

SOCIAL



PURPOSE

Impact Report 2024

CONTENTS

Our Goals	3
Mental Wellbeing	4
Climate Action	7
Diversity, Equity & Inclusion	11
Better Futures	12
Creating Content with Impact	15
ITV: A Global Force for Good	16
The Data	17



CEO Carolyn McCall on our Social Purpose

Our Social Purpose at ITV is to shape culture for good. I am really proud of the many ways we achieved this last year, from *Britain Get Talking*, which resulted in just over 6 million people taking a positive action for their mental health¹, to the nation hitting an incredible milestone of over £100m raised for children through *Soccer Aid for UNICEF*.

We've championed new production methods to cut our emissions and earned a place on CDP's prestigious 'A List' – a globally recognised mark of leadership in climate action. We've commissioned new programmes, like *Romesh Ranganathan's Parents' Evening*, as a result of our Diversity Commissioning Spend (DCS, formerly the Diversity Commissioning Fund²) and won a BAFTA for *Ellie Simmonds: Finding My Secret Family*.

2024 has shown again that the programmes we produce and what we do at ITV can change attitudes, outcomes and even the law.

As we head towards our 70th birthday in 2025 we will continue to connect people to the issues that matter through the stories we tell.

OUR GOALS

MENTAL WELLBEING

Creating a culture where we all do more to look after our mental wellbeing

Audiences

Prompt action through content and campaigns

Industry

Work with partners to raise awareness and drive action

Internal

Provide initiatives, events and training to support colleague wellbeing

SUSTAINABLE DEVELOPMENT GOAL



CLIMATE ACTION

Shows with the biggest impact on audiences and the smallest impact on the planet

Net Zero

Science-based decarbonisation by 2030 and 2050

Circular Economy

90% waste reused or recycled by 2030

Supply Chain

100% sustainable by 2030

Culture

Embed a culture of climate action on-screen and off-screen

SUSTAINABLE DEVELOPMENT GOALS



DIVERSITY, EQUITY & INCLUSION

Content by, with and for everyone, connecting and reflecting modern audiences

Mainstream content

Champion diversity with £80m Diversity Commissioning Spend (DCS, formerly the Diversity Commissioning Fund³)

Creating opportunities

Create equitable opportunities across the industry

Inclusive culture

Create an inclusive culture at ITV and improve representation

Accessibility

Build accessibility and disability equity into everything we do

SUSTAINABLE DEVELOPMENT GOALS



BETTER FUTURES

Supporting the next generation in our industry, across the UK and around the world

Around the world

Raise money to support children's futures through *Soccer Aid for UNICEF*

Across the UK

Promote healthy behaviours in children

In the community

Mentor in the industry and volunteer time in the community

SUSTAINABLE DEVELOPMENT GOALS



MENTAL WELLBEING

Executive Summary

With mental health remaining a critical challenge across the UK, ITV has continued to champion content and conversation that tackles this head on.

Britain Get Talking encouraged the nation to 'Take a Mate on a Date', while *Loose Women* ran a 25-hour Talkathon to raise awareness and funds for our charity partners. *Unwind with ITV* attracted 4.6 million viewers to its dedicated daily mindfulness series in 2024.

Continuing Drama storylines have sensitively shone a light on issues that impact mental health. *Coronation Street*'s Liam Connor contemplated taking his own life after suffering months of bullying by ringleader Mason Radcliffe, a storyline created in conjunction with the National Bullying Helpline; and *Emmerdale*'s powerful domestic abuse storyline between Belle Dingle and Tom King, created in conjunction with Refuge, highlighted the mental health impacts on survivors of abuse.

Suicide prevention was addressed head on through *This Morning*'s continued collaboration with anti-suicide charity CALM and their powerful 'Missed Birthdays' campaign. Loneliness was tackled with an ITV Granada Reports special series whilst *Good Morning Britain*'s 1 Million Minutes campaign celebrated its 9th and most successful year to date, with over 67,000 people pledging their support.

With stigma around mental health rising in the UK, we will continue to use *Britain Get Talking* as a vehicle to prompt people to connect in 2025. Our target is for people to take the same, or more, actions as a result of ITV's content and campaigns in 2025 vs 2024.



GOAL

To prompt people to take
20 million actions
to support their mental wellbeing

RESULTS

46 million actions taken⁴
as a result of content and campaigns on ITV

Over 210 million

minutes pledged to help end loneliness as part of *GMB's 1 Million Minutes* Campaign

Mental Wellbeing ON SCREEN

TAKE A MATE ON A DATE

This year, *Britain Get Talking*, ITV's flagship mental wellbeing initiative, focused on the power of friendship to help protect our mental wellbeing. With 1 in 3 of us seeing our mates less than we have in years⁵, our campaign asked friends to spend more quality time together. From an advertising campaign which kicked off around World Friendship Day in July, to surprise dates on *Love Island: AfterSun* and *Good Morning Britain*, just over 1 million people took a mate on a date as a result⁶.

