



ITV Factsheet

December 2009

Company Details

Index:	FTSE 250
Sector:	Media
RIC Code:	ITV.L
Bloomberg:	ITV LN
Sedol Code:	GB0033986497
Company Registration no:	4967001
Shares in issue:	3,889,129,751

Head Office

The London Television Centre, Upper Ground, London, SE1 9LT	
Tel:	020 7157 3000

ITV is one of the UK's most long-established television companies and best-known media brands.

Following the Television Act of 1954 which made commercial television in the UK possible, ITV first began broadcasting in 1955 on Channel 3 in the London area. By 1973 there were 15 separate Channel 3 regional broadcasting licences and each of the regional licences was run by a separate company.

The Broadcasting Act of 1990 allowed regional companies, under specific conditions, to merge for the first time. It paved the way for the consolidation of ITV and the first merger took place in 1994 when Granada bought LWT. By the new millennium Granada plc owned six regional licences, Carlton Communications owned five, Scottish Media Group (SMG) owned two and Ulster and Channel remained independent.

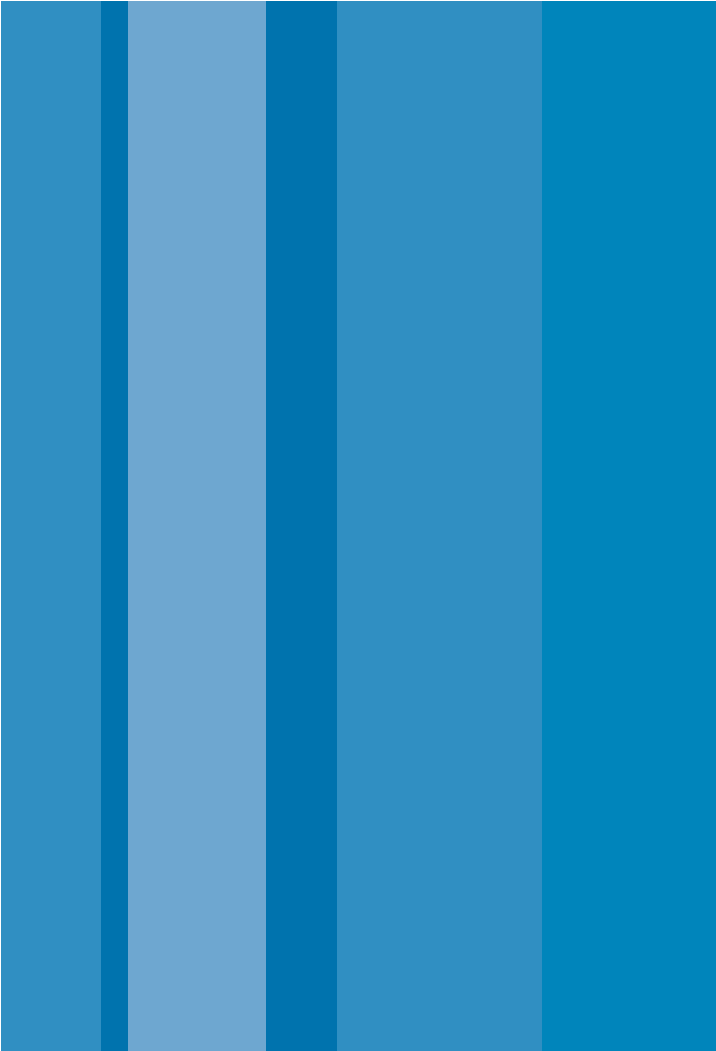
The merger of Granada and Carlton became an obvious next step. The necessary changes in legislation were introduced by the Communications Act and the Competition Commission approved the merger plans. In February 2004 ITV plc, owner of eleven of the fifteen regional licences, was born. Today ITV plc sells advertising on behalf of all fifteen of the licences and produces much of the programming broadcast on ITV channels.

Since the merger ITV has expanded its family of channels with the launch of ITV2 in 1998; ITV3 in 2004; ITV4 in 2005; and Citv, ITV2+1 and ITV3+1 in 2006.

Corporate Responsibility

ITV manages a diverse range of CR issues which are fully explored in the Company's CR report.

ITV's CR Report for 2008 is available in the Responsibility section of our website at www.itvplc.com, or by email from responsibility@itv.com.



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Our Businesses

Overview

Today ITV is the UK's largest advertising funded broadcaster. ITV's production business, ITV Studios, makes more hours of network television than any other UK commercial producer. ITV employs over 4,000 staff worldwide within its three business segments: Broadcasting, Global Content and Online.

