school year to support more open conversations between parents and children.
- **The result was an award-winning year:** ITV secured an impressive 104 award wins and 383 nominations, demonstrating its formidable strength across a diverse range of genres, from hard-hitting current affairs to captivating drama. Highlights included:
  - Channel of the Year (Broadcast Awards)
  - *Mr Bates and the Post Office's* award season run, which finished in 2025, saw the show receive an impressive 35 programme/performance wins, 58 nominations, and nine Special Recognition/Impact Awards, including

Broadcast Awards - Special Recognition and BAFTA Television - Special Award

- *Until I Kill You* had a standout year picking up awards in major domestic and international ceremonies such as: Anna Maxwell Martin winning Best Actress at the International Emmys, RTS Programme Awards, and BAFTA Cymru; and Julia Ford winning Director (Scripted) at the RTS Craft & Design Awards
- RTS Journalism Awards - the most-awarded broadcaster, securing an impressive nine awards for outstanding News and Current Affairs journalism.
- *Israel & Gaza: Into the Abyss* was nominated for Best Documentary at this year's US News & Documentary Emmy Awards.
- UK Foreign Press Association Award and an Emmy nomination for *Inside China: The Battle for Tibet*
- *Long Lost Family Special: the Mother and Baby Home Scandal* won the Radio Times Readers' Award at the Sandford St Martin Trust 2026 Awards

## The role of ITV's individual services

### Services used in the delivery of ITV's remit

In 2025, ITV delivered its remit using the Channel 3 network (ITV1). Changes introduced by the Media Act 2024 will come into effect in 2026, as set out in our SoPP Forward Look for 2026, published earlier this year.

### The role of ITV1

In 2025, ITV1:

- **Broadcast a significant volume and diverse range of high quality original UK content:** including content to meet ITV's original production quota (86.3% all hours versus quota of 65%, 94.1% peak versus quota of 85%) and:
  - Content in a **range of genres**, including drama, soaps, entertainment, factual, reality, and sport
  - A range of **content made outside London** (50.6% spend and 47.1% hours versus quota of 35%) and **portraying people and culture across the UK**
  - A range of **content commissioned from qualifying independent producers** (33.9% versus quota of 25%)
  - **National and international news and current affairs**, including in peak times (News - all hours - 546 hours vs quota of 365, News - peak - 353 hours vs. 125, Current Affairs - all hours - 95 hours vs 43, Current Affairs - peak - 40 hours vs. 35)
  - **Nations and Regions news and non-news programming**, including in peak times
- **Maximised the impact of that content:** delivering significant viewing to original UK content via a schedule that supplements high levels of original content with brilliant acquisitions
  - ITV1 reached 83% of the UK population in 2025.

- ITV1 broadcast 4 of the Top 10 shows, 7 of the top 20, and 25 of the Top 100 shows in 2025 (by average viewers)
- There were 39 dramas on ITV1 across 2025 (including the soaps). *Unforgotten (S6)* was the biggest, with 7.6m average viewers.
- *I'm A Celebrity... Get Me Out Of Here! (S25)* was the biggest entertainment show on ITV1, with 8.3m average viewers across 22 transmissions.
- The Women's Euros Semi-Final (England v Italy) was the biggest sporting event on ITV1, with 6.4m average viewers, peaking at 9.9m.
- *Coronation Street* was the best performing soap across all channels, bringing in 4.3m average viewers. *Emmerdale* was second, with 3.8m average viewers.
- The *ITV Evening News* was the biggest news programme on ITV1, bringing in 2.1m average viewers every evening, airing 7 days a week.
- **Funded investment in original content:** ITV was able to invest £883m in first-run original UK content in 2025 as a result of our focus on delivering mass viewing to the best of British and international content on ITV1 and the effective monetisation of that content (inc across our digital channels and third party platforms). This also supported our investment of £168m on news and weather.

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

### Meeting the needs of as many audiences as possible

ITV1 is a multi-genre mass-audience service. The wide range of content offered and topics covered ensures that it appeals 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.

The result was a PSB offer that met the needs of different audiences: for instance

- ITV1 was the UK's 2nd biggest channel overall and biggest commercial channel, demonstrating its ability to appeal to different audiences right across the UK
- 82% of ITV1's Reach came from audiences outside of London.
- 48% of ITV1's Reach came from younger audiences (aged 16-54).
- 44% of ITV1's Reach came from C2DE audiences.

Programme highlights in 2025 included:

- Major sporting tournaments in 2025 included the *UEFA Women's Euros 2025*, *Six Nations Rugby*, *The Grand National* and *The FA Cup*, all delivered with rich and informative VTs, expert commentary and analysis.
- Brand new entertainment formats such as our celebrity interview show like no other, *The Assembly*, where our group of autistic, neurodivergent &/or learning disabled interviewers asked the questions and nothing was off limits, and innovative, big scale interactive quiz show *Win Win*
- The return of popular mainstream event formats like *The Masked Singer*, *Britain's Got Talent* and *I'm A Celebrity... Get Me Out Of Here!* brought generations together for shared family viewing

- Premium dramas got the nation gripped. From thrillers (like *Playing Nice* and *Trigger Point*) to thought-provoking stories that took audiences into other worlds and lives (like *A Cruel Love* - based on the Ruth Ellis story). We bade farewell to our much-loved Northumberland detective in the finale of *Vera* and launched brand new, BAFTA award-winning drama *Code of Silence*, which uniquely shone a light on lip-reading as a deaf waitress is brought in to help police investigate criminal gangs

Beyond headline genres, ITV's range of output tackled subjects of importance to viewers at home including:

- **Money matters and finance** - made accessible and relevant by *The Martin Lewis Money Show*
- **Lifestyle and leisure** - from fashion series *Dress the Nation*, through food with *Nisha Katona's Home Kitchen* and cookery competition *Cooking with the Stars*, to farming in *Fletcher's Family Farm*.
- **Family ancestry and social history** - unpacked through *DNA Journeys* and stalwart reunion series *Long Lost Family*.
- **Sustainability** - a key focus embedded organically across year round news and daytime programming as well as event pieces like *Shark!: Celebrity Infested Waters*.
- **Religion** - reflected through our long running titles, including our soaps and daytime schedule, the year culminated with *Together at Christmas* from Westminster Abbey.
- **Arts and culture** - the channel hosted a wide variety to suit all tastes and demographics including *The Brit Awards*, *The Olivier Awards* and *The Oscars*.

