



# Digital Acceleration

Phase Two of ITV's More Than TV Strategy



itv

M&E Upload  
Investors Seminar



# Media & Entertainment Division

## Streaming

Retain and **attract** audiences moving away from linear viewing, growing their digital engagement with ITV...

Providing advertisers with a more **targeted offering** through a compelling streaming service

## Broadcast

Deliver **mass simultaneous reach** (MSR) on our linear channels...

Continuing to provide unrivalled **audiences of scale** for UK advertisers

Total content spend will be used to drive success across both areas

# Strong set of competitive advantages



## Record-breaking linear audiences

- ITV Main Channel was the UK's **biggest channel** in all time and prime time for 16-34s



## ITV Family: phenomenal mass reach

- 33.1% share of commercial viewing in 2021
- 93% share of the top 1,000 runs commercial broadcast programmes in 2021



## Unrivalled VOD audiences

- Half of the UK's population registered on ITV Hub
- 25 million users came to ITV Hub in 2021 – up 17% YOY
- ITV Hub had **1.6 billion streams** in 2021
- Monthly active users were **9.6m**, up 19%



## UK's second largest programmatic video platform

- All the major **agencies** have now adopted Planet V
- **10,000+** data points for targeting



## Expertise in growing subscription services

- Over 3.6m **global subscribers** since launch in 2017



# Evolving the Streaming Strategy



**ITVX: The vision**

**Rufus Radcliffe**

*Managing Director, Streaming*



**Content strategy**

**Rosemary Newell**

*Director of Content, Media & Entertainment*



**ITVX: demonstration**

**Deep Bagchee**

*Chief Product Officer*



**Accelerating data**

**Sanjeevan Bala**

*Group Chief Data & AI Officer*



**Advertising innovation**

**Kelly Williams**

*Managing Director, Commercial*



**Product roll-out and KPIs**

**Sarah Clarke**

*COO, Media & Entertainment*



Britain's freshest streaming service



Familiarity, trust, quality



Excitement, freshness,  
intrigue

# Current viewing platforms:

## AVOD

Free to view



2021 vs 2020

**17%** more users (25m)

**31%** more consumption hours (>600m)

## SVOD

Premium subscription



1.2m de-duped subscribers:

