

28/02/2024



Consensus for the three months ended 31 March 2026

Published on 22nd April 2026

ITV Plc Consensus for the three months ended 31 March 2026

	2026 Q1 Consensus	2025 Q1 Actuals	
Media and Entertainment	£m	£m	YoY
Total advertising revenue (TAR)	414	423	-2%
Non-advertising revenue	63	66	-5%
Total M&E revenue	477	489	-2%
ITV Studios	£m	£m	YoY
Total revenue	398	386	3%
Internal supply	(115)	(119)	-3%
External revenue	283	267	6%
Group	£m	£m	YoY
Total Revenue	875	875	0%
Total External Revenue	760	756	1%

	Q2 2026 Consensus	Q2 2025 Actuals
Q2 TAR %	+13%	-12%
Q2 TAR Range	(+10% to +18%)	

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