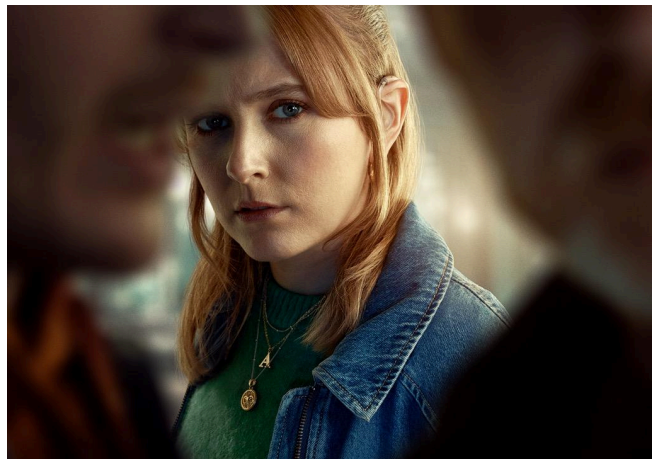
There are no topics off limits and through our daytime morning programming, news and Soaps, all subjects and themes that matter to our viewers are carefully examined and explained through the unique tone and treatment these trusted brands deliver from business and science to mental and physical health and far beyond.

### **In Focus: putting inclusion and representation at the heart of our content**

We champion diversity through our mainstream content, ensuring everyone can enjoy stories that reflect their own experiences while celebrating what connects us.

We deliver on this commitment through the second round of our £80 million Diversity Commissioning Spend (2025–27) and dedicated Diversity Development Fund, which provides essential funding and accessibility support for a range of impactful programmes.

A powerful illustration of this approach was ITV's BAFTA award-winning drama, *Code of Silence*, which quickly became a breakout hit. With Rose Ayling-Ellis delivering a standout lead performance, the drama offered a powerful and authentic depiction of a Deaf experience.



Its power came from placing that inclusion at the centre of a bold, accessible and commercial thriller. Alison’s deafness, her use of BSL, and her ability to lip-read were not treated as elements sitting outside the drama; they were embedded in the DNA of the show and offered a perspective and storytelling technique that felt wholly fresh for the genre.

As part of ITV’s work through the TV Access Project (TAP), the production was part of an Access to Work pilot for freelancers and implemented the 5 A’s guidelines to ensure an accessible set for a largely Deaf, Disabled, Neurodivergent and Long-term Health Condition cast and crew. Across the series, 36 crew members identified as DDN or as having a long-term health condition, representing 28% of the crew employed. The production also supported access requirements across the cast, with around eight cast members receiving support during the series.

Audiences praised its portrayal of BSL within a gripping narrative, and the reframing of lip-reading as a valuable skill. Critics responded enthusiastically, with four and five-star reviews. The series was described as “a landmark moment for inclusion and representation” and hailed as “the must-watch thriller of the year.”

The premiere featured a pioneering silent ad break, reimagining accessibility in advertising through British Sign Language and subtitling.

## **Comprehensive and authoritative news and current affairs**

ITV’s impartial, independent journalism made 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 delivered accurate, impartial, trusted news on a daily basis, always putting our viewers at the heart of our journalism.

### **National and international news**

As global events continued to dominate, our teams working for our network news operation reported across the globe. We continued to maintain the agility of our news operation, reacting to stories as they unfolded. Key stories covered included:

#### Middle East Conflict

Events in the Middle East dominated much of our foreign coverage in 2025. With international journalists barred from entering Gaza, our Senior Correspondent John Irvine, based in Tel Aviv, lived and breathed the conflict from its outset. His team also coordinated a network of trusted journalists on the ground in Gaza, ensuring consistent and authoritative coverage despite severe reporting

restrictions. We deployed additional correspondents to the region as required to strengthen our reporting capacity. Our key stories included:

- Becoming the first organisation to broadcast aerial footage of Gaza, pinpointing key locations within the devastation.
- Tracking down the six-year-old boy seen bloodied and alone after being thrown across rooftops in an explosion — a report that powerfully humanised the impact of the conflict.
- On the day Israel and Hamas agreed to a peace plan, presenting a special *News at Ten* from Jerusalem with Julie Etchingham, alongside analysis from International Editor Emma Murphy and Global Security Editor Rohit Kachroo to provide crucial context and insight.

### President Trump's Inauguration

Our coverage of the Trump administration has been comprehensive and authoritative. On Inauguration Day, we produced a Network Special Programme streamed on YouTube, demonstrating the breadth of our global newsgathering. Tom Bradby presented a *News at Ten* special from Washington, supported by standout reporting across the network. Dan Rivers and Robert Moore delivered incisive analysis of the day's events, while Romilly Weeks reported live from the crowds. Sejal Karia examined the ongoing migration crisis from the US border, and correspondents in Ukraine and China provided a wider international perspective on the implications of the new administration.

### Ukraine–Russia Conflict

In Kyiv, International Editor Emma Murphy secured a major exclusive: the first UK network interview with President Volodymyr Zelensky following Donald Trump's re-election. Her insightful and timely conversation offered rare clarity on Ukraine's evolving position amid a rapidly shifting geopolitical landscape. Within hours of filming, our long-form unit produced a mid-length programme for ITVX, ensuring the interview reached audiences quickly and across platforms.