**Just over
1 million
people**
took a mate
on a date



LOOSE WOMEN'S 25-HOUR TALKATHON

The *Loose Women Talkathon* in aid of our charity partners Mind, YoungMinds and SAMH took place on the 5th and 6th December on ITV1 and ITVM. This epic 25 hour show, to celebrate 25 years of *Loose Women*, raised awareness and funds for the charities' life-changing helplines and resulted in an estimated 1.6 million people being more aware of our charity partners⁷. Alongside the more serious conversations the Loose Women do so well, tackling taboos and opening up about their own struggles, there was also lots of fun to be had, from surprise appearances by Chris Martin and Jamie Oliver, to sleep tips, dance lessons, karaoke and laughter yoga.



Mental Wellbeing ACROSS ITV

WELLBEING AT ITV

The wellbeing of our colleagues continues to be a priority and remains at the forefront of our offering as we strive to create a supportive, inclusive and empowering work environment. Our Wellbeing strategy continues to deliver against four pillars: Mental, Physical, Social and Financial.

We recognise the importance of building resilience for our mental wellbeing. Our *High Performing Routines* workshop has been made accessible to all colleagues, and available as part of team days, demonstrating how to maintain and develop helpful, healthy habits to ensure we're all performing at our best.

Our Employee Assistance Programme (EAP) is available to everyone at ITV, including the sizeable community of freelancers working on productions and

international colleagues. EAP support such as emotional assistance, life coaching and financial and legal assistance has been used regularly during the year.

Employees also have access to various Digital Health Services via the Aviva Digicare app. Over 2,500 employees have now registered on the app, with the digital GP service being the most used service this year.

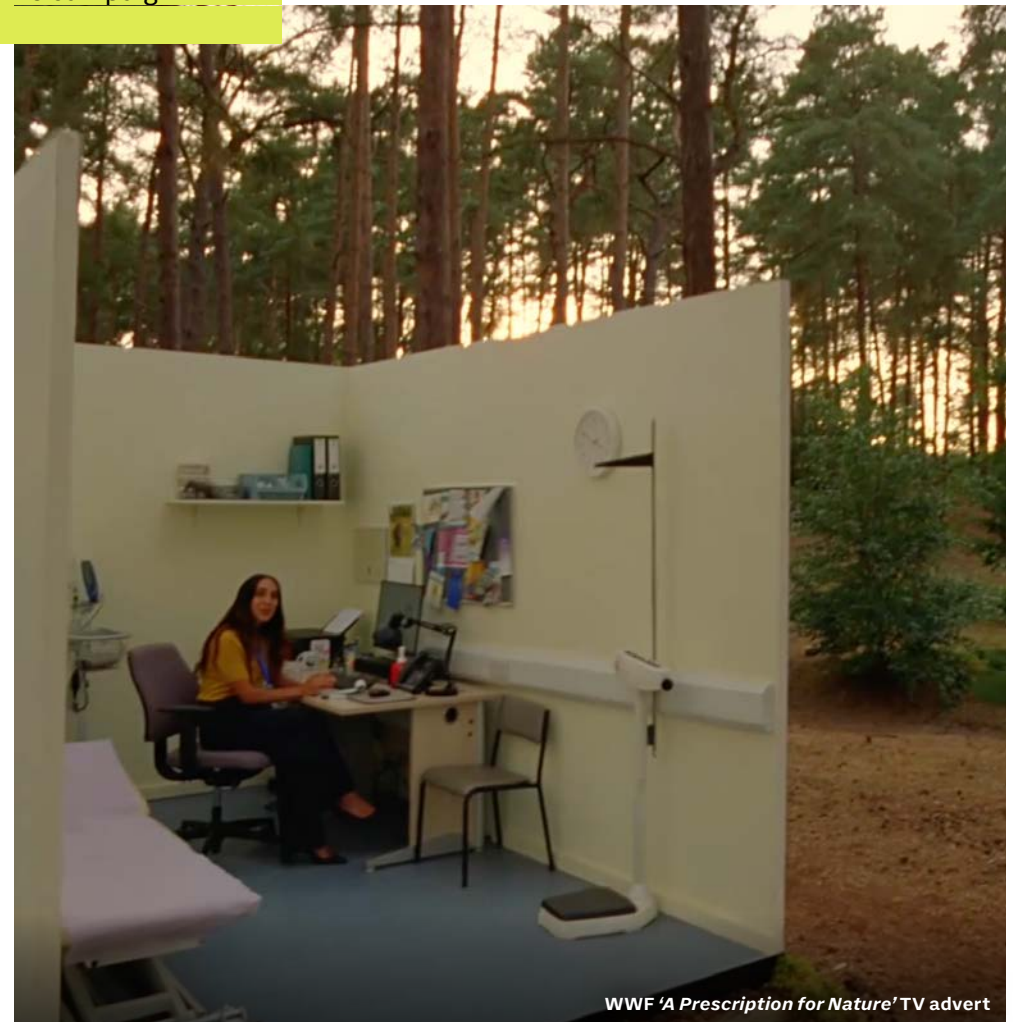
We continue to support colleagues with their financial wellbeing, including through Borrow, a benefit helping employees to consolidate any high-cost debts into one lower interest rate loan. Close Brothers also hosted a number of webinars, including one on financing your home and also financial planning for leavers, helping those leaving the business to navigate their finances and pension options.

ITV'S HEAD FIRST AWARD SEES WWF LAUNCH 'A PRESCRIPTION FOR NATURE'

ITV's *Head First* Award saw over 70 brands competing to win £1 million worth of airtime, in a new initiative encouraging more advertising focusing on mental wellbeing.