Britbox: **733k** subscribers

Hub+: **513k** subscribers



Flexible  
business  
model

itv

itvX

**Premium**  
Subscriber Revenue

**Free**  
Ad Revenue  
Addressable audiences  
at scale

Upselling the right viewers at the right time

# Flexible business model



## Premium

All of the free tier  
without ads  
Exclusive SVOD partners

## Free

Thousands of hours of content  
with a wide ranging choice  
across all genres

Upselling the right viewers at the right time

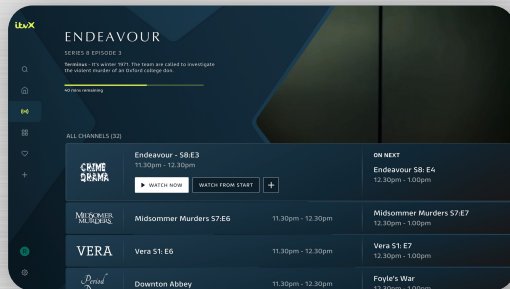


# itvX Our unique streaming proposition



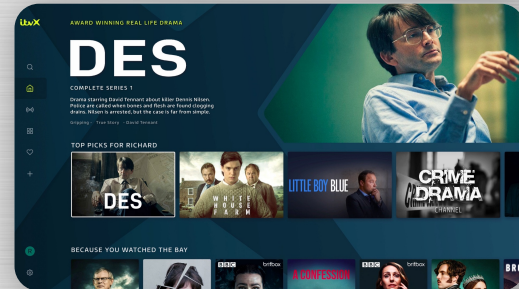
## Live linear channels

**51% of 35+** always go first to live TV



## Curated FAST channels

**40%** of UK subscribers agree they need clearer signposting to easily discover the best content for them



## Extensive VOD

**34% of 16-34** subscribers go first to VOD



Source: BARB / YouGov panel

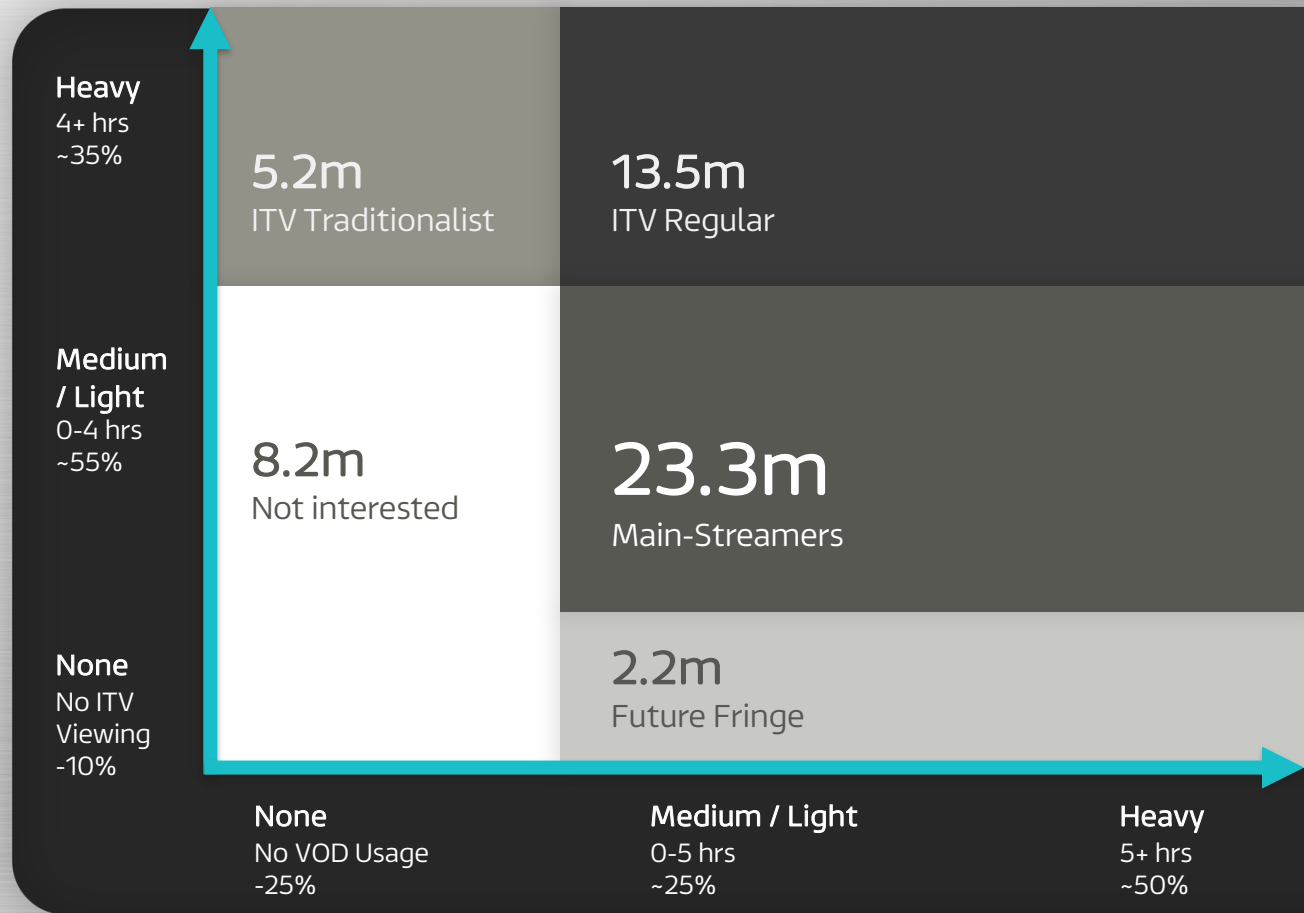


The total  
addressable  
market



Source: YouGov Profiles  
Full Year 2020

Family Viewing per week (claimed)



VOD Viewing per week (claimed)