### Climate Change

ITV News launched one of its most ambitious editorial projects of the year, broadcasting live from Antarctica to highlight the impact of climate change. Science Correspondent Martin Stew and camera operator Mike Field led a day of special coverage, delivering striking reports from the RRS Sir David Attenborough, where they also sub-anchored programmes.

The project combined powerful storytelling with global reach. Alongside Antarctica coverage, correspondents reported from the Bahamas on rising sea levels and from the UN Oceans Conference in Nice on diplomatic efforts to tackle the crisis. Over two weeks, the Antarctica team produced content for all platforms and secured high-profile interviews, including with the Prime Minister, Greta Thunberg, John Kerry, and the Bahamian Prime Minister.

Later in the year, we travelled to Brazil to cover the COP summit, with two dedicated teams embedded with both Prince William and the Prime Minister focussing on Trump's absence and America's withdrawal from the Paris Climate Agreement.

### Air India Plane Crash

Our Foreign and UK teams responded rapidly after an Air India flight bound for London crashed shortly after take-off. ITV News anchored the Evening News live from Gatwick Airport and quickly deployed teams to India, establishing a major operation in Gujarat to report from victims' families and investigate the causes. Our extensive newsgathering and contacts led to a series of follow-up exclusives, including an interview with the sole survivor and powerful reporting on the anguish of families awaiting answers.

### The Death of Pope Francis

In April, the death of Pope Francis following a stroke prompted extensive ITV News coverage. We deployed a large team to Italy and broadcast News at Ten live from Rome with Julie Etchingham. Our reporting throughout the nine-day mourning period and funeral focused on the Pope's global impact on the Catholic Church and its followers. Teams remained in Rome to cover the conclave and the historic appointment of Pope Leo, the first American pontiff.

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

### Welfare Cuts

ITV News led the national agenda on welfare reform, breaking a series of exclusive stories that shaped both the political debate and the Government's approach. Our political team revealed plans for over £6 billion in savings through controversial changes to Personal Independence Payments (PIP) and Universal Credit. Our reporting set the terms of the debate in Westminster, driving sustained scrutiny of the proposals.

The political impact was immediate and significant. Following our coverage, the Government was forced to reverse its plan to freeze PIP payments — a clear example of public interest journalism delivering real-world policy change and holding power to account.

### The Immigration Debate

Immigration remained one of the defining issues of the year, and ITV News consistently led coverage with original, agenda-setting reporting.

Paul Brand became the first journalist to film foreign national offenders being deported, including cases where individuals were paid up to £2,000 to leave the UK. He tracked their journey from an Immigration Removal Centre, offering rare

insight into the system. This was followed by the first sit-down interview with Home Secretary Shabana Mahmood.

Our teams reported from the beaches of Calais, capturing powerful, human-led stories from the front line of small boat crossings. We also covered nationwide protests over the Government's policy of housing asylum seekers in hotels.

In addition, we secured the first interview with the father of the girl assaulted in Epping, alongside exclusive reporting on the circumstances surrounding the suspect's accidental release, raising serious questions about failures in the system.

### Trump's Impact on the UK

Throughout the year, ITV News provided authoritative coverage of Donald Trump's return to the White House and its global consequences, with particular focus on the UK. We analysed the economic impact of his tariff policies through coordinated reporting from our Foreign, Political and Business teams, offering viewers clear, expert insight into a rapidly shifting global economy.

In September, we covered President Trump's historic second state visit to London, where he was given a full state reception amid renewed discussions over US investment in the UK.

We also led coverage of the controversy surrounding the appointment and subsequent dismissal of Peter Mandelson, amid scrutiny over his links to Jeffrey Epstein. The story raised serious questions about Downing Street's vetting processes, triggered resignations among senior officials, and placed the Prime Minister's judgment under intense pressure.

### Far-Right Investigation

ITV News conducted a six-month undercover investigation into a covert far-right network operating across the UK. Our team infiltrated a white supremacist organisation posing as a fitness club, exposing its efforts to recruit members and build a paramilitary-style movement. The investigation revealed how the group was attempting to normalise extremist ideology and expand its reach. We also identified and exposed the group's chief propagandist — a former Buckingham Palace employee — who was actively working to forge links between UK extremists and US-based neo-Nazi groups, importing tactics and ideology. This investigation provided rare, inside access to a dangerous and largely hidden network, raising significant concerns about domestic extremism.

### Forced Adoption Scandal

Social Affairs Editor Sarah Corker uncovered a major historic health scandal linked to the forced adoption era. Through months of sensitive reporting and engagement with hundreds of women, she revealed that the drug DES had been routinely administered in church-run mother and baby homes, often without

consent and with serious long-term health consequences, including increased cancer risks.

Her reporting brought national attention to the issue, prompting widespread public reaction and forming the basis of a powerful Tonight special. Crucially, the investigation led to admissions of failure at the highest levels of government and exposed, for the first time, the scale of a medical and social injustice that has affected generations of families.

### Gino D'Acampo Investigation

ITV News Investigations, led by Correspondent Sejal Karia, exposed allegations of serious misconduct by TV chef Gino D'Acampo. Following extensive research and interviews with multiple women, the team produced a detailed report outlining claims of inappropriate and abusive behaviour towards colleagues in the workplace.

The investigation had immediate industry impact. The story was widely followed by other media outlets, prompting a broader conversation about workplace culture and accountability in the television industry. In its aftermath, several production companies and broadcasters confirmed they would no longer work with D'Acampo.

## **Current affairs**

Driving original investigations and distinctive journalism continued to be a priority for ITV News - either unique stories that hadn't been told before or special takes on stories that mattered to our audiences.