Nearly 5 million people took an action as a result of seeing the campaign⁸

World Wide Fund for Nature (WWF) were announced as the winners, and their campaign, '*A Prescription for Nature*' launched in October. The ad encourages us all to get our daily dose of nature, to help reduce anxiety and improve our mood, as well as making us more likely to take action to protect the health of our planet.



WWF '*A Prescription for Nature*' TV advert

CLIMATE ACTION

GOALS

Net Zero

Reducing emissions we control by 46.2% and those we can influence by 28% by 2030, reducing all emissions by 90% by 2050

100%

sustainable supply chain by 2030

Zero Waste

by 2030

100%

of the shows we produce and commission in the UK are albert certified

Increase visibility

and impact of Climate Action content on-screen, working towards the Climate Content Pledge

RESULTS

56%

Scope 1 & 2 emissions reduction compared to our baseline year

26%

Scope 3 emissions reduction compared to our baseline year

37%

of waste recycled

95%

of the UK programmes we produced and

85%

of the programmes we broadcast were albert certified

6,102

colleagues completed climate action training



Executive Summary

At ITV we are committed to using our platform to drive awareness and inspire action in tackling one of the most critical issues of our time: climate change.

On-screen, we've showcased climate issues within all genres, including an episode of *Loose Women* 'Goes Green' from the Eden Project in celebration of Earth Day, accompanied by an ad break of sustainable brands, and *Cooking With The Stars* featuring vegan and vegetarian celebrities Pasha Kovalev and Ellie Simmonds.

Behind the scenes, we continue to transform our production practices to be more sustainable. ITV Studios is continuing to trial battery-powered alternatives to diesel generators on sets and explore innovative solutions like remote production and file transfer technology to minimise the environmental impact of the shows we make.

ITV colleagues also got involved in two tech donation drives, in partnership with Vodafone and the Good Things Foundation. Around 400 unused devices were collected for rehoming or recycling, showcasing ITV's strong internal culture of climate action.

As we continue to evolve our climate action efforts in 2025, we are focused on creating a lasting impact using our recently published [Climate Transition Plan](#). This will help create a unified approach to how we prioritise climate action activity and engage colleagues across the business.

Climate Action AT ITV

CLIMATE ACTIVIST DAZE ON BIG BROTHER

This year's series of *Big Brother* featured climate activist Daze as a housemate. Throughout her time in the iconic house, she sparked great conversation on the importance of climate action, bringing this topic to life in an organic and entertaining way, on one of Britain's most well-known TV shows. The production team used her presence in the house as an opportunity for increased climate-related content, with one of the episodes seeing Daze appointed Energy Minister, tasked with producing enough 'clean energy' for *Big Brother*'s government to reach net zero. This not only made for entertaining viewing, but normalised conversations around climate change, particularly as the show was sponsored by Vinted. This type of content directly contributes to the cross-broadcaster Climate Content Pledge, which commits us to report on climate issues, normalise sustainable choices and tell optimistic stories of change.



PRELOVED BY ITV, RELOVED BY VIEWERS

2024 saw the launch of *ITV ReLoved*, the only official place for ITV's old props and costumes to be resold to members of the public. Working with not-for-profit organisation PropUp Project, the team successfully launched an official online store on the auction site eBay, whilst also piloting in-person sales, resulting in well over 1,000 items finding new homes. All income from the sales was reinvested back into PropUp Project, who specialise in finding ethical solutions for items in the TV & Film industry that could otherwise have been thrown away. In addition to supporting ITV's zero waste ambitions, the *ITV ReLoved* store allows fans of our shows to connect with the brands they love by owning a piece of the action for themselves.



ITV is deeply committed to the Climate Content Pledge, and we're proud of the significant progress made over the past year. By continuing to promote sustainable behaviours across our output from soaps to more explicit green commissions, ITV is dedicated to shaping and reflecting culture for good."

Carolyn McCall, CEO

Climate Action AT ITV

REDUCING THE CARBON FOOTPRINT OF LOVE ISLAND SWEDEN

In 2024, ITV Studios Sweden and TV4 collaborated to lower the carbon footprint of *Love Island Sweden*'s 4th series. Shifting to a pre-recorded production enabled the post-production process to be completed remotely for the first time, reducing travel and accommodation needs by 30%. To facilitate this, a location with strong connectivity and a reliable grid-based power was chosen. Remote production and strategic location choices cut the series' carbon footprint by over 60%.



I am proud to say we've had great success by shifting to solar power energy as much as possible on *Alone*. This has changed the culture of the production, saved money, and decreased our environmental impact in line with ITV's emission reduction goals."

Ross Rosenberg, Line Producer, ITV America



CLEAN POWER ON THE SET OF ITV AMERICA'S ALONE

Filming for Season 12 of the hit format *Alone* took place in a remote location in South Africa, and our team at ITV America looked for ways to power their emergency base in the cleanest way possible, whilst reducing the need for costly and challenging fuel deliveries in the African bush. Their solution was to work with local suppliers to purchase a number of solar PV panels and power the camp directly from the sun. This solution not only significantly reduced emissions, but reduced noise pollution and damage to the local environment, with no fumes or risk of fuel leaks. The solar panels were cost-effective, and were even sold on at the end of filming.

