



A *spotlight* on ITVX

TRANSFORMING THE VIEWER EXPERIENCE

Introduction

Kevin Lygo

MD of Media & Entertainment

Key value *drivers*



ITV has a unique set of
competitive advantages

**Expertise in
Commissioning
Content**

**Planet V - Leading
Addressable
Advertising Platform**

**Integrated Producer,
Broadcaster &
Streamer**

Positive viewer and industry response to ITVX

“I am **really enjoying** the new ITVX platform, It has a huge library that is for all ages and is totally different to the old ITV Hub. It has **so much to offer** and I am totally happy with the service so far. The **content on it is very vast** and loads of different categories to choose from, like films, comedy and documentaries but to name a few.

Keep up the good work that has already been done to provide the viewers with a variety of programmes to watch. Here's to many years of the ITVX Streaming service.

Thank you. A very happy customer. ”

Source: ITV Customer & Viewer Services



In ITVX's launch year, ITV won both *Best On Demand Service* at the Edinburgh TV Awards and *Media Brand of the Year* at the Media Week Awards



Where we are today



**Significant increase
in free content
on ITVX**



**One content budget
across digital and
linear: >£1.2bn**



**Share of commercial
big screen viewing
>Netflix, Disney+ &
Amazon combined**



**Transformed
ITVX viewer
experience**



**Driving commercially
valuable audiences -
focus on 25-54 demo**

ITVX *strong performance* since launch

Fastest growing streaming platform in UK

+45%

in total streaming hours

+37%

in monthly active users

+39%

in digital revenue

Source: Fastest growing streaming platform based on BARB viewing data.
KPI data is based on Dec 2022-Sept 2024 vs the comparative period. Full KPI definitions and targets are included in ITV's [2023 Annual Report & Accounts](#)





Content **STRATEGY**

Rosemary Newell
Director of Content

We have transformed *streaming performance*
on ITVX through our content strategy

1

**Significant increase
in content hours**

2

**Fastest growing British
streaming platform**

3

**Younger audience
profile**

We have added **10,000 hours** of free content to ITVX since launch

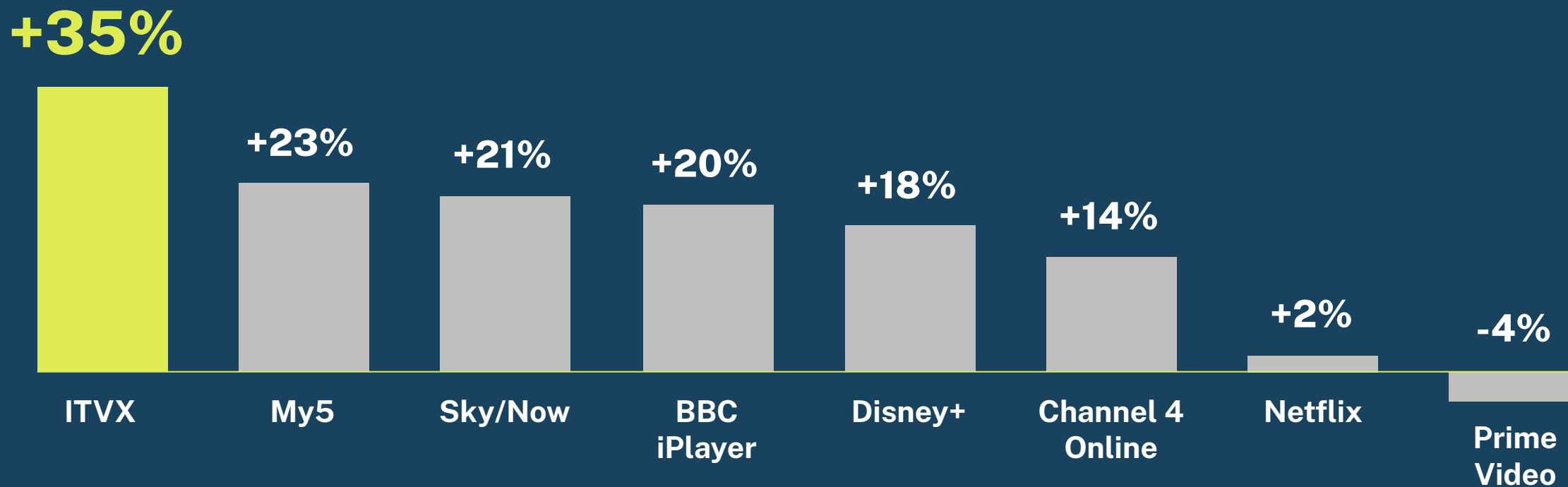
Free Content Hours on ITVX



Source: ITVX First Party Data, AVOD Hours only

ITVX is *fastest growing*
streaming platform in UK

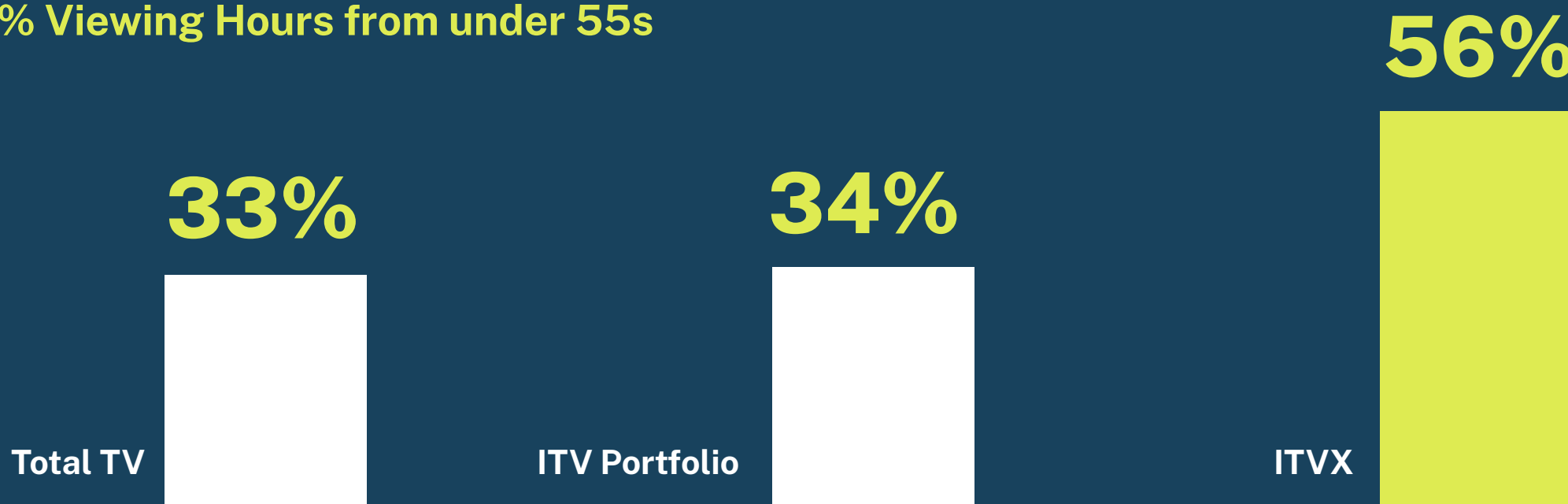
Growth in viewer hours by service (CAGR '22-24)



