

ITV plc interim results for six months ended 30 June 2007
8 August 2007

ITV1 schedule performance stabilising
Q3 advertising revenue encouraging

Financial summary

- ITV1 NAR £595m (2006: £654m) and total NAR £717m (2006: £752m)
 - Operating EBITA* £151m (2006: £202m)
 - Adjusted EPS# 2.3 pence (2006: 3.3 pence)
 - Interim dividend maintained at 1.35 pence
 - Net debt reduced by £66m to £668m
- * before exceptional items
before exceptional items, amortisation, sales of assets and businesses and with tax adjustments

ITV Board

Agnès Touraine and Heather Killen join ITV as non-executive directors. They have significant knowledge of the media industry and career experience with Vivendi Universal and Yahoo respectively.

Current trading

- Q3 advertising revenue estimates
 - ITV1 plc NAR +1%
 - ITV total NAR +4%
- Summer ratings improving.
- ITV1 adult impacts year on year from 1 January to 29 July
 - Volume up 0.6%
 - SOCI down 4.8%
- In multichannel homes total ITV all time individual viewing share year on year from 1 January to 29 July up 0.7% at 21.8%

Operating summary

Stabilisation of ITV1

- H1 adult impact volume down by 2.1% whilst adult SOCI is down by 5.8% (compared to -5.4% and -9.0% for same period last year, despite growth in number of digital channels)
- Key FA Cup, and England internationals secured from 2008
- UK's most popular programme (Coronation Street, 15 January) and most popular sporting event (UEFA Champions' League semi-final, 23 May)
- Britain's Got Talent final watched by 11.6m viewers and 45% share - most popular new format across all channels

Growth of digital channels

- ITV digital channels increasing revenue and impacts – ITV2, 3 & 4 produced:
 - 42% of all multichannel revenue growth
 - Adult SOCI increased year on year from 5.5% to 6.4% in H1 2007
- ITV2 awarded Digital Channel of the Year and is now most popular digital entertainment channel in the UK
- ITV digital only channels in multichannel homes had 4.5% individual share of viewing in H1 compared to all Five's channels at 5.7%
- Acquired both returning and new US hit series.

Exploitation of content

- Dawn Airey appointed Head of Global Content
- Awards success with 10 BAFTAs and 17 RTS Awards across ITV and ITV Productions
- Acquisition of controlling stake in Jaffe Braunstein and 25% stake in Mammoth

Development of Consumer businesses

- Broadband-enabled itv.com now live and fully operational, featuring simulcast ITV channels, a 30 day catch-up, clips and exclusive archive material
- ITV Local now available to more than 60% of UK population
- Friends Reunited Group H1 revenues up 38%
- Call TV revenues down in H1 following PRTS issues

Commenting on the results Michael Grade, Executive Chairman of ITV, said:

"I'm very pleased with progress in ITV1's schedule performance and the outlook for revenue in Q3 is encouraging. The launch of the Autumn schedule was well received with a number of returning hit series and major events including the Rugby World Cup.

“Our in-house production team has collected an unprecedented number of nominations and awards for their programmes, both in the UK and internationally.

“Our family of digital channels continues to grow, increasing revenue and viewers, and the launch of ITV.com has opened a valuable opportunity for us to compete effectively for online revenues for the first time.

“ITV has been affected by the incidence of editorial and compliance failures which have affected the television sector. Deloitte are moving towards completion of their review of our PRTS activity and in October we will publish the findings of that review and an explanation of remedial actions. We are co-operating closely with Ofcom and ICSTIS during this process.

“On the general regulatory front we continue to press our case with Ofcom, the OFT and the Competition Commission.

“We have been carrying out a detailed business review and I will be updating the market on 12 September.

“The process of refreshing the Board has begun and I am delighted that Agnès Touraine and Heather Killen have agreed to join ITV as non-executive directors. With their knowledge of the sector, these very successful individuals bring extensive and relevant experience in digital and new media: digital talent for the digital age. They will make a valuable contribution to our Board discussions.

“John McGrath will retire from the Board at the end of 2007 and I and my Board colleagues would like to thank him for his significant contribution to ITV, through the merger process in 2003 and as a Director and Chairman of our Audit Committee over the last three years. Mike Clasper will take over as Audit Committee Chairman in due course.”

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An analysts presentation will be held at 09:30hrs on 8th August 2007 at the City Presentation Centre, 4 Chiswell Street, London EC1Y 4UP