*Exposure*, our BAFTA and Emmy-winning returning series of one-off investigative documentaries that examine powerful and often controversial subjects. Among recent award-winners and nominees was *Maternity: Broken Trust* which followed families affected by the maternity care scandal in Nottingham and won the Royal Television Society Award for Home Current Affairs in 2025

The 2025 series also featured two high-profile films nominated for the national Current Affairs BAFTA - *Breaking Ranks: Inside Israel's War* and *The Covid Contracts: Follow The Money*. *Breaking Ranks* made international headlines for having the first wide-ranging TV interviews with a dozen or so members of the IDF, breaking the silence over their activities inside Gaza, including allegations of war crimes.

*The Covid Contracts* - an investigative audit of those who profited from the supply of PPE to the UK government during the Covid pandemic - created a great deal of comment: including a double-page feature and leader in the *Mirror*, as well as earning five-star reviews in the *Guardian* and named as Programme of the Month by *The Rest is Entertainment* Podcast.

The RTS-nominated *Lucy Letby: Beyond Reasonable Doubt?* - a thoroughly researched and balanced investigation into the processes around the Letby trial also generated

huge press interest and comment - from *Loose Women* to *LBC*, to *Sky News* - and gained a five star *Guardian* review which said: “..it succeeds brilliantly, covering more ground more meticulously in an hour than any documentary I’ve seen in recent years, and perhaps ever.”

Among other notable editions was the powerful immersive *Exposure* following stories from both sides of the West Bank conflict - *Our Land: Israel’s Other War* was awarded the BAFTA for Best Photography and won Best Documentary at The Edinburgh TV Festival.

And *Inside China: The Battle for Tibet*, a part-undercover film inside Tibet looking at the struggle to maintain Tibetan culture in the face of Chinese government policies, which won the UK Foreign Press Association’s Award for Best Arts & Culture programming and was also nominated for a News & Documentary Emmy.

We also offered *Tonight* - popular and topical, it was the UK’s highest-rated long-form, weekly Current Affairs programme - and *Peston*, Robert Peston’s lively, weekly political discussion and interview programme.

*The Martin Lewis Money Show Live* was Britain’s BAFTA-winning and most popular Current affairs programme presented by its most trusted financial and consumer journalist. Expanded in 2025 to more episodes to help with the current economic climate along with a Budget special.

## **Digital news**

Although formally sitting outside our PSB remit in 2025, driving an engaged, digital audience continued to be a priority for our news service.

Both our national and international news and our nations and regions news offers were core elements of ITVX, which includes all regional news programmes, meaning viewers can watch content from any region, regardless of their location in the UK.

We also offer news on YouTube, via bespoke ITV News channels and in 2026 ITV News was the fastest growing UK PSB on YouTube, according to Press Gazette. Our subscribers have grown by 14.8% - the highest rate among all UK PSBs - while average monthly watch time rose 26% to 604.6k hours.

The combined total monthly watch hours of ITV News (which includes GMB) across YouTube and ITVX is around 1.5m.

ITV News has a significant presence on social media. The ITV Politics TikTok account is the most followed politics account on TikTok in the UK and has grown exponentially through 2025. The account is aimed at 18–24-year-olds and currently has 770,000 followers and had more than 420 million video views in 2025 (up 225% year-on-year). On the main TikTok account ITV News generated 10bn annual views in 2025 from 5.7m subscribers.

*The Rundown*, a social media news service aimed at teens and young people, continued to provide daily news bulletins, explainers and deep dives into specific news stories to

keep teenagers informed in an accessible way. Our Rundown explainers allow for longer edits to break down more complex stories than the length of stories in the bulletin allow, particularly important at the moment given world events. Our Rundown Originals format creates space for original investigations and journalism that specifically impact this audience. Our recent collaboration with the Youth Endowment Fund on aspects of teenage life such as relationships and violence was a good example. ITV News has produced *The Rundown* since 2018, achieving billions of views for stories that matter to the teen audience it was created to serve.

ITV News also produces a number of digital shows including *Talking Politics* and *Talking Royals* which are filmed specifically for digital platforms. In the case of *Talking Royals*, it is now also transmitted on Sunday mornings on ITV1.

## Nations and regions news and non-news programming

### Stories from our newsrooms

In 2025, our regional news teams produced a raft of original content and held authority to account on numerous subjects. We didn't just report on the headlines but got underneath them. Whether we were exposing illegal street racing, uncovering failures in healthcare, or highlighting the stark reality of personal safety on our streets, we challenged those in power on many fronts.

It was also a year of political change, with the traditional two-party system starting to give way to a much more complex, multi-party landscape. We moved beyond standard reporting by putting the leaders of every major party under the microscope, ensuring that national debates always had a regional focus.

The stories below show the range of our coverage across the UK and the Channel Islands.

In the run-up to the Senedd Caerphilly by-election, *ITV Cymru Wales* commissioned a couple of polls that clearly told the tale of a Labour collapse in their valley heartlands and established Plaid Cymru and Reform as the two parties vying for the top position in Wales. A live outside broadcast on the day of the result, and comprehensive online coverage, told the story of the seismic shift in the Welsh electorate, and foretold the story of the Senedd election to come.

*ITV Cymru Wales* also covered the devastation to homes and businesses as Storm Claudia saw a major incident declared in Monmouthshire. Dozens were evacuated after a month's worth of rain fell in one day, described as the worst flooding in the area for more than 40 years.

A special investigation by *UTV* uncovered 'intolerable' working conditions caused by the behaviour of a group of surgeons at the Belfast Trust. Within 24 hours of *UTV*'s broadcast, Northern Ireland's health minister took unprecedented action, staging the highest level of intervention. The chairman was later sacked and external inspectors brought in.

*UTV* also devoted special coverage to the only soldier to stand trial following Bloody Sunday, who was acquitted in October, bringing to an end a long-awaited legal journey over one of the most defining moments of the Troubles.