Source: Barb/AdvantEdge-As Viewed. Owned and Operated. Excludes 3rd Party VOD. Includes Simulcast.

ITVX delivers significantly *younger audiences*

% Viewing Hours from under 55s



Source: 3rd Party BARB As Viewed Data Jan 2024-Oct 2024



Our *content strategy* has evolved...

1

‘Fireworks’ –
Hero genres
drive viewing

2

Regular cadence &
windowing –
generates momentum

3

‘Bonfires’ - boxsets
and films *increase*
engagement

4

FAST – low cost,
good profile,
additive viewing

5

News, Live &
Partnerships –
‘test & learn’

Hero genres bring viewers in to ITVX

Drama



Reality



Sport



Entertainment



Our adapted windowing strategy
maximises overall viewing

Regular cadence of content &
curation to maximise onward viewing:

**% VIEWERS WHO WENT ON TO
WATCH SOMETHING ELSE**

75%

Mr Bates Vs The Post Office

77%

Love Island

61%

UEFA Euro 2024

**RELEASE STRATEGY TO CATER
TO VIEWING BEHAVIOURS**

After the first 2 eps had aired,

95%

of **Joan's** audience on ITVX had
completed the series within 1 week



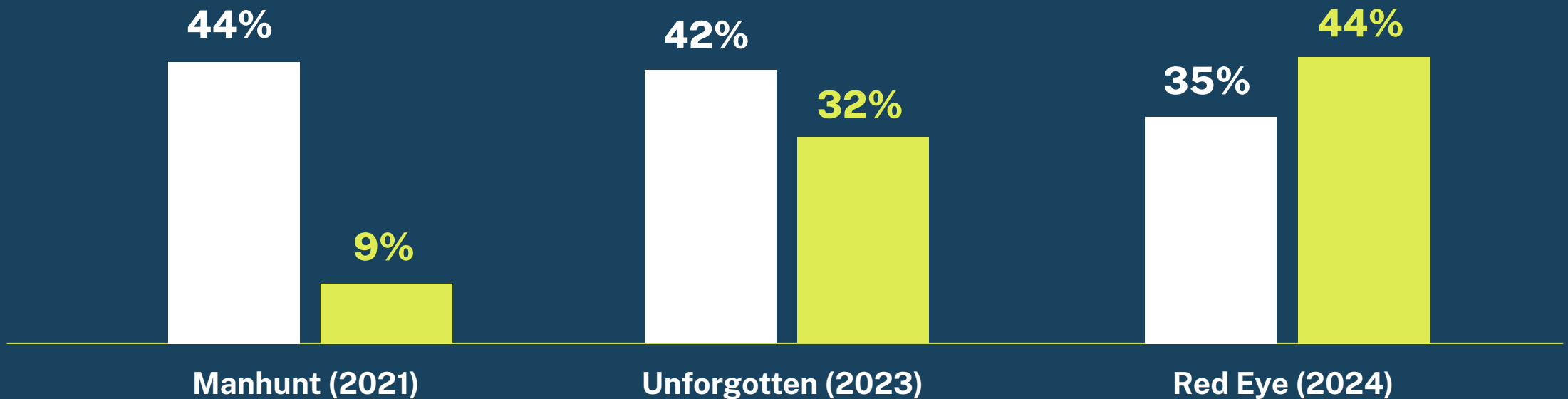
Release strategy *increases monetisation* of our content

● **PVR:** Personal Video Recorder

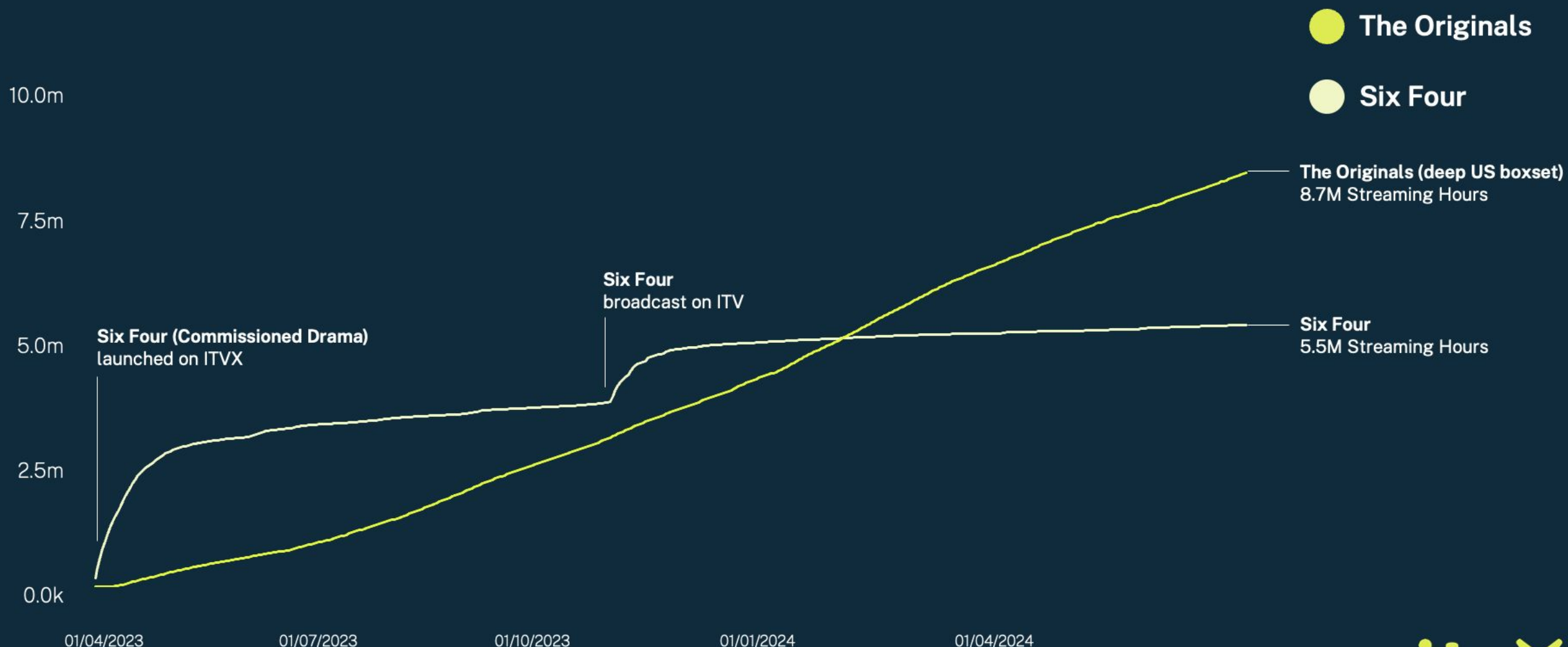
● **Pre-TX:** Watching on ITVX before episode is first transmitted on a Linear Channel

