Consensus for the nine months ended 30 September 2026

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ITV Plc Consensus for the nine months ended 30 September 2026

Media and Entertainment	2026 Q3 YTD Consensus £m	2025 Q3 YTD Actuals £m	YoY
Total advertising revenue (TAR)	1,250	1,247	0%
Non-advertising revenue	190	198	-4%
Total M&E revenue*	**1,440**	**1,445**	0%
ITV Studios	**£m**	**£m**	**YoY**
Total revenue	**1,331**	**1,350**	-1%
Internal revenue	(402)	(388)	4%
External revenue	**929**	**962**	-3%
Group	**£m**	**£m**	**YoY**
Total Revenue	**2,771**	**2,795**	-1%
Total External Revenue	**2,369**	**2,404**	-1%

	Q4 2026 Consensus	Q4 2025 Actuals
Q4 TAR %	-1.8%	-6%
Q4 TAR Range	*-5.0% to +0.4%*	

* £3m M&E internal revenue in 2025

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