



Consensus for the six months ended 30 June 2026

Published on 28th July 2026

ITV Plc Consensus for the six months ended 30 June 2026

	2026 HY Estimates	2025 HY Actuals	
Media and Entertainment	£m	£m	YOY%
Total advertising revenue (TAR)	850	824	3%
Subscription revenue	23	24	-4%
SDN	18	19	-5%
Partnerships and other revenue	85	88	-3%
M&E non-advertising revenue	126	131	-4%
Total M&E revenue	976	955	2%
Content Costs	-654	-653	0%
Other M&E costs	-275	-267	3%
Total M&E costs	-929	-920	1%
M&E EBITA	47	35	34%
M&E Margin	4.8%	3.7%	
ITV Studios	£m	£m	YOY%
Total revenue	911	893	2%
Internal supply	-246	-261	-6%
External revenue	665	632	5%
ITV Studios EBITA	100	107	-7%
Studios Margin	11.0%	12.0%	
Group	£m	£m	YOY%
Total Revenue	1,887	1,848	2%
Group External Revenue	1,641	1,585	4%
Profit in Stock	1	4	
Group adjusted EBITA	148	146	1%
Group Margin	9.0%	9.2%	

	2026 HY Estimates	2025 HY Actuals
Q3 TAR %	3.6%	0%
Q4 TAR %	-1.8%	-6%

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