● **VOD:** Watching on ITVX after an episode has first been transmitted on a Linear Channel

Viewing splits of different ITV scripted series (PVR vs pre-TX/VOD)



Our library of boxsets & films keeps viewers *watching for longer*



Source: ITVX First Party Data



Our 12 FAST channels are growing quickly
& have a *young audience* profile

2023

13.9m

Streaming hours

+62%
YOY

2024

22.5m

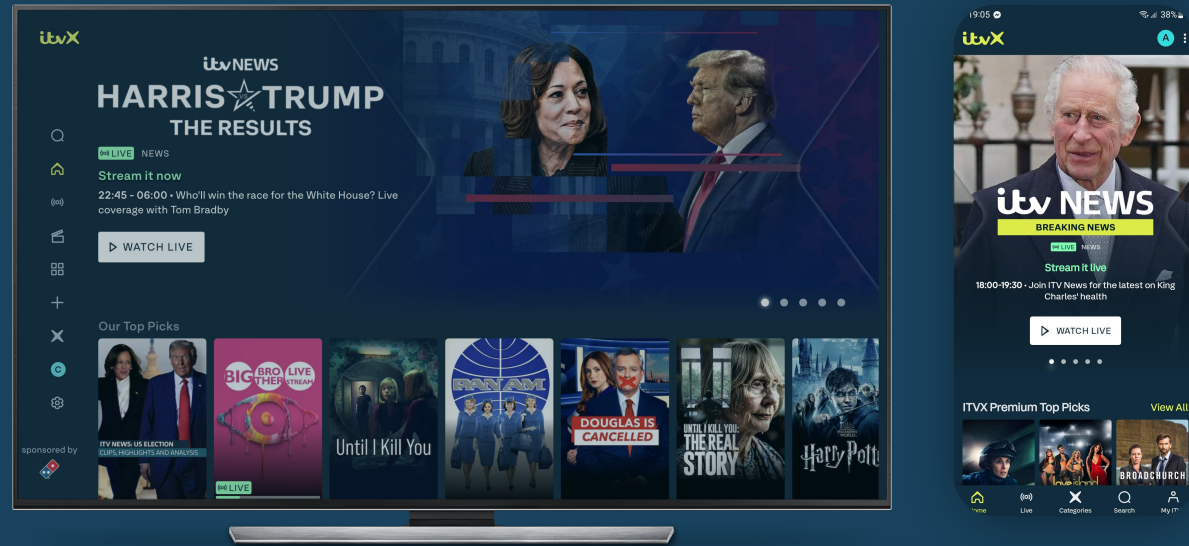
Steaming hours

Audience profile

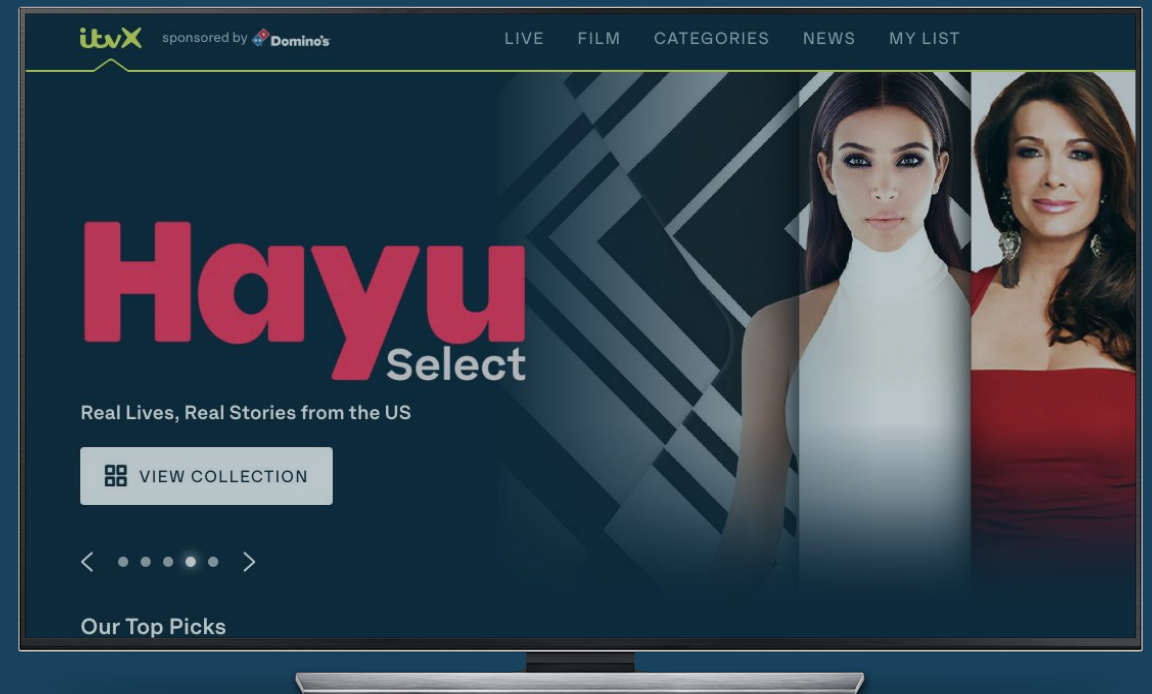
64%

of FAST channel
viewers are <55

ITV News is an integral element of ITVX



We are also experimenting with *live content* and *content partnerships* to drive viewing