Climate Action AT ITV

ITV COMMERCIAL'S PROJECT PLANET WEEK

ITV's Commercial teams came together for a week of climate action engagement to launch *Project Planet*, an initiative that aims to promote climate-related partnerships and opportunities to advertisers and agencies.

The week consisted of several events to encourage knowledge sharing and empower Commercial colleagues to understand how their roles relate to the climate crisis. These events included a talk from *Good Morning Britain's* Laura Tobin, a panel discussion on responsible advertising with MG OMD, WWF & the Ad Association's Ad Net Zero, and a brainstorming session for the next big sustainable behaviour change partnership at ITV. Over 200 colleagues joined across each session, with 80% of them coming away with ideas on how to make a difference at work and 73% feeling that they had learnt something new⁹.

ITV STUDIOS NETHERLANDS GOES VEGETARIAN

Within ITV Studios Netherlands, the production team for *The Perfect Picture on the Road* committed to going vegetarian for a month to compensate for the travel emissions for the programme. In solidarity, ITVS Netherlands' central canteen held a week serving only vegetarian food to all of its staff. This is in addition to the office canteen doing Meatless Monday every week.



Climate
CDP
A List
2024

ITV has been awarded an **A** by CDP, which recognises leadership in climate action, environmental transparency, and performance.

We collaborate with industry bodies and peers to ensure ITV is an active participant in developing transformative solutions across our value chain.



DIVERSITY, EQUITY & INCLUSION

Executive Summary

At ITV we strive to create and showcase content by, with and for everyone, connecting and reflecting modern audiences.

Our DEI strategy champions diversity through our mainstream content, creates equitable opportunities for people at ITV and across the industry, and ensures we each play our part in creating an inclusive culture. We ensure that accessibility and disability equity are built into everything we do at ITV.

Through our Diversity Commissioning Spend (DCS, formerly the Diversity Commissioning Fund¹⁰) we continued to commission diverse creatives, companies and content such as *Romesh Ranganathan's Parents' Evening*; a brand new primetime celebrity gameshow. We have brought the DCS back with another £80 million investment over 2025-27.

Our Diversity Development Fund (DDF) supported a thriving pipeline of ideas and creatives. We expanded our initiative, *Fresh Cuts*, with Black and Disabled filmmakers producing short-form content for Black History Month and Disability History Month. Across 2025-27, we will double our investment to £1 million.



Romesh Ranganathan's Parents' Evening

In 2024, we launched Diversity, Equity and Inclusion (DEI) mandatory training globally for all our colleagues, equipping them with the knowledge to champion inclusion in their own roles.

We worked hard to make our on-screen content more accessible for all audiences. In a first for UK streaming, ITVM now has subtitles on adverts across all platforms and devices. ITVM's Access Services team worked on our Six Nations programming with our sponsor, Guinness, to provide an alternative descriptive commentary for blind and partially-sighted viewers.

We're proud of ITVM's industry-leading impact in these areas, but we're not doing this alone and will continue to collaborate closely with our fellow broadcasters and industry partners as we maintain momentum in 2025.

**Over
£83 million**
invested
commissioning diverse
creatives, companies
and content
between 2022-2024

Read ITVM's Diversity Acceleration Plan 2024 report in full



BETTER FUTURES

Executive Summary

ITV continued many successful initiatives in 2024 that support a better future for the next generation in our industry, across the UK and around the world.

Our partnership with Creative Access saw us match 90 individuals from under-represented backgrounds with professionals within ITV, improving mentees' CV writing skills, confidence, knowledge and understanding of the industry.

ITV Academy continued to address current and future skills gaps through traineeships, upskilling and acceleration programmes, aiming to reach the widest range of diverse production talent.

In the UK, we maintained our focus on the health of schoolchildren.

Eat Them To Defeat Them, our campaign in partnership with Veg Power, ran for its sixth year with £1.5m worth of airtime donated by ITV. 44% of parents claimed their child ate more vegetables as a result of seeing the advertising¹¹.

We also provided airtime to encourage schools to take part in *The Daily Mile*, which aims to get children to take 15 minutes of exercise each day. 15,543 schools signed up as a result.

Soccer Aid for UNICEF, the world's biggest celebrity football match,

was played in front of a sell-out crowd at Stamford Bridge. Celebrities like Tom Hiddleston, and footballing pros including Eden Hazard and Jill Scott, helped to raise over £15 million for children who need it most, bringing the total since launch to over £106 million.

In 2025, we'll continue to support the next generation in our industry, completing our planned mentoring programme, as well as increasing our outreach via ITV Academy. We look forward to our next *Soccer Aid for UNICEF* match in June.



GOAL

500 mentoring partnerships
completed by the end of 2025

RESULTS

429 mentoring partnerships
matched to date

Over £106 million
raised for Soccer Aid for UNICEF since launch

Better Futures ACROSS ITV

MENTORING CASE STUDY

Leah Donaldson James applied to the ITV mentoring programme with an aspiration to become a costume designer for TV & Film. Leah was matched with Lennie Walsh, an Assistant Costumer Designer on *Emmerdale*, mentoring with us for the first time.



The programme exceeded my expectations, providing me with a great mentor that not only clearly broke down how the industry and departments run, but was also so intentional about connecting me with her peers in the industry and exposing me to databases, group chats and resources for upcoming opportunities. Most importantly, my mentor went out of her way to get me a week-long work placement as a Costume Trainee on *Emmerdale*!”