Broadcasting

ITV1 is the UK's largest commercial television channel in terms of audience share and advertising revenues. ITV invests around £1 billion per year in network and regional content, funded by advertising and sponsorship revenues. ITV's digital channels, including ITV2, ITV3 and ITV4, are growing their audiences and revenues.

SDN, ITV's wholly owned digital terrestrial television multiplex operator, leases out capacity to channel operators on the UK's largest broadcast platform, DTT.

In 2008, ITV's family of channels held its audience share for the second year in a row and maintained its share of the television advertising market for the first time in two decades. ITV channels accounted for over 40% of viewings of UK television advertisements.

With the television advertising market declining by 5% in 2008 and continuing to be weak into 2009, ITV is seeking to increase the efficiency of its programming investment. Across network and regional programming, ITV will reduce its programming investment by £105 million year-on-year in 2009. Our aim is for ITV channels to deliver at least 38.5% of viewing of UK television commercials through to 2012. Our objectives for the Broadcasting business are:

- Continue to develop ITV1's strategy for peak-time, which attracts the majority of our viewing and advertisers
- Increase the efficiency of our network programme spend to allow reductions in cost without impacting on-screen performance
- Modernise ITV's public service remit to ensure that the costs and benefits are aligned for the long term
- Work to reform the Contract Rights Renewal remedy which applies to the sale of ITV1 advertising airtime
- Future-proof Freeview and Freesat to ensure the free-to-air platforms on which ITV performs best are as strong as possible

Online

Online, ITV is focused on video services delivering ITV programming via the personal computer and – increasingly – directly to the television set. itv.com includes ITV Player, which allows users to access catch-up and watch clips from the best ITV programmes, all supported by advertising. As PC and TV-based services converge, itv.com is coming of age as a digital channel in its own right.

Online, itv.com has enjoyed very strong rates of growth in terms of unique users and video views. itv.com advertising revenue increased by over 60% in 2008, with video advertising revenues in particular growing rapidly throughout 2008.

Reflecting ITV's increased focus on delivery of ITV programming online, our Online business was editorially integrated with ITV's broadcast channels in late 2008. Our objectives within Online are:

- Continue to invest in establishing and developing new means of delivering ITV content to growing online audiences
- Develop itv.com as a premium Video on Demand entertainment site
- Exploit our catalogue to deliver ITV programmes via open and closed Video on Demand services

Global Content

Global Content comprises ITV Studios, ITV's international production companies and ITV Global Entertainment. ITV Studios produces programmes for ITV channels and for other UK broadcasters. ITV's production companies in the US, Germany, Australia and Sweden produce original programming for major international broadcasters. ITV Global Entertainment generates revenues by distributing ITV and third-party programming internationally, and through the sale of DVDs and merchandise associated with ITV and third-party programmes. Around half of Global Content revenues in 2008 were generated by sales to ITV.

External Global Content revenues grew by 25% in 2008, with production for other UK and international broadcasters up strongly. However, with television advertising under pressure in the UK and internationally, the outlook for 2009 is weaker.

ITV will seek to continue the organic revenue growth delivered in 2008 as well as continuing to consider targeted production acquisitions, investment in independent producers and innovative production partnerships. Our key objectives within Global Content are:

- Focus on winning profitable ITV commissions in internationally high value genres
- Ensure greater secondary exploitation opportunities across a higher proportion of ITV commissions
- Continue to expand distribution of ITV and third-party programming and formats across our territories and beyond
- Focus on growing revenues organically and via targeted acquisitions and partnerships
- Invest in development of innovative new programmes and formats
- Retain and invest in great creative talent
- Maintain cost discipline through the business

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Key financial information 12 months to 31st December, £m

	2008 Published	2007 Published	Change %
Broadcasting			
ITV1 NAR	1,127	1,224	(8)
MCH NAR	242	209	16
GMTV NAR	56	56	-
ITV plc NAR	1,425	1,489	(4)
Sponsorship	58	56	4
Media Sales, PRS and Other	131	157	(17)
SDN	33	36	(8)
Total	1,647	1,738	(5)
Operating EBITA	140	244	(43)
Global Content			
Total Internal Revenues	316	320	(1)
Total External Revenues	306	244	25
Total	622	564	10
Operating EBITA	90	90	-
Online			
Itv.com and other	18	11	64
Friends Reunited	18	22	(18)
Total	36	33	9
Total	2,082	2,082	(5)
Operating EBITA	(20)	(12)	(67)
Other			
Total Other Revenues	40	67	(40)
Operating EBITA	1	(11)	109
Total Revenues	2,029	2,082	(3)
Total Operating EBITA	211	311	(32)
PBT	(2,732)	188	
Net Debt	(730)	(668)	
Adjusted EPS	2.7p	5.0p	