Content strategy looking ahead to 2025 & 2026

Even more regular
drumbeat of content

INCREASE VIEWING

Increase 25-54
year old viewing

**IMPROVE
MONETISATION**

**DELIVERING THE
CONTENT VIEWERS
WANT TO WATCH,
WHERE & WHEN THEY
WANT TO CONSUME IT**

Regular release of
new drama on ITVX

IMPROVE RETENTION

Optimise release
strategies &
scheduling on ITVX

INCREASE REACH



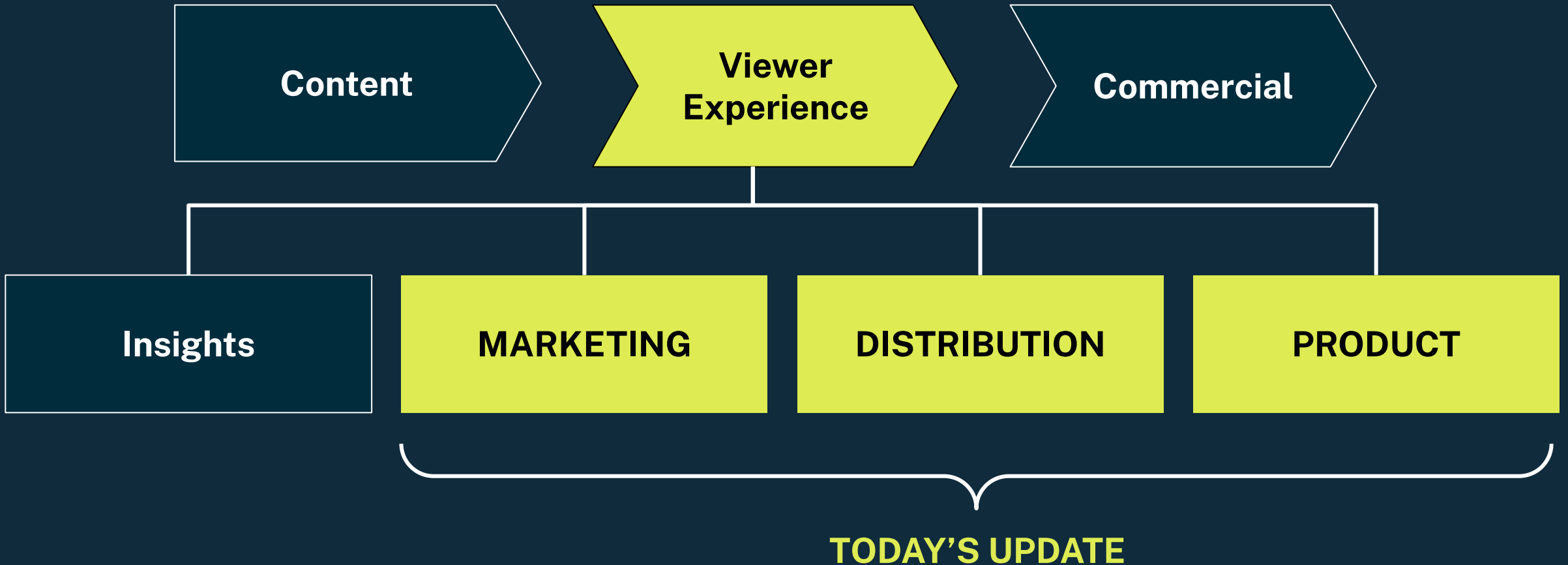
Viewer EXPERIENCE

Jane Stiller

Chief Viewer Officer

itvX

We are focused on creating *the best* possible viewer experience



We've *evolved* our marketing strategy,
expanded our footprint & *enhanced*
the product experience

Marketing

Get viewers to
consider ITVX

Distribution

Give viewers easy
access ITVX

Product

Get viewers to spend
longer with ITVX

DELIVER COMMERCIALY VALUABLE AUDIENCES

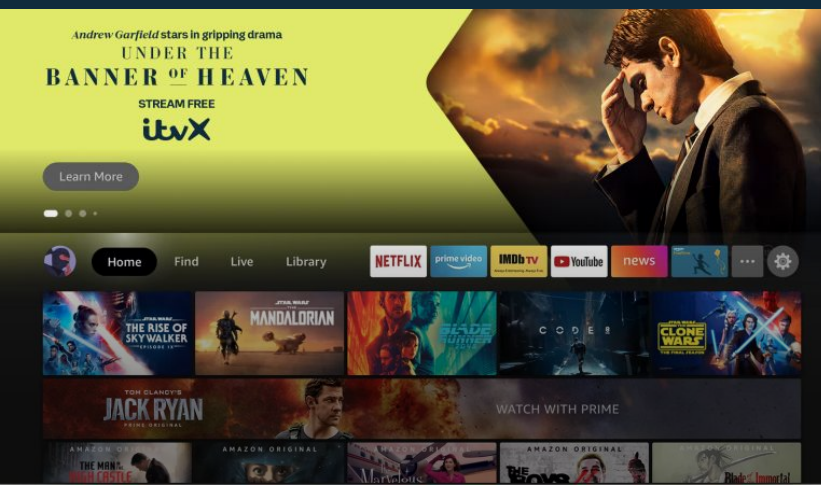
The drive to be *top of mind*...