Leah Donaldson James



Behind the scenes tour of *This Morning*



Lennie (left) and Leah (right)

ITV ACADEMY

In 2024, the ITV Academy created 41 new roles and opportunities across the UK by offering traineeships in ITV Studios unscripted shows, Continuing Dramas, ITV Sport and ITV News.

We launched our flagship outreach programme *Access All Areas* which allows students (aged 16+) from diverse backgrounds across the UK into ITV to spend time touring our studios, edit suites and offices, encouraging underrepresented groups to consider a career in our industry.

Across the year, ITV Academy reached 3,300 school/college students by attending a variety of career-focused events, hosting 14 production masterclasses and giving 13 in-person school / college talks.

Additionally, ITV Academy SignPost Productions saw 36 people successfully take part in our *Making Creativity Works* training programme which encourages people who are deaf, have a disability and/or are neurodivergent into the screen industry.

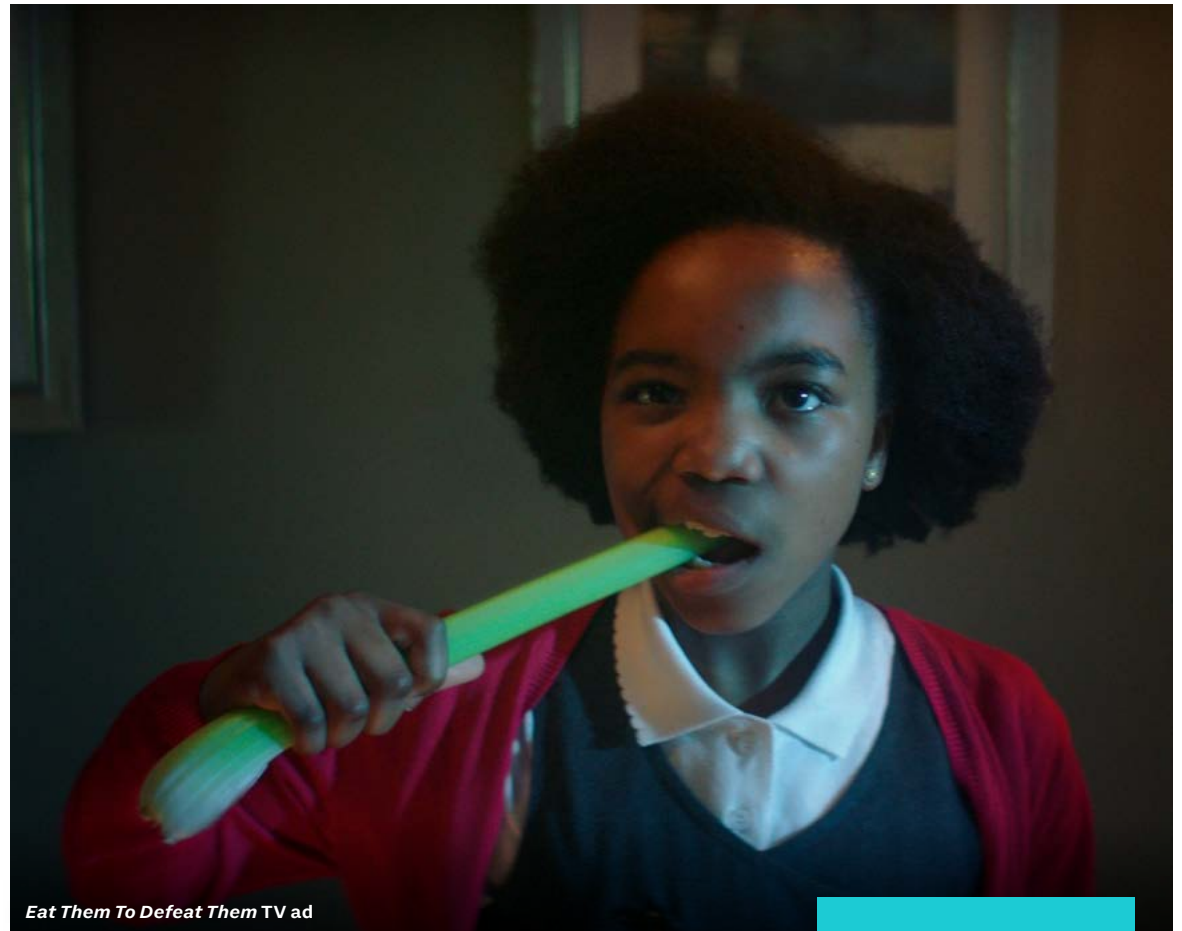
41 new roles and opportunities
created across the UK

3,300 school/college students
reached

Better Futures CAMPAIGNS

GETTING CHILDREN ACTIVE THROUGH THE DAILY MILE

For the sixth year, ITV provided airtime to encourage schools to take part in *The Daily Mile*, which ensures children have at least 15 minutes of exercise a day. The *Thrive* campaign ran from 17th September to 1st November, focusing on how exercise helps children be more alert and ready to learn when they're back in the classroom. Regional news covered the story with athlete Perri Shakes-Drayton taking part in *The Daily Mile* with children from a primary school in London. 513,000 children are now signed up to *The Daily Mile* as a result of ITV's support since 2019.



