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**Consensus for the nine months  
ended 30 September 2025**

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# ITV Plc Consensus for the nine months ended 30 September 2025

	2025 Q3 YTD	2024 Q3 YTD	
	Consensus	Actuals	YOY
<b>Media and Entertainment</b>	£m	£m	%
Total advertising revenue (TAR)	1,242	1,313	-5%
Non-advertising revenue	193	211	-9%
<b>Total M&amp;E revenue</b>	<b>1,435</b>	<b>1,524</b>	<b>-6%</b>
<b>ITV Studios</b>	£m	£m	%
<b>Total revenue</b>	<b>1,300</b>	<b>1,217</b>	<b>7%</b>
Internal revenue	(370)	(416)	-11%
<b>External revenue</b>	<b>930</b>	<b>801</b>	<b>16%</b>
<b>Group</b>	£m	£m	%
<b>Total Revenue</b>	<b>2,735</b>	<b>2,741</b>	<b>0%</b>
<b>Total Internal Revenue *</b>	<b>(370)</b>	<b>(420)</b>	<b>-12%</b>
<b>Total External Revenue</b>	<b>2,365</b>	<b>2,321</b>	<b>2%</b>

\* includes both Studios and M&E Internal revenue. In 2024 there was £4m of M&E Internal revenue.

	Q4 2025 Estimate	Q4 2024 Actuals
Q4 TAR %	0%	-7%
Q4 TAR Range	(-2% to +3%)	