MarketingWeek

**ITVX overtakes
Disney+ and All 4
as UK's fourth
most considered
streaming service**

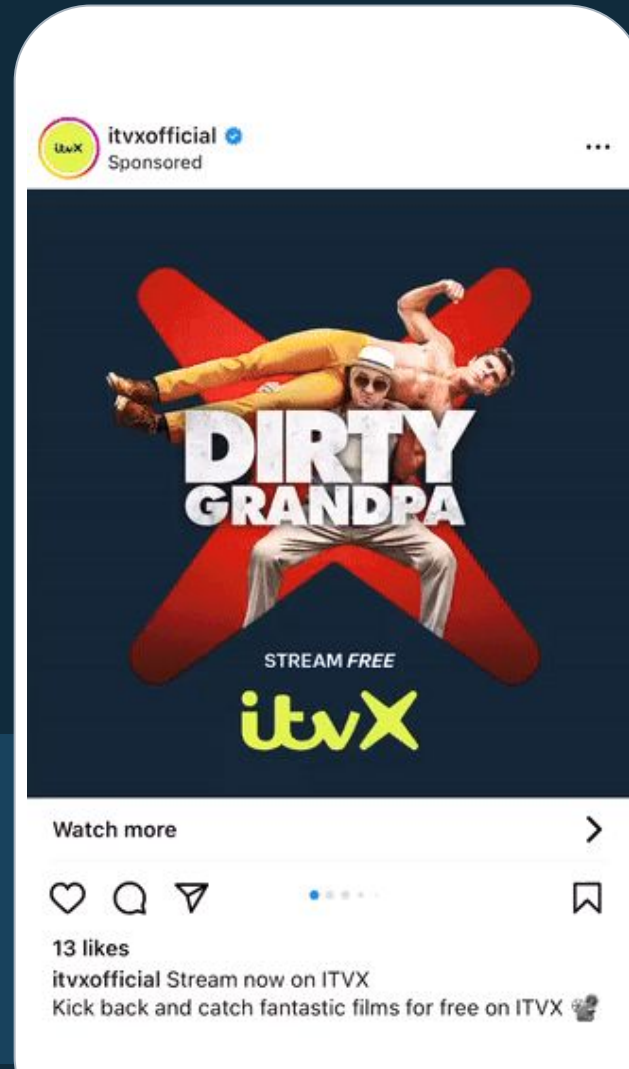
ITVX brand marketing is *highly distinctive*



Our marketing approach
has evolved to encompass more
digital & *reactive* marketing

+800%

increase in number
of ITV titles featured
in social campaigns



70%

Reduction in Cost
Per Acquisition
on social channels

Reactive marketing drives *incremental* viewing

Following Barry Keoghan's performance in Saltburn – we promoted
an older series featuring the actor called Love/Hate on ITVX