GETTING CHILDREN EATING MORE VEG THROUGH EAT THEM TO DEFEAT THEM

According to the NHS, one in eight primary school-aged children are obese¹². To help combat this, ITV continued its partnership with healthy-eating initiative Veg Power on their award-winning *Eat Them To Defeat Them* campaign. The advert played from 17th February (during The Masked Singer final) to the 3rd April. Alongside this, the initiative was re-run in schools using a new creative theme 'The Big Chomp' which encouraged children to defeat the veg one bite at a time using fun visuals and activities. Since 2019, 1.7 million schoolchildren have taken part in the initiative.

Since ITV started supporting in 2019...

513,000 children have signed up to *The Daily Mile*

1.7 million schoolchildren have taken part in *Eat Them To Defeat Them*

Creating Content WITH IMPACT



Mr Bates vs The Post Office



Billy and Paul on Coronation Street



Her Majesty The Queen: Behind Closed Doors



Change + Check campaign on Lorraine

Across storylines, editorial and factual entertainment, we continued to raise awareness and understanding of important issues that affect us all.

Mr Bates vs The Post Office helped bring renewed attention to the subpostmasters who were wrongly prosecuted during the Horizon IT Scandal. The four-part drama, seen by over 15 million viewers, generated widespread public outrage and led to a change in legislation to exonerate and compensate the subpostmasters affected.

Six million viewers watched Paul Foreman's Motor Neurone Disease (MND) storyline play-out from diagnosis to its devastating conclusion in September 2024 on *Coronation Street*. Working with the Motor Neurone Disease Association, Peter Ash's incredible portrayal helped raise awareness of the disease, showing the physical disabilities, financial hardships and social difficulties sufferers face.

Domestic abuse has been covered extensively in *Loose Women's Facing it Together* campaign as well as the factual documentary *Her Majesty The Queen: Behind Closed Doors* - a 90-minute documentary that aired in November.

The film follows the Queen as she attends official engagements and private meetings with survivors and change makers, as they work to raise awareness of domestic and sexual violence, and asks how we can stop the cycle of abuse.

Lorraine marked the sixth year of its Change + Check campaign, which raises awareness of breast cancer and early detection, with a special choir rendition of *Love is All Around* featuring Marti Pellow and proceeds going to Breast Cancer Awareness UK. Over 100 women and one man have contacted the *Lorraine* programme to say that they received their diagnosis because of the *Change + Check* campaign.

ITV News became the most influential news provider on TikTok with over 3.5 billion views and the highest audience engagement among UK news organisations. *The Rundown*, ITV News' daily update for teenagers sharing the biggest news stories of the day across social platforms, reached over 110m people last year.

ITV: A Global Force FOR GOOD

ITV Studios is a global creator, producer and distributor working across 13 countries. Having a positive social impact underpins the work that we do not just in the UK, but across the entire network.

In 2024, **ITV Studios Germany** celebrated its 25th anniversary. To honour this milestone, the production company, based in Cologne and Berlin, committed to tackling a different social initiative every month. This included decorating a Cologne kindergarten and a primary school, going on excursions with senior citizens, helping out in a residential home with disabled people and supporting the Emmaus community by sorting donations and repairing bicycles.

ITV Studios Iberia responded to the devastating DANA floods in Valencia through a financial donation to Paiporta's City Hall. Paiporta was the hardest-hit municipality and donations

helped fund an essential large-scale cleaning operation as well as provide support for local residents in need.

ITV America and ITV Studios America came together to give back to their communities over Thanksgiving. Employees volunteered at food banks in Los Angeles and Connecticut, helping to provide meals for those in need. Meanwhile ITV Studios America organised a gift bag assembly for the Ronald McDonald House – an organisation that provides housing, meals and other essential needs to the families of children that are seriously ill or injured when the necessary treatment is far from home – ensuring that families staying there received some holiday cheer.

In the UK...

536k donated
from programme prize
money to charitable causes

862 colleagues
volunteered
their time to help others



Employees volunteer at a food bank in Los Angeles



Employee supporting the Emmaus community



DANA floods, Valencia

THE DATA



D I Ray

CLIMATE ACTION

GLOBAL GREENHOUSE GAS EMISSIONS

The reduction in our Scope 1, 2 and 3 emissions from 2023 to 2024 can be attributed to emissions reduction activity, alongside an improved quality of data.

2024 emissions data covers global operations for which we have operational control. We have chosen to measure and report our emissions in total gross emissions in metric tonnes of CO₂e per £ revenue, which is the recommended intensity ratio for the sector. 'Location-based' calculations reflect the average emissions that using electricity creates in the country where the energy is used, while 'market-based' calculations reflect emissions based on the energy contracts ITV has chosen, such as through purchasing energy on a renewable tariff. 38% of our market-based Scope 1 and 2 data set is based on estimated data, which makes up 1% of the total data set. Estimates are calculated based on building floorsize and occupation, and published benchmarks.

