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**Consensus for the six months  
ended 30 June 2024**

**11th July 2024**

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# ITV Plc Consensus for the six months ended 30 June 2024

	2024 H1 YTD	2023 H1 YTD	
	Estimates	Actuals	YOY %
<b>Media and Entertainment</b>	<b>£m</b>	<b>£m</b>	
Total advertising revenue (TAR)	432	419	3%
Non-TAR	72	76	-5%
<b>Total M&amp;E revenue</b>	<b>504</b>	<b>495</b>	<b>2%</b>
TAR forecast - Q3 only	0.1%	1%	
TAR forecast - Q4 only	0.2%	-9%	
<b>ITV Studios</b>	<b>£m</b>		
Total revenue	433	457	-5%
Internal supply	(169)	(176)	-4%
<b>External revenue</b>	<b>264</b>	<b>281</b>	<b>-6%</b>
<b>Total Group Revenue</b>	<b>937</b>	<b>952</b>	<b>-2%</b>
<b>External Group Revenue</b>	<b>768</b>	<b>776</b>	<b>-1%</b>