Key Dates

ITV plc	
2009	
November 26	ITV plc secures full ownership of GMTV
November 18	ITV appoints Archie Norman as Chairman
2008	
May 5	ITV plc acquires Silverback, a Scandinavian independent producer
April 7	ITV sells stake in Arsenal Broadband
March 6	ITV disposes of the majority of the assets of the Carlton Screen Advertising (CSA) business
March 5	ITV sells stake in Liverpool fc.tv
2007	
December 12	ITV acquires 12 yard
November 16	ITV disposes of share in MUTV to Manchester United
August 2	ITV sells shares in ITFC
July 19	ITV plc acquires holding in independent producer Mammoth
May 9	ITV plc acquires controlling stake in Jaffe / Braunstein Entertainment LLC
April 5	ITV plc announces sale of interests in Arsenal
February 6	ITV announces sale of shareholding in Liverpool F.C.
2006	
August 23	ITV disposed of its stake in TV3 for £70 million
May 23	ITV disposed of its stake in Seven Network for £87 million
April 5	ITV disposed of Granada Learning for £35 million
March 11	Citv launched
2005	
November 1	ITV4 launched
September 12	ITV celebrates 50 years of independent broadcasting
April 27	ITV plc acquires SDN, a UK digital terrestrial television (DTT) multiplex operator
2004	
November 1	ITV3 launched
October 12	ITV plc acquired SMG's 25% stake in GMTV
February 2	Granada and Carlton plc merged to form ITV plc

Financial Calendar 2009

Event Date	
Annual General Meeting	14th May 2009
Interim Management Statement	14th May 2009
Interim Results	6th August 2009
Interim Management Statement	5th November 2009
Morgan Stanley Conference	18th November 2009

Registrar Contact

Capita Registrars plc

0871 664 0300 / +44 208 639 3399

Calls cost 10p per minute plus network extras.

Corporate Brokers

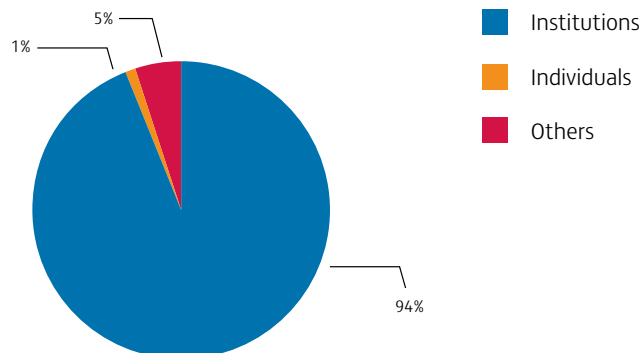
Credit Suisse - 0207888 8888

UBS - 0207 567 8000

Largest Shareholders (notified as at 30th November 2009)

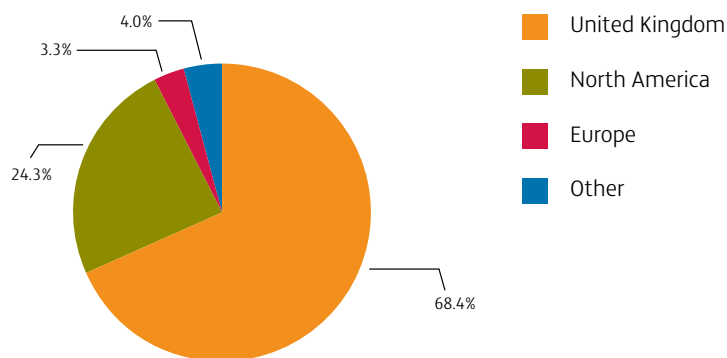
Sky Holdings Ltd	17.9%
Brandes Investment Partners	7.8%
Legal & General Investment Management Ltd	5.16%
AXA S.A.	4.39%
Governance for Owners LLP	3.0%

Shareholder Analysis % Shares held



Source: UBS IRIS

Shareholder by Region



Source: UBS IRIS

Key Contacts

Investor Relations

Director of Investor Relations Christy Swords

Head of Investor Relations Pippa Foulds

020 7157 3000

Communications

Director of Corporate Affairs Ruth Settle

Head of Press, Financial and Commercial Louise Evans

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