The Scottish government's decision to scrap plans for a new national park in Galloway ended a long and bitter campaign, which some described as more toxic than the Scottish Referendum. *ITV News Border* interrogated the arguments for and against in the lead up to the decision and anchored the flagship programme live in the area on decision day, bringing both sides together for instant reaction.

*ITV News Border* also produced special reports on a little-known form of coercive and controlling behaviour called "tech abuse". Abusers use modern technology to spy on and control their unwitting victims. They told the story of a local woman whose partner received a lengthy jail sentence for the crime and they spoke to police and academic experts about the subject.

*ITV News London's* exclusive poll revealed some shocking statistics - a third of women in London don't feel safe on the streets. And nearly half of women have been followed at least once in their lives. The figures revealed the extent to which women are subjected to harassment and abuse every day. Over a quarter of women they polled had been either physically or sexually assaulted. In a special programme, *ITV News London* spoke to victims, their families and the Mayor of London. A sit down interview with the Minister for Safeguarding and Violence Against Women And Girls followed, where Jess Phillips said she was "saddened" but not surprised by the figures. She went on to recount her own experience in a long interview broadcast on *ITVX*.

*ITV News London* also exposed the devastating cost of tool theft in the capital in 2025 with special investigations and multi platform coverage. They revealed how in London alone more than 10,000 tool thefts were recorded in a single year - one every 50 minutes. The London team spent time at a car boot sale - where stolen tools were being sold on. At one boot fair alone £50,000 worth of tools were seized by police. They put our investigation to the Crime and Policing minister, Diana Johnson, who told them she would look into better regulation of car boot sales, after learning of our findings.

*ITV News Calendar* covered the growing calls for the Government's inquiry into grooming gangs to include Bradford. *Calendar's* investigation included a whistleblower, who came forward saying police repeatedly ignored her reports of child grooming when she worked in a care home in Dewsbury. It prompted Keighley & Ilkley MP Robbie Moore to raise their findings in the Commons, asking the Safeguarding Minister to respond to calls for a specific inquiry in Bradford.

*ITV Calendar* were also given exclusive access to HMP Hull to see first-hand a scheme where trained prisoners teach fellow inmates how to read. Their report revealed that some inmates, including violent criminals and sex offenders, are being taught basic letter sounds, or phonics, in lessons normally aimed at five-year-olds.

*ITV News Central's* exposé on the deadly world of illegal street racing followed two years of work to obtain access to the underground scene. They spoke to those who took part in the car meets, risked their lives and the lives of others in doing so. Their reporting featured not only in an *ITV News Central* special programme, but on network too - it was

reported on Good Morning Britain, on the ITV Evening News and in a special Tonight Programme. Online there was high quality social media content, and a podcast episode. It led to MPs putting pressure on the Government to take action.

A story that dominated the agenda through the entire year was the Birmingham bin strike, as workers walked out in a dispute with the city council over the downgrading of a role which they said would cost individuals £8000 a year. For a time it led to rubbish piling up on the streets, but long term it's caused increased flytipping and a huge dent in the city's reputation. *ITV News Central* followed every political twist and turn, holding those in power to account at every opportunity, while their A-Z series - where they reported on the impact in different areas of the city through the year - helped tell the story through the accounts of residents affected.

When Air India Flight AI171 crashed shortly after take-off from Ahmedabad, en route to London, *ITV News Central* recognised the profound impact it would have on the Midlands due to our region's unique connection with Gujarat. 16 people on the flight who died were from the Midlands - as was the only survivor. The day after the flight, Central broadcast their programme live from a Sikh temple in Leicester which was holding a service to remember those who died. Their 6pm programme went on to win the RTS Midlands News Programme of the Year.

*ITV News Granada* had the first correspondent on the scene of the Liverpool parade crash in which 130 people were injured. They provided coverage for the Network news and were there for the press conference held by Merseyside police confirming an arrest of a British man and that the charges were not terror related. This was important information to get out on all platforms to prevent any kind of backlash similar to the Southport stabbings in 2024.

*ITV News Granada* was also on location within an hour of the attack on the Heaton Park Hebrew Congregation, a synagogue in the Crumpsall area of Manchester, gathering interviews, eyewitness accounts and speaking to community leaders and families directly affected. It was an horrific attack which saw three people killed on the holiday of Yom Kippur. The incident was declared a terrorist attack

*ITV News Granada* covered the story of Ricky Hatton's rise to fame for over twenty years. In 2019 he spoke exclusively to Granada about his mental health struggles, as part of a special programme about suicide. Following his death, Granada worked with the family to deliver both exclusive and ambitious coverage leading up to and including the day of his funeral. They livestreamed the funeral cortege as it made its way from his home to a service of thanksgiving at Manchester Cathedral. Thousands lined the streets to say farewell, online tens of thousands watched from around the world via Youtube as the former boxer made his final journey. Granada were nominated for the National RTS journalism awards for their outstanding coverage.

*ITV News Anglia* broke the news that the region's largest hospital had suspended paediatric surgeon Kuldeep Stohr amid a review into the potentially substandard care of 800 children. Anglia was the first UK outlet to interview an affected patient, and the first to speak with a devastated mother whose child died under Stohr's care.

When the government gave the go ahead to the construction of a new nuclear power station at Sizewell, *ITV News Anglia* went live from the site in Suffolk. They balanced national debates around energy security and ecological preservation by looking at the human impact: from locals eager for employment to residents facing years of disruption. To give our audience true perspective, Anglia travelled to Hinkley Point to show viewers exactly what a nuclear mega-project looks like and the profound legacy it leaves behind.

One of the biggest stories of the year for *ITV News Channel* was their coverage of the collapse of the regional airline, Blue Islands. ITV Channel exclusively revealed that the millions of pounds had been spent by Jersey's government to support the airline.

*ITV Channel* also provided in depth analysis when Guernsey went to the polls for their General Elections, including features in their 6pm programmes, on ITVX and a special 'Guernsey Votes' podcast series.