# Main-Streamers - sub segments

HIGHER VOD USAGE



YOUNGER

5.7m  
The  
Socialisers

9.3m  
Savvy  
Streamers



OLDER



2.3m  
Everyday  
Eventers

6.0m  
Armchair  
Explorers



LOWER VOD USAGE



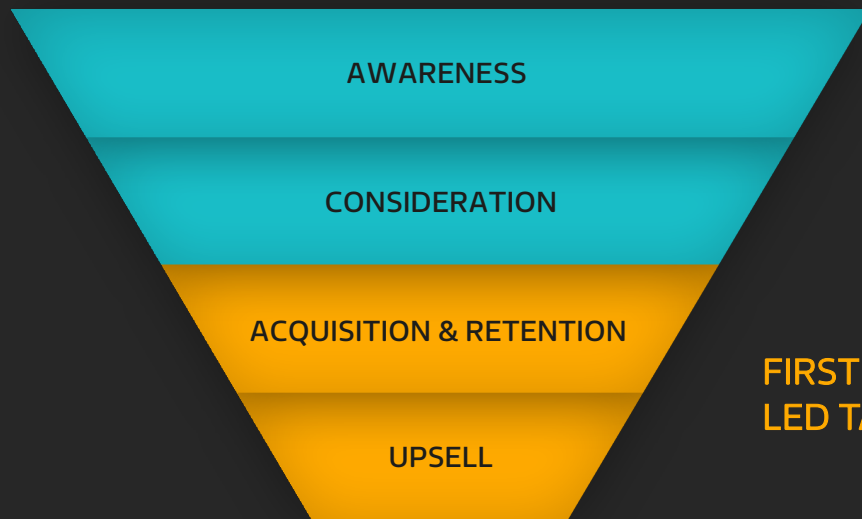
Source: YouGov Profiles Full Year 2020





# New Marketing capabilities

## TARGETING APPROACH



SEGMENT-LED  
TARGETING

FIRST PARTY DATA-  
LED TARGETING



# Reaching Main-Streamers: Owned / in-house



In-house

Core Creative & Media

Digital Content Studio

New centralised metadata and image unit



Source: BARB / YouGov panel



## External expert industry partners



Uncommon  
Creative Studio



Essence Media  
Agency



Influencer &  
Communities Agency



Partner Platforms  
Optimisation Agency

itvX

itv

itv2

itv3

itv4

Citv

itvBe.



itvX The Foundations  
Live streaming



# itvX

The Foundations  
Live streaming



Emirates  
**FA CUP**



**GUINNESS**  
SIX NATIONS



love island



**I'M A CELEBRITY**  
Get Me Out Of Here!



**FIFA WORLD CUP**  
Qatar2022

itvX The Foundations  
Acquired boxsets



**itvX** The Foundations  
Acquired boxsets



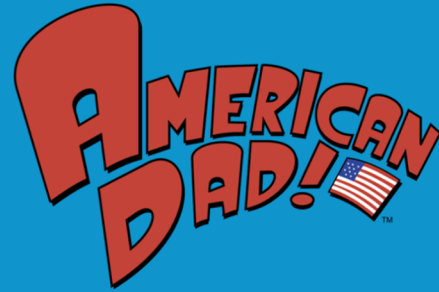


# itvX

The Foundations  
Acquired boxsets



**itvX** The Foundations  
Acquired series

The logo for the animated series Family Guy, featuring the words "FAMILY" and "GUY" in a bold, blue, blocky font with black outlines. A small television set with two antennae is positioned above the letter "I" in "FAMILY". The logo is centered on a red rounded rectangular background.The logo for the animated series American Dad!, featuring the words "AMERICAN" and "DAD!" in a bold, red, blocky font with black outlines. A small American flag is positioned to the right of the word "DAD!". The logo is centered on a blue rounded rectangular background.

# itvX The Foundations Feature films



**NBCUniversal**  
GLOBAL DISTRIBUTION



**STUDIOCANAL**  
A CANAL+ COMPANY



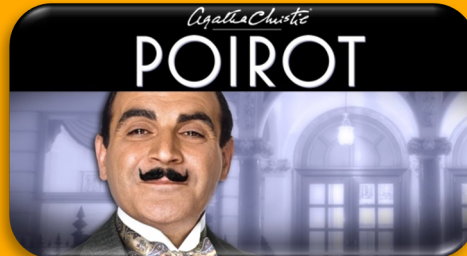
# itvX

The Foundations  
Feature films





itvX The Foundations  
UK boxsets



# itvX The Foundations UK boxsets





# The Foundations UK boxsets







The Foundations  
New bingeing boxsets

FINDING ALICE



MARCELLA



The Murder of  
Stephen Lawrence



A N N E



THE  
BAY



No Return







The Foundations  
New bingeing boxsets

THE ONLY WAY IS  
**ESSEX**



# itvX

The Foundations  
FAST channels





The NEW

# Exclusive weekly premieres



# itvX Upcoming dramas



Stonehouse



Marlow



Three Little Birds



Nolly



itvX







## Summary of content The 6 foundation stones



15000 hours of  
rich content



Live streaming  
channels

1.



Acquired boxsets  
of compelling US  
drama and comedy

2.



Hundreds of  
feature films

3.



U.K. boxsets with  
ITV's broad content



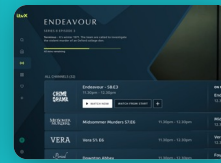
Premium tier with  
exclusives and  
Britbox library

4.