Our Scope 2 market-based emissions have increased slightly due to a reduction in renewable energy evidence, but our location-based emissions have reduced reflecting actual energy saving activities taking place in our buildings. Our global direct and indirect energy consumption has increased due to an improved estimation methodology. The calculation methodology for the Scope 3 category 'Purchased Goods and Services' in 2024 includes actual supplier data provided via the CDP (Carbon Disclosure Project), and the use of V7 CEDA EEIO (Environmentally Extended Economic Input Output) factors, which are the GHG-Protocol recommended factors for estimating carbon emissions based on spend data. The supplier-specific data accounted for 3.5% of ITV's total spend and was calculated using an average data method, apportioning the total direct, indirect and upstream emissions of a company based on their yearly revenue and the proportion to which ITV spent with them. Where actual data was not available, ITV spend data was multiplied by the latest CEDA EEIO factors. Upstream leased assets and upstream transportation and distribution have increased due to more granular data from our productions and waste emissions have increased due to improved methodology. Details of all methodology changes can be found in our [Basis of Reporting](#) document. ITV will continue to monitor and improve our emissions data quality.

Use of Sold Product emissions are 479,089 tCO₂e for 2024. We have removed these emissions from our SECR table in line with GHG protocol guidance, as they are not within our direct control.

*These figures have undergone limited assurance by ERM Certification and Verification Services Limited ("ERM CVS").

ALBERT CERTIFICATION

albert Certification	2022	2023	2024
UK programmes produced by ITV with albert certification	94%	94%	95%
UK programmes broadcast by ITV with albert certification	42%	67%	85%

• UK programmes produced by ITV: Includes programmes made by ITV Studios, ITV-owned production companies.

• UK programmes broadcast by ITV: Includes programmes commissioned by ITV made in-house and by independent production companies.

• TV productions that implement sustainable production techniques can become albert certified. For more information see the [BAFTA albert website](#) and [Basis of Reporting](#) document. ITV encourages all commissioned programmes to carry out albert certification.

Global Greenhouse Gas Emissions	Baseline (2019)	2023	2024	% change from previous year
Total Scope 1 + 2 greenhouse gas emissions (tCO ₂ e) – Market Based	8,740	4,194	3,822	-8.87%
Total Scope 1 + 2 greenhouse gas emissions (tCO ₂ e) – Location Based	12,869	6,314	5,586	-11.52%
Total Scope 1 emissions – direct (tCO ₂ e)	3,501.4	1,731	1,174*	-32.18%
Gas consumed (kWh)	6,694,664	5,522,613	3,913,000	-29.15%
Gas emissions (tCO ₂ e)	1,253	1,012	709	-29.94%
Fuel oils consumed (litres)	154,137	0	32,604	0.00%
Fuel oils emissions (tCO ₂ e)	323	0	52	0.00%
Vehicle fuel consumed (litres)	510,902	220,544	167,211	-24.18%
Vehicle fuel emissions (tCO ₂ e)	1,207	493	320	-35.09%
Refrigerant losses (kg)	339	131	34	-74.05%
Refrigerants emissions (tCO ₂ e)	718	226	76	-66.37%
Total Scope 2 market-based emissions – indirect (tCO ₂ e)	5,239	2,463	2,648*	7.52%
Total Scope 2 location-based emissions – indirect (tCO ₂ e)	9,367	4,582	4,412*	-3.72%
Total electricity consumed (kWh)	33,816,618	21,324,106	19,694,000	-7.64%
Total purchased renewable electricity (kWh)	19,509,654	14,727,711	12,785,000	-13.19%
Total Scope 3 – indirect (tCO ₂ e)	428,317	345,636	318,654*	-7.81%
Purchased goods and services	314,848	274,626	237,567	-13.49%
Capital goods	836	217	207	-4.57%
Fuel and Energy-related activities	2,675	1,856	1,865	0.48%
Upstream transportation and distribution	7,374	558	3,461	520.56%
Waste	21	64	136	111.84%
Business travel	43,754.6	24,078	22,746	-5.53%
Commuting	4,848	8,564	5,573	-34.93%
Upstream leased assets	28,282	14,361	12,713	-11.47%
Investments	25,678	21,312	34,386	61.35%
Business Efficiency Metrics	Baseline (2019)	2023	2024	% change from previous year
Total revenue (millions)	£3,885	£4,260	£4,140	-
Scope 1 + 2 emissions per unit revenue (tCO ₂ e/£m)	2.25	0.98	0.92	-6.23%
Total global headcount	6,416	7,187	6,965	-3%
Scope 1 + 2 emissions per employee (tCO ₂ e)	1.36	0.58	0.55	-5.97%
% renewable electricity purchased	40%	69%	65%	-5.92%

DIVERSITY, EQUITY & INCLUSION

At ITV we take a data-driven approach to our Diversity, Equity and Inclusion work to identify barriers and underrepresentation, focus our efforts, and enable accountability. We measure progress towards our targets to improve representation in ITV's workforce, on and off-screen. For more information, read [ITV's Diversity Acceleration Plan 2024](#).