The South East Water crisis in Kent left more than 24,000 customers with either no water or extremely low pressure. Over a two-week period, dozens of bottling stations were established, distributing over 6 million litres of water. *ITV News Meridian* interviewed residents and business owners, who expressed frustration and anger, many of whom were left out of pocket and felt let down by the water company. Meridian also challenged water bosses on their response and on claims of poor customer communication.

*ITV News West Country* also secured exclusive access to Devon and Cornwall's Modern Slavery unit, delivering extensive coverage across all platforms, including ITV Network News. Their work included an interview with Jess Phillips, the Minister for Safeguarding and Violence Against Women and Girls, pressing her on how she's working to reduce the backlog of cases and instill trust to encourage victims to come forward.

*ITV News West Country* was granted unparalleled access to the oldest cold case to be solved in British history. In 1967, widow Louisa Dunne was murdered in her home in Bristol. Despite a large manhunt, despite nearly 20,000 men giving fingerprints at the time, her killer eluded detectives – until 92-year-old Ryland Headley was identified as her murderer in 2024.

*ITV Tyne Tees* reported on the trial of two men who cut down the Sycamore Gap tree in Northumberland. It was a much loved local landmark and the felling of the tree caused much upset locally. Tyne Tees not only reported from the trial for television and online news, but also produced an online documentary followed by a half hour documentary that aired on ITV1.

To mark the 200th anniversary of the railways, *ITV Tyne Tees* produced a special half hour programme looking at the role the North East had to play in the founding of the railways - from the part the transportation of coal had to play in the invention of steam engines, through to the first passenger paying tickets on the Stockton to Darlington line through to the railway pioneers George Stevenson and his son Robert.

## Regional political coverage

The overriding political theme of 2025 was the rise of multi-party politics and the Regions & Nations have been at the forefront of that coverage. It was a year when we saw the rise of Reform UK, while support for the Conservatives and Labour fell, alongside boosts in the popularity of the Green Party. The main day this was shown was 1st May, a day when the local elections and the Runcorn and Helsby Parliamentary by-election was held. In the local elections Reform took big Mayoralties in Yorkshire and Lincolnshire and gained councils across England. On the same night Reform narrowly beat Labour in the Runcorn and Helsby by-election. The results showed the fragmentation of the traditional two-party system, and the impact of this fragmentation has been felt ever since.

This thread was a major part of our leaders' interviews in the autumn, where we could ask all of the major leaders, including the Prime Minister, about regional issues and future plans. These interviews ran in full on all of our regions and nations news programmes as well as being popular on social media with more than 12 million views on TikTok alone during the month of conference season.

ITV regional news led the way with predictions about how MPs would vote on the Assisted Dying Bill. Our contacts across the backbenches and in Government meant we had the most accurate indication about how both key votes would go.

We also led the reporting as the UK Government was unable to get its flagship benefits cuts through. It was a major test of Sir Keir Starmer's authority and proved that, despite a significant majority, he couldn't guarantee getting key legislation through.

Throughout the year we recorded 88 half-hour monthly political programmes made for each of our English regions, reflecting the local angles on national stories and key local debates. Throughout the year we had more than 260 guests through the studio, mainly MPs, and many more recorded interviews for these programmes.

## Information, education and entertainment

ITV's primary role in this area was the provision at scale of the most popular entertainment programming in the UK and the UK's biggest dramas. ITV's soaps also played a key role while ITV1 also offered a range of factual output.

### Entertainment

*Britain's Got Talent* returned with the usual unpredictable variety acts, high-stakes competition, and relatable human-interest stories.

*The 1% Club*, a Saturday night quiz show, continued to hook families with clever, everyday brain teasers that anyone can play along with at home.

*Shark! Celebrity Infested Waters* combined sustainability with mainstream entertainment, as a team of celebrities undertook an intense dive expedition to better understand the importance of sharks and marine conversation.

*Soccer Aid 2025* entertained its audience through a star-studded, competitive celebrity football match from Old Trafford while educating viewers on global humanitarian issues by broadcasting emotional, real-life appeal films detailing UNICEF's life-saving health, clean water, and education work for children.

## **Drama**

*I Fought The Law* told the story of a mother's brave, real-life fight to change the law and get justice for her daughter. A companion documentary took audiences further deeper into the story of Ann Ming.

*Trigger Point* delivered high-stakes, fictional bomb disposal tension while shedding light on the immense mental strain, technical precision, and daily sacrifices experienced by real-life emergency responders.

*Out There* told the dark, deep rooted story of a farmer trying to save his son from the grip of a county lines drug cartel in rural Wales.

## **Soaps**

*Emmerdale* & *Coronation Street* continued to foster community identity through localised serial drama, social realism, and sustained character-driven narrative. As well as telling exciting dramatic stories full of romance and intrigue, soaps also tell relevant narratives reflecting the challenges society faces daily.

Over the last year, these have included coercive control, mental health and cultural challenges as well as stories highlighting medical issues that provide the audience with experiences and information about important health matters.

## **Factual**

*Undercover Police Scandal: Love and Lies*: exposed how state-sanctioned, secret political policing units systematically used fake identities to deceive female activists into long-term intimate relationships over four decades.

*Lucy Letby: Beyond Reasonable Doubt?* the hour long documentary informed viewers by meticulously unpacking the complex medical, statistical, and scientific evidence used in the trial, shedding light on the growing concerns from international scientists regarding the reliability of the prosecution's case

Premium documentaries revealed compelling, British true stories of our time. Shocking medical scandal, *British Blood Scandal*, the stranger-than-fiction true crime story of the Baxters in *Essex Millionaire Murders*, and the heartbreaking story of 16 year old *Briana A Mother's Story*

Ellie Simmonds undertook a deeply personal journey as she explored whether attitudes towards babies born with disabilities have changed in the 30 years since her own birth in documentary *Ellie: Should I have Children?*

Surprising celebrity family histories were uncovered as *DNA Journeys* embarked on more genealogical adventures

*Madeline McCann: Searching For the Prime Suspect*: viewers discovered the complex forensics and border-crossing police work needed to track down a suspect, while keeping the public hooked with fresh updates on the world's most famous missing person case.

