

28/02/2024



**Consensus for the nine months  
ended 30 September 2024**

**9<sup>th</sup> October 2024**

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# ITV Plc Consensus for the nine months ended 30 September 2024

	2024 Q3 YTD	2023 Q3 YTD	
	Estimates	Actuals	YOY %
<b>Media and Entertainment</b>	<b>£m</b>	<b>£m</b>	
Total advertising revenue (TAR)	1,312	1,233	6%
Non-TAR	210	226	-7%
<b>Total M&amp;E revenue</b>	<b>1,522</b>	<b>1,459</b>	<b>4%</b>
TAR forecast - Q4 only	-1%	-9%	
<b>ITV Studios</b>			
Total revenue	1,321	1,516	-13%
Internal supply	(423)	(443)	-5%
<b>External revenue</b>	<b>898</b>	<b>1,073</b>	<b>-16%</b>
Total Group Revenue	2,843	2,975	-4%
External Group Revenue	2,420	2,532	-4%