Characteristic	2027 Target	ITV UK workforce				On-screen		Off-screen	
		2021 Profile (all colleagues)	All colleagues (2024)	Managers (2024)	Senior Leaders (2024)	2020-2021 (Diamond Fifth Cut)	2022-2023 (Diamond Seventh Cut)	2020-2021 (Diamond Fifth Cut)	2022-2023 (Diamond Seventh Cut)
Deaf, Disabled or Neurodivergent	12%	10.4%	12.6%	10.3%	7.5%	9.6%	8.6%	4.5%	6.5%
People of Colour (POC)	20% All colleagues 15% Senior levels	14.3%	14.5%	11.3%	13.5%	17.5%	27.4%	14.2%	16.1%
Lesbian, Gay, Bisexual, Trans or Queer (LGBTQ+)	7%	8.5%	9.7%	9.3%	6.3%	18.3%	23.8%	21.3%	21.0%
Women	50%	52.6%	52.7%	48.7%	49.3%	49.6%	51.7%	46.9%	47.7%
Working class background	33%	–	28.7%	30.8%	20.8%	–	–	–	–

We recognise that systemic change takes time. Across ITV's UK workforce, we have made tangible progress since 2021 towards several of our representation targets at the 'All colleagues' level, currently outperforming those for Disabled staff, LGBTQ+ colleagues and women. The data for 2024 reflects a challenging year for ITV as a whole, as a result of industry-wide pressures and an organisational restructure. In some areas, at the 'All colleagues' level, our ongoing progress has been affected, but we are still exceeding our targets. For others, we have not yet reached those targets, and progress is not a straight line (e.g. despite growth since 2021, POC decreased by 0.7% since 2023). There continues to be more work to do to improve the representation of all target groups amongst Managers and Senior Leaders, where progress has been slower. We have

introduced refreshed training and development for leaders and managers. In 2025, we will run ITV's Rise development programme for People of Colour, to help improve retention and promotion.

The latest Diamond data (Seventh Cut) shows that we have broadly made improvements on-screen and off-screen, particularly in on-screen representation of POC and LGBTQ+ people, but that we have further to go with Disabled representation.

As we are continuing our Diversity Commissioning Spend (DCS) and global DEI strategy from 2025-27, we are also aligning and updating the timeframe to meet our existing targets to the end of 2027. As we achieve more of our targets we may continue to update them in line with UK benchmarks.

- Our workforce figures include UK permanent and PAYE fixed-term employees only as of 31 December 2024 (it does not include freelance, contingent or agency workers) and are based on the number of employees who chose to share diversity data, including those who select 'prefer not to say'. Due to rounding, figures do not always total 100%.
- Our Senior Leader population is approximately 200 colleagues who report to an Executive Committee member and/or are in the list of top FTE salaries (excluding on-screen talent). Our Manager population is approximately 800 colleagues distinct from our Senior Leaders. We updated these categories in 2023 following guidance from Ofcom - while there is some overlap with our previous categories, these figures are not directly comparable to earlier reports.
- Our LGBTQ+ target combines sexual orientation and gender identity. In some previous years, we had separated these categories so there are some differences in reporting methods, but the figures here are broadly comparable.
- Our on-screen and off-screen data is collected via Diamond, an industry-wide data collection system for monitoring and reporting diversity in broadcasting. Diamond collects diversity data from cast, contributors, crew and production companies.
- We started publishing ITV's class data from 2022 onwards. Diamond does not currently measure class, but we have ensured this will be updated and collected soon.

DIVERSITY, EQUITY & INCLUSION

GLOBAL GENDER SPLIT



MADE OUTSIDE LONDON TV PROGRAMMES (UK)

Ofcom quota = 35%

	2022	2023	2024
By value (%)	51	55	52
By volume (%)	47	47	41

2024 figures are yet to be validated by Ofcom.

PERCENTAGE OF ITV MAIN CHANNEL (UK) PROGRAMMES WITH ACCESS SERVICES IN 2024

	ITV main channel	Ofcom quota (ITV voluntary target)
Subtitling (%)	99.4	90
Audio Description (%)	27.8	20
British Sign Language (%)	8.1	5

ENDNOTES

- 1 YouGov Nat Rep Survey, Dec '24. Base: Total sample - 1,037 UK adults; question base - 259. Data from YouGov surveys extrapolated to national population using population data from BARB Establishment.
- 2 Following an evaluation, we renamed the Diversity Commissioning Fund to Diversity Commissioning Spend in 2025. This new name clarifies that it's ring-fenced existing spend from ITV's content budget, whereas the Diversity Development Fund is a new investment.
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- 4 Data from monthly (Jan - Dec 2024) YouGov nationally representative polls of 1k UK adults.
- 5 YouGov Nat Rep Survey, June '24. Base: 1,006 UK adults. Data from YouGov surveys extrapolated to national population using population data from BARB Establishment.
- 6 YouGov Nat Rep Survey, Aug '24. Base: Total sample - 1,047 UK adults; question base - 258. Data from YouGov surveys extrapolated to national population using population data from BARB Establishment.
- 7 YouGov Nat Rep Survey, Dec '24. Base: Total sample - 1,037 UK adults; question base - 107 UK adults. Data from YouGov surveys extrapolated to national population using population data from BARB Establishment.
- 8 YouGov Nat Rep Survey, Oct '24. Base: Total sample - 1,035 UK adults; question base - 183 UK adults. Data from YouGov surveys extrapolated to national population using population data from BARB Establishment.
- 9 ITV Staff Survey, 133 responses, Nov '24 - 183.
- 10 Following an evaluation, we renamed the Diversity Commissioning Fund to Diversity Commissioning Spend in 2025. This new name clarifies that it's ring-fenced existing spend from ITV's content budget, whereas the Diversity Development Fund is a new investment.
- 11 Survey of 3,100 parents with children aged 5-11; March 2024.
- 12 www.england.nhs.uk/2024/09/one-in-eight-toddlers-and-primary-school-aged-children-obese