*Steve Backshall's Royal Arctic Challenge*: educated its audience by presenting clear, visible evidence of the climate crisis, showcasing how rising global temperatures have drastically thinned the Arctic ice sheet and altered polar wildlife habitats since King Charles III first visited the region in 1975.

A range of arts and performance events to suit all tastes and interests were brought to screen from *The Brits*, *The Olivier Awards*, *The Oscars* and *Together at Christmas*.

### **In Focus: informing and educating through popular culture**

ITV has an ambitious and robust climate action programme that touches all parts of the organisation. We are transforming the business and working with stakeholders across the industry and across our value chain to have as broad an impact as possible on our journey to Net Zero.

As part of this we have made an editorial commitment: ITV will use our huge reach and world-class talent to make relatable, entertaining and inspiring content that helps audiences understand the need for climate action, how it is relevant to our lives and how we can all be part of the solution. We will report on the issues, normalise sustainable choices and tell optimistic stories of change. We will embed climate and nature-positive content across all genres, for all audiences.

An example of this last year was *Shark! Celebrity Infested Waters*, a unique reality format produced by Plimsoll Productions, part of ITV Studios.

The programme challenged seven well-known celebrities to overcome their fear of sharks and recognise their vital role in ocean health, while directly addressing the real-world impact of climate change on marine ecosystems.

The show's impact was significant, with the first episode peaking at 2.8 million viewers and the series reaching a total of 8.3 million. The show's success demonstrates the power of integrating natural history and climate concerns into popular entertainment, normalising conversations around ocean health and contributing to ITV's commitment to the pan-broadcaster Climate Content Pledge.



## 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 included programmes that reflected the lives and concerns of different communities and cultures across the UK.

### News and daytime

In 2025, ITV1 broadcast live to the nation every weekday morning from 6am. Our morning shows were powerful vehicles to explore the issues that mattered most to our viewers.

*This Morning* brought the topics that people care about the most into their homes on a daily basis. On the regular debate item 'Morning View,' our pundits debated everything from the former Prince Andrew giving up his Duke of York title to whether dads should get more paternity leave. We featured a wide range of trusted experts who advised our viewers on topics that affect their everyday lives, such as health with our team of trusted doctors, finance with Martin Lewis, or relationships with Deidre Sanders.

We also featured regular phone-ins where our viewers talked to us directly about the issues that concerned them most. Examples from 2025 included our dementia clinic, how to prevent loneliness at Christmas and how to combat alcohol addiction.

Alongside this daily offering, *This Morning* also broadcast a number of specials including:

- The VE Day Special, which featured VE Day veterans, a phone-in for VE Day stories from our viewers at home, and a moving VT where Eva Speakman travelled to Auschwitz to honour her grandfather.
- Sam Thompson ran and cycled five marathons over five days for Soccer Aid - raising over £2 million for Unicef.
- An awareness campaign around First Aid for Children aimed at parents.
- An awareness campaign around International Men's day promoting better mental health in men, who are three times more likely to die by suicide than women. Jamie Laing, Calum Scott and Sam Thompson all shared their battles with mental health and Wes Streeting announced a dedicated men's health strategy.
- Partnered with Jamie Oliver's Good School Food Awards and his mission to make school meals healthier.

Lorraine continued to highlight and debate the issues that matter most to her loyal viewers, including:

- The announcement of the Pope's death, which happened in our airtime, followed by a discussion with Traitors winner Harry Clark exploring his Catholicism.
- The continuation of Lorraine's 'Change & Check' breast cancer awareness campaign. Over 100 women and one man credit discovering their diagnoses as a direct result of Change & Check since it was launched 7 years ago. In 2025 we launched a 'National Check Your Boobs Day' and broadcast a live breast examination. The campaign was recognised in the King's Birthday Honours and our October special was nominated for a BAFTA.

- The launch of 'March for March' where we encouraged viewers to walk every day to help improve their mental wellbeing with celebrity backing from Sarra Hoy, Pete Wicks and Kate Cassidy. Viewers pledged steps for their mental health.
- Lisa Faulkner showed viewers how to healthily feed a family of four for just £2 a portion on the strand 'One Week Wonders.'
- Our 'No Butts' bowel cancer awareness campaign continued with an exclusive interview with the late Dame Deborah James's daughter.
- Pete Wicks fronted a strand called 'What Makes a Man?', an initiative aimed at tackling online misogyny, reducing toxic masculinity and encouraging boys and men to open up about their mental health - including visiting a school and talking to 14-16 year-olds and discussing Pete's podcast interview with the Prime Minister on the topic.

*Loose Women* balanced entertainment with hard-hitting, real-world issues daily. Our panel fearlessly tackled major headlines, debating everything from outdated GCSEs and school isolation rooms to the grooming gangs inquiry and the small boats crisis. We also provided a safe space for panellists and guests to share personal struggles. Whether discussing co-parenting, divorce, or Olivia Attwood's ADHD journey, we proved nobody has to face their battles alone. In addition to this daily offering, we also:

- Continued our RTS-winning and BAFTA-nominated domestic violence campaign 'Facing it Together' which continues to have a real world impact. Following Emmerdale actress Jaye Griffiths' appearance to talk about her own experiences of DA in 2025, there was a 26% surge in calls to the National Domestic Abuse Helpline.
- Broadcast the first ever 'Loose Doctors' episode featuring our family of trusted Daytime doctors - Dr Amir Khan, Dr Hilary Jones, Dr Zoe Williams and Dr Nighat Arif. The show included a discussion on social media health scams and deep fakes and a demonstration on how to examine your vulva.
- Broadcast *Loose Women: The Music* - a World Mental Health Day special where our panellists courageously shared personal stories of hardship and performed the songs that had guided them through their hardest times.
- Debated the importance and influence of the Pope in the modern world, and whether we are seeing a resurgence in faith in the UK - all drawing from the personal experience of the panellists, often at times of challenge.
- Stood up a fast turnaround 'Loose Men' with Craig Doyle, Iain Stirling, Jordan Banjo and Jeff Brazier in the wake of 'Adolescence.' The programme focussed on toxic masculinity.
- Launched a Loose Women podcast which covered topics such as bullying, harassment, fertility and living with anxiety.