300%

uplift in streaming
hours for Love/Hate

5th

Love/ Hate is now the
best performing drama

Source: ITVX Viewing data

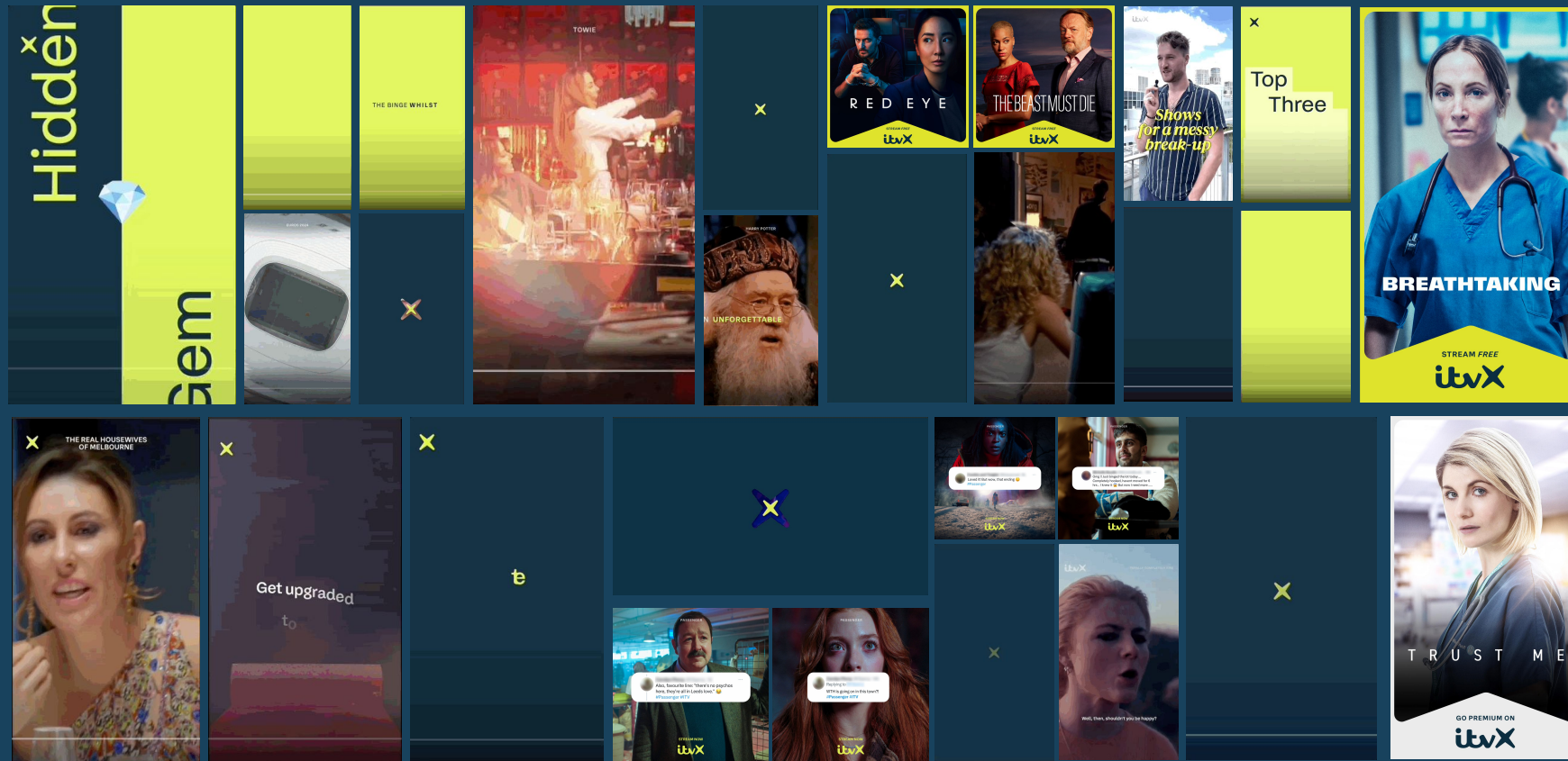
itvX

Talkability is key –so we're investing in recommendations & influencer marketing



We've improved return on marketing investment by 60%

60% uplift in the ROI of paid marketing on Streaming Hours since launch



Source: ITV / Measure Monks econometrics

ITVX is now available on
nearly 100% of UK platforms

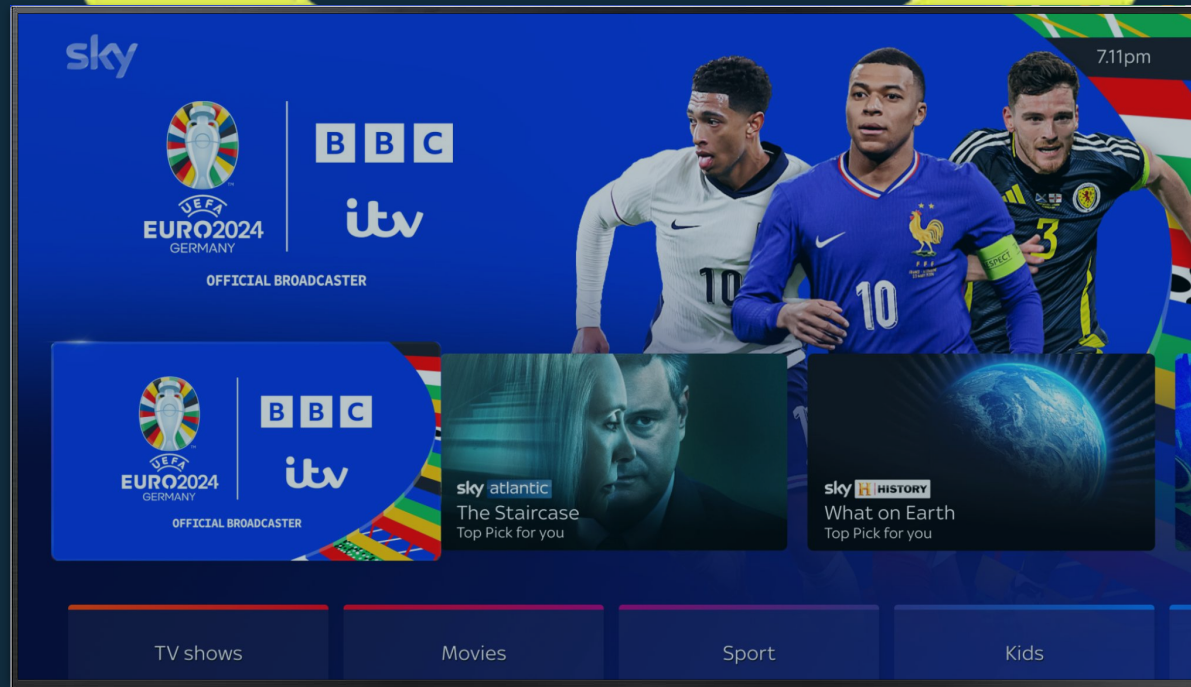
New platforms
have driven a
30%
in our distribution
footprint

ITVX platform
penetration
~100%



Ensuring ITVX content ***stands out*** on partner platforms drives incremental viewing