Boxset dramas of  
new series all  
available first on  
ITVX

5.



A range of FAST  
channels  
constantly  
refreshed

6.



Brand new  
exclusive  
premieres of  
targeted  
commissions and  
acquisitions every  
week of the year



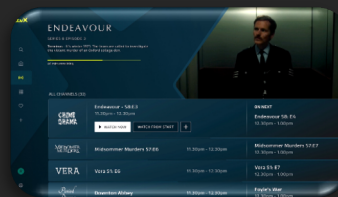
# itvX What we offer customers



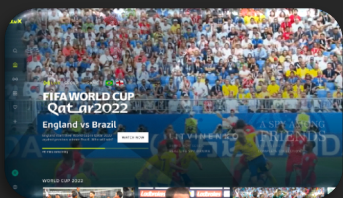
1. A destination for discovery



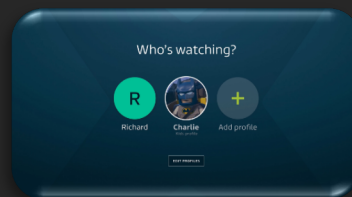
2. Connecting you with what matters



3. A new and easier way to find content



4. The home of live events



5. An inclusive product



6. The ability to unlock more value



# Meet Steph... one of our 5 million socialisers

WHAT STEPH LIKES TO WATCH...

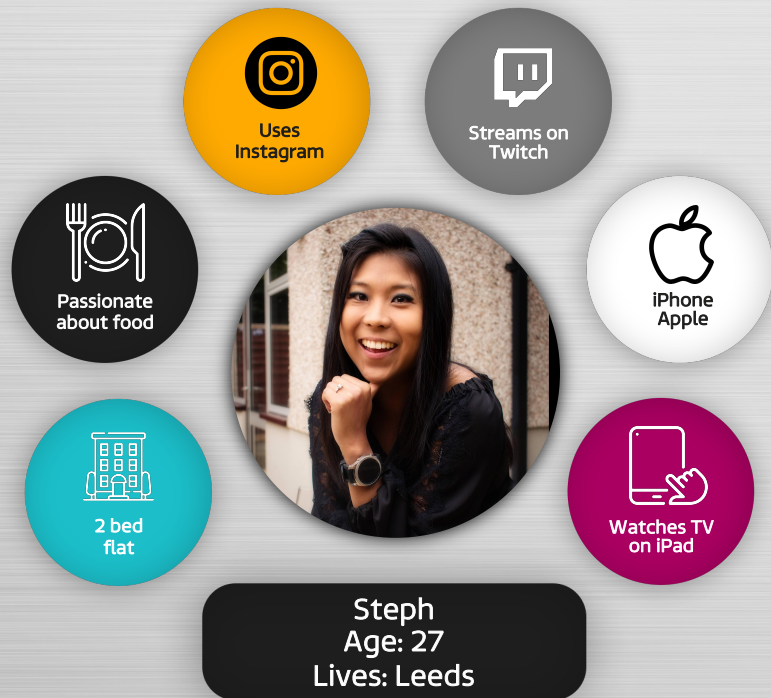
MARCELLA

DES **Q**E SAS  
WHO DARES WINS



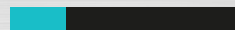


# Unpacking ITV's viewer 'DNA'



## MARKETING

Taste



Headroom



Needs State



Upgrade to subscriber

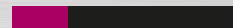


## PRODUCT

Marketing responsiveness



Current Value



Potential Value



## ADVERTISING

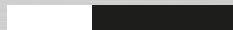
Multi Device



Income



Life stage



Advertising Responsiveness



# Introducing... Flex

## Marketing Value

## Customer Value



### Data 'democracy'

Self serve | user friendly | no specialist skill requirements

*We are all data champions & practitioners*

### Integrated data strategy

Common segments & definitions | no silos

*Integrated data-strategy within MKT & with rest of business*

### Joining data & creative

Enabling creativity | validate intuitions | insight-led creative

*Embed data within creative & strategic planning*

### Increased efficiency

Increased effectiveness | speed to market | responsiveness

*Data-driven performance & improved ways of working*



### "Flex"

Ad & media experiences that feel **PERSONAL** by being:

**CREATIVELY DEVELOPED**

**DATA-INFORMED**

**RELEVANT**

**AGILE**



### Data-led audiences:

Up to **23%** more likely to drive viewers from ads to ITVX

Are over **2x** more likely to convert to paying Subscribers

Up to **33%** more cost efficient cost per ad click