*Good Morning Britain* brought the day's key news and talking points to homes around Britain daily whilst also investigating human interest stories debate including:

- An exclusive interview with the parents of Bebe King and Elsie Dot Stancombe, parents of the Southport dance school mass stabbing murder victims; the first TV interview with dance teacher Leanne Lucus on her campaign on knife crime.
- Ongoing conversation and interviews on grooming gangs and child sexual exploitation such as interviews with victims like Ellie Reynolds, Fiona Goddard, Chantelle from Manchester and Jade from Oxford, together with copious conversations and discussions in news panels and questions to politicians.
- An exclusive investigation into medical misogyny with Vicky Pattison.

- The *Million Minutes* campaign has, since its inception in 2015, broken the billion minutes ceiling on cumulative time committed to volunteering to help combat loneliness and social isolation.

## **Current affairs**

*Tonight* educated its audience by providing accessible, investigative reporting on the critical everyday issues affecting British families, from exposing high street shoplifting and waste system crimes to offering vital guidance on navigating household bills, managing personal finance, and identifying over-the-counter drug dependencies

## **Soaps**

One of our flagship shows, *Emmerdale*, ran a modern slavery storyline, working closely with The Salvation Army's anti-trafficking team who checked the script for accuracy and authenticity, drawing on those with lived experience. The writers used the opportunity to show how someone can be groomed and trapped in forced labour and the programme signposted viewers to modern slavery charities.

As well as helping to raise awareness among viewers, the storyline generated adjacent coverage and discussion on ITV shows *Good Morning Britain*, *Lorraine* and *Loose Women*, and it was covered in the national press.

## **Drama**

*The Hack* - the series told the real-world methods of illicit newsgathering, demonstrating to viewers how personal privacy can be compromised through phone hacking and data theft while highlighting the broader societal consequences of unchecked tabloid press power.

## **Factual and other genres**

*The Assembly* - entertains and educates its audience by letting a unique panel of neurodivergent and learning-disabled interviewers grill famous celebrities with hilariously blunt, unscripted questions that challenge public perceptions about disability

*Fresh Cuts* - the strand celebrated Black History Month and UK Disability History Month through a vibrant mix of sharp sketch comedy, dating formats, and raw, unfiltered documentaries led entirely by diverse and disabled British creators

*TikTok Murder Gone Viral* - the three part series explained how social media footprints, digital evidence, and online behavior reshape modern police investigations, while highlighting the real-world dangers of influencer culture, cyberbullying, and peer-on-peer violence for a digital-native generation

*Long Lost Family* - continued to deliver deeply emotional, real-life family reunions while educating viewers on the complex tracing methods, DNA breakthroughs, and psychological support systems required to reconnect relatives separated by adoption or estrangement. The brand also featured special episodes on the historic scandal of babies stolen at birth in Spain and moving foundlings stories in *Born Without Trace*.

*Pride of Britain Awards* - the event in October was yet again a star-studded, emotional variety gala with powerful public-interest storytelling, educating viewers on community resilience by celebrating the awe-inspiring bravery, fundraising, and selfless sacrifices of ordinary citizens.

### **In Focus: seeing the world differently**

*The Assembly*, is ITV's bold and innovative interview series, featuring a remarkable group of inquisitive interviewers who are autistic, neurodivergent and/or learning disabled. They put unique questions to brave celebrities where the rule is that no question is off the table and no topic is out of bounds.

The first series earned widespread critical acclaim with Danny Dyer, David Tennant, Jade Thirlwall and Gary Lineker's episodes hailed the "warmest, funniest telly you'll watch this year" (The Guardian), "the most groundbreaking TV show of the year" (Independent) and was billed as both "a breath of fresh air" (The Mirror) and "extraordinary" (Radio Times). The Times asked: "Is *The Assembly* the best interview show on TV?", while LBC's Nick Ferrari enthused: "If there is a better show made for terrestrial television this year, I'd be staggered. It is breathtaking."



In 2025, it won a Royal Television Society Award and received a BAFTA nomination. It has been streamed 6.9 million times, and reached over 10 million viewers across ITV channels and ITVX. On YouTube figures have reached 2 million and are rising.

## **Range of independent, original, and 'Made Outside London' productions**

As set out above, ITV met 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 provided 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 was available across all major DTT, satellite, cable and IP platforms.

*Free availability:* ITV1 was available free-to-air.

*Linear accessibility:* ITV ensured that its programmes were as accessible as possible for all viewers and met all its access service commitments to provide subtitling, signing and audio description. 99.7% of programmes on ITV1 carried subtitling and we launched subtitles on all of ITV's regional breakfast news bulletins that appear during *Good Morning Britain*. Audio description was provided for 26% of ITV1 programmes, well above the 20% voluntary commitment, and this included our pioneering live descriptive commentary service on the Rugby Six Nations and the UEFA Women's Euro football. 8.2% of programmes on ITV1 carried British Sign Language translations.

### Media literacy

ITV's very significant contribution to media literacy was through our substantial investment in a range of national and international, nations and regions news and current affairs. This output was 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).