100% increase in referrals to ITVX from partner platform interfaces e.g. Sky Q



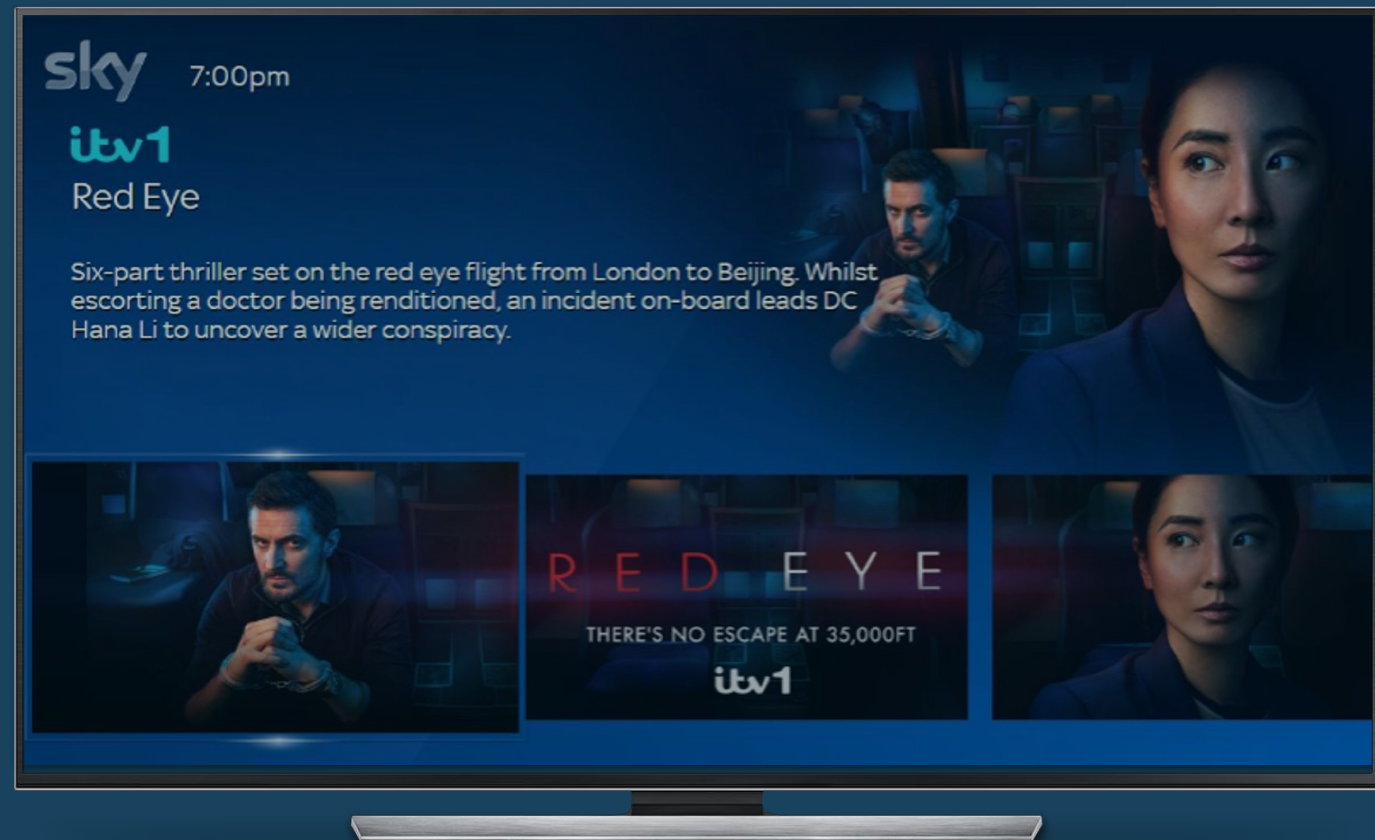
CASE STUDY

Red Eye on Sky User Interface

70% increase in
viewing performance
vs comparable dramas

**Securing significant
editorial homepage
promotion across
Sky platforms**

**6 features on
SkyQ & Sky Glass /
Stream including a
homepage takeover**



We've **increased** monthly active users by reducing friction & **improving** the viewer journey

850K More active users each month through removing viewing friction

USER HAS ITVX ACCOUNT

itvX

Welcome back

Next we need your password to sign you in.

Email

johnathon.doe@gmail.com [Not you?](#)

Password

[SIGN IN](#)

[Forgot your password?](#)

SMART ACCOUNT LOOKUP (ALL PLATFORMS)

itvX

Sign in or register

Just tell us your email to get started.

Email

johnathon.doe@gmail.com ✓

[CONTINUE](#)

Not sure if you've already registered with us?

Don't worry, we can tell from your email address if you already have an ITVX or ITV Hub account with us.

USER DOESN'T HAVE AN ACCOUNT

itvX

Set up your account

Now choose a password for your account.

Email

johnathon.doe@gmail.com [Not you?](#)

Password

6 or more characters

☐ Send me emails about ITVX and other ITV products, services, offers and experiences. Unsubscribe any time.

Continue to agree to [ITVX Terms](#), confirm you are 16+ and have read our [Privacy Notice](#).

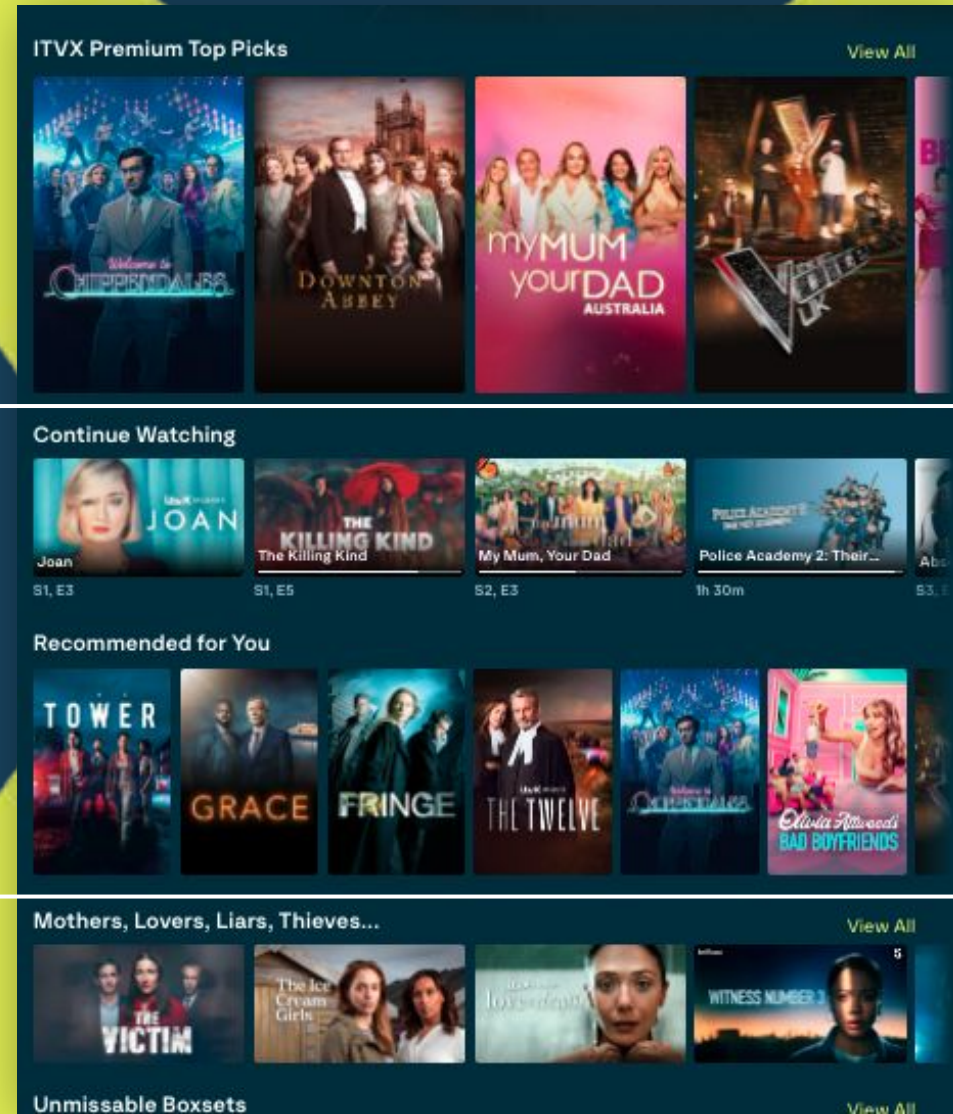
[BACK](#) [NEXT](#)

Our industry leading
recommendations engine
to personalise ITVX has
driven *increased viewing*

