

DIVERSITY ACCELERATION PLAN

DIVERSITY COMMISSIONING SPEND*

HIGHLIGHTS 2022-24

HEADLINES - Let's Celebrate

DIVERSITY COMMISSIONING SPEND

(DCS) invested **£83million**

in commissioning diverse creatives, companies & content

DIVERSITY DEVELOPMENT FUND (DDF)

invested **£500k** and developed
over **30** projects

Supporting
43
new shows,
formats and
returning favourites

ON AIR

our report

at ITV we strive
to create and
showcase
content by, with
and for everyone,
connecting and
reflecting modern
audiences

FORECAST

Viewers agree that ITV
has **SIGNIFICANTLY IMPROVED**
the portrayal of **DIVERSE**
AUDIENCES on screen
over the
LAST FIVE YEARS

4 in 10 PEOPLE of COLOUR
(POC) agree that ITV creates
programmes and content
that represents POC
- a **17%** increase
compared to 2021

4 in 10 DEAF, DISABLED or
NEURODIVERGENT (DDN) PEOPLE
agree that ITV creates
programmes and
content that represents
Disabled people - a **47%**
increase compared
to 2021

83% of DCS-supported
shows attract a **HIGHER**
proportion of **DISABLED**
VIEWERS and **2/3** attracted
a **HIGHER** proportion
of **POC VIEWERS**



* **NEW NAME!** Following an evaluation, we've renamed
the **DIVERSITY COMMISSIONING FUND** to the **DIVERSITY**
COMMISSIONING SPEND. This clarifies that its **RING-**
FENCED existing spend from ITV's content budget,
whereas the **DIVERSITY DEVELOPMENT FUND** is a **NEW INVESTMENT**

INSPIRING SOCIAL CHANGE

Surge of people
looking to learn
BRITISH SIGN
LANGUAGE after
JOHN & JOE BISHOP:
Life After Deaf

AWARDS and nominations including from:

BAFTA, the ROYAL
TELEVISION SOCIETY
& the NATIONAL
TELEVISION AWARDS

from 2022-24

DCS shows had **↑ INCREASED**
diversity OFF-SCREEN and reached
NEW DIVERSE
AUDIENCES

FIRST TIME
commissions
from
DIVERSE-LED
companies



£64.1m invested
in **13** DIVERSE-LED production companies

● [REC]

WHO WANTS TO BE ELIGIBLE for DCS*

* DIVERSITY COMMISSIONING SPEND

A
You can automatically qualify **IF** your company has
DIVERSE COMPANY OWNERSHIP or LEADERSHIP**

this means...
the production company has **SENIOR PEOPLE** of **COLOUR (POC)** and/or **DEAF, DISABLED or NEURODIVERGENT (DDN)** individuals in company ownership or leadership roles involved in shaping creative or operational strategy

BUT if **NOT**, you can still **QUALIFY** if you have **TWO** out of these **THREE** **CRITERIA**

B: **DIVERSE CREATIVE LEADERSHIP**

C: **DIVERSE STORIES and PORTRAYAL ON-SCREEN**

D: **DIVERSE SALARY SPEND** -

at least **20%** of total salary/fee spend off screen is on POC and/or DDN creatives

** for co-productions where only ONE of the companies is diverse-led, the production will also have to meet ONE other criteria

DIVERSITY DEVELOPMENT FUND

Producers can **QUALIFY** for the **DDF** by **DEMONSTRATING** either **ONE** of these **TWO CRITERIA**...

...what are they?

A DIVERSE COMPANY OWNERSHIP or LEADERSHIP

B DIVERSE CREATIVE LEADERSHIP

So far the DDF has...

★
DEVELOPED
over 30
projects

★
SUPPORTED
diverse creatives
including writers
and directors

★
3
rounds of
FRESH CUTS

★
Launched
AMPLIFY:
The
Companies

WHAT'S NEXT?

WHAT'S ON?

TODAY

TOMORROW

NEXT WEEK

NEXT YEAR

...

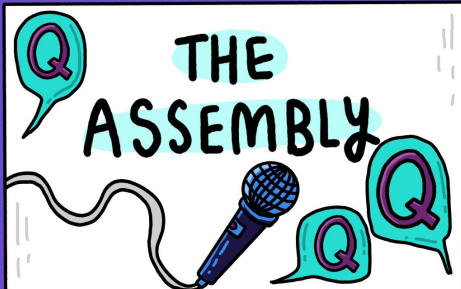
SETTINGS

NEW shows

CODE of
SILENCE



SAVIOUR



THE
ASSEMBLY

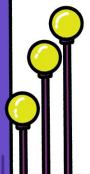
RETURNING

ELLIE
SIMMONDS

Should I Have
Children?

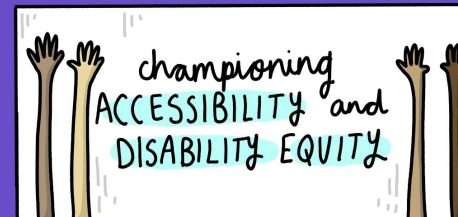
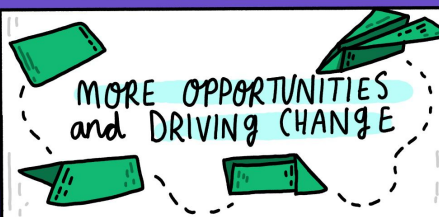


ROMESH
RANGANATHAN'S
PARENTS'
EVENING



NEWS

RENEWED INVESTMENT
£80 million for DIVERSITY COMMISSIONING SPEND
PLUS the DIVERSITY DEVELOPMENT FUND
is DOUBLING to £1 million over 2025-27



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how to start your CAREER in TV and if
you have an idea for a show

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ITV is
70!

