

25/02/2024



**Consensus for the three months
ended 31 March 2024**

2nd May 2024

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ITV Plc Consensus for the three months ended 31 March 2024

	2024 Q1 YTD	2023 Q1 YTD	YOY %
	Estimates	Actuals	
Media and Entertainment	£m	£m	
Total advertising revenue (TAR)	432	419	3%
Non-TAR	72	76	-5%
Total M&E revenue	504	495	2%
TAR forecast - Q2 only	5%	-11%	
ITV Studios	£m		
Total revenue	433	457	-5%
Internal supply	(169)	(176)	-4%
External revenue	264	281	-6%
Total Group Revenue	937	952	-2%
External Group Revenue	768	776	-1%