+20M

incremental streaming hours

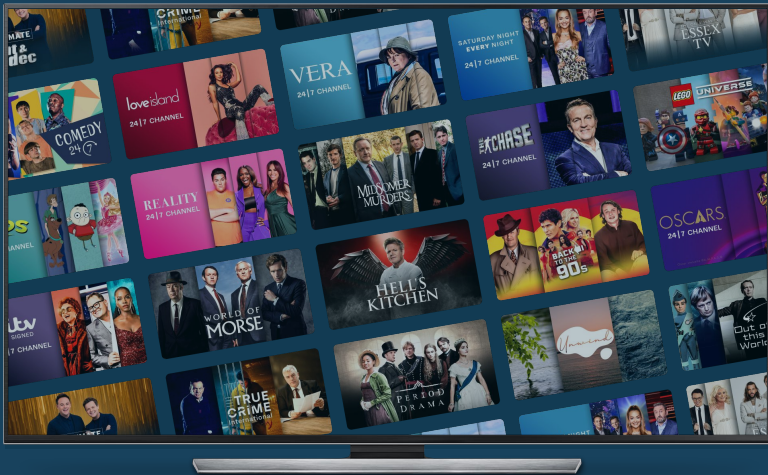
Source: ITV Internal Data



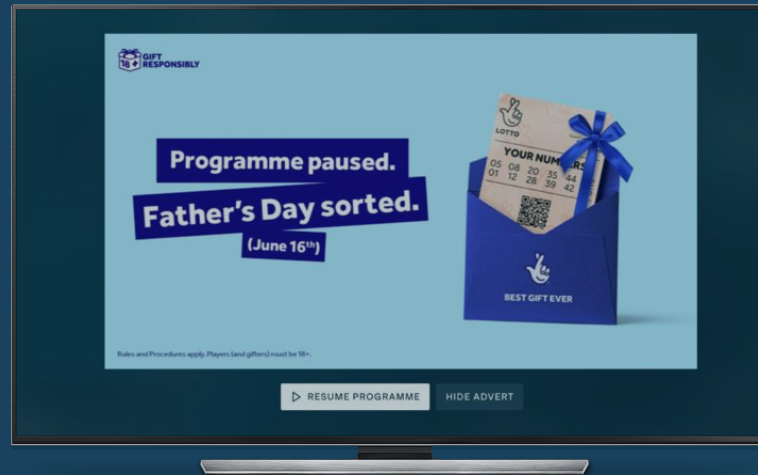
ITVX

We have delivered lots of new advertising opportunities, *improving* ITVX monetisation

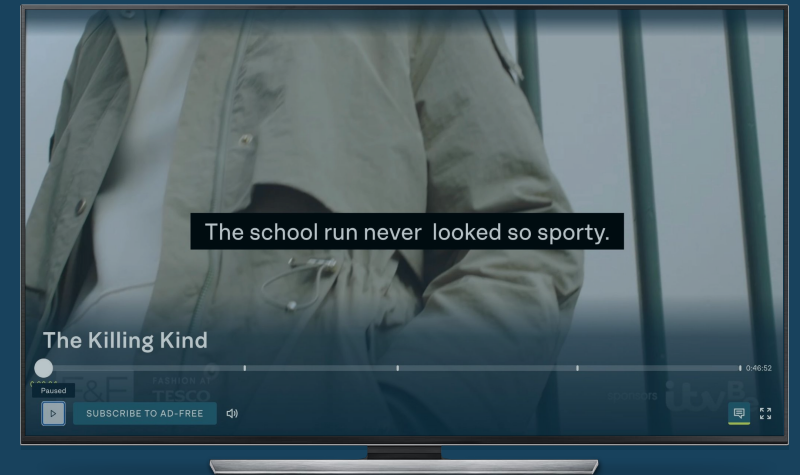
FAST Channels



Pause Ads



Advertising subtitling



And ITVX is *consistently*
reliable for viewers

+10%

increase in Quality of
Service (QoS) score
since launch

40%

decrease in
customer service
contacts

Resilience

with huge live events
e.g. Euros & Men's
Football World Cup

Viewer Experience

looking ahead
to 2025 & 2026

Refreshed brand
positioning

DRIVE VIEWING

Refining
personalisation &
recommendations

DRIVE RETENTION

**CULTURE OF
EXPERIMENTATION &
DEEP UNDERSTANDING
OF THE VIEWER**

Further integration
with partners

DRIVE VIEWING

Innovation for
our advertisers

**INCREASE
MONETISATION**

Summary

ITVX has delivered
strong growth in
viewing & revenue

ITV has a unique
set of *competitive
advantages*:

Confident in delivering
at least *£750m* of
digital revenue by 2026

1

Expertise in
commissioning
content

2

Planet V - leading
addressable
advertising platform

3

Integrated Producer,
Broadcaster &
Streamer

Q&A

APPENDICES

M&E Streaming KPIs

	Q3 YTD 2024	HY 2024	FY 2023	FY 2022
TOTAL DIGITAL REVENUES 2026 Target: £750M	£376m	£244m	£490m	£411m
MONTHLY ACTIVE USERS 2026 Target: 20M	-	14.6m	12.5m	10.5m
TOTAL STREAMING HOURS 2026 Target: 2BN hours	1,247m	846m	1,505m	1,192m
UK SUBSCRIBERS 2026 Target: 2.5M*	-	0.9m	1.3m	1.4m

M&E Streaming KPI Definitions:

- Total Digital Revenues: Revenue from digital advertising, subscriptions, linear addressable advertising, digital sponsorship and partnerships, ITV Win and any other revenues from digital business ventures
- Monthly Active Users (MAUs): Captures the average number of registered users throughout the period who accessed our owned and operated on-demand platforms each month
- Total Streaming Hours: Total number of hours viewers spent watching ITV across all streaming platforms, reported at a device level. This figure includes both ad-funded and subscription streaming
- UK Subscribers: UK subscribers are users of ITVX's premium tier and prior to closure in April 2024, the BritBox UK standalone service and apps on Amazon Prime Video. It includes those who pay ITV directly, those who are paid for by an operator, and free trialists

*Going forward, as we focus on delivering at least £750 million by 2026, we will prioritise our ad-funded proposition over our pay proposition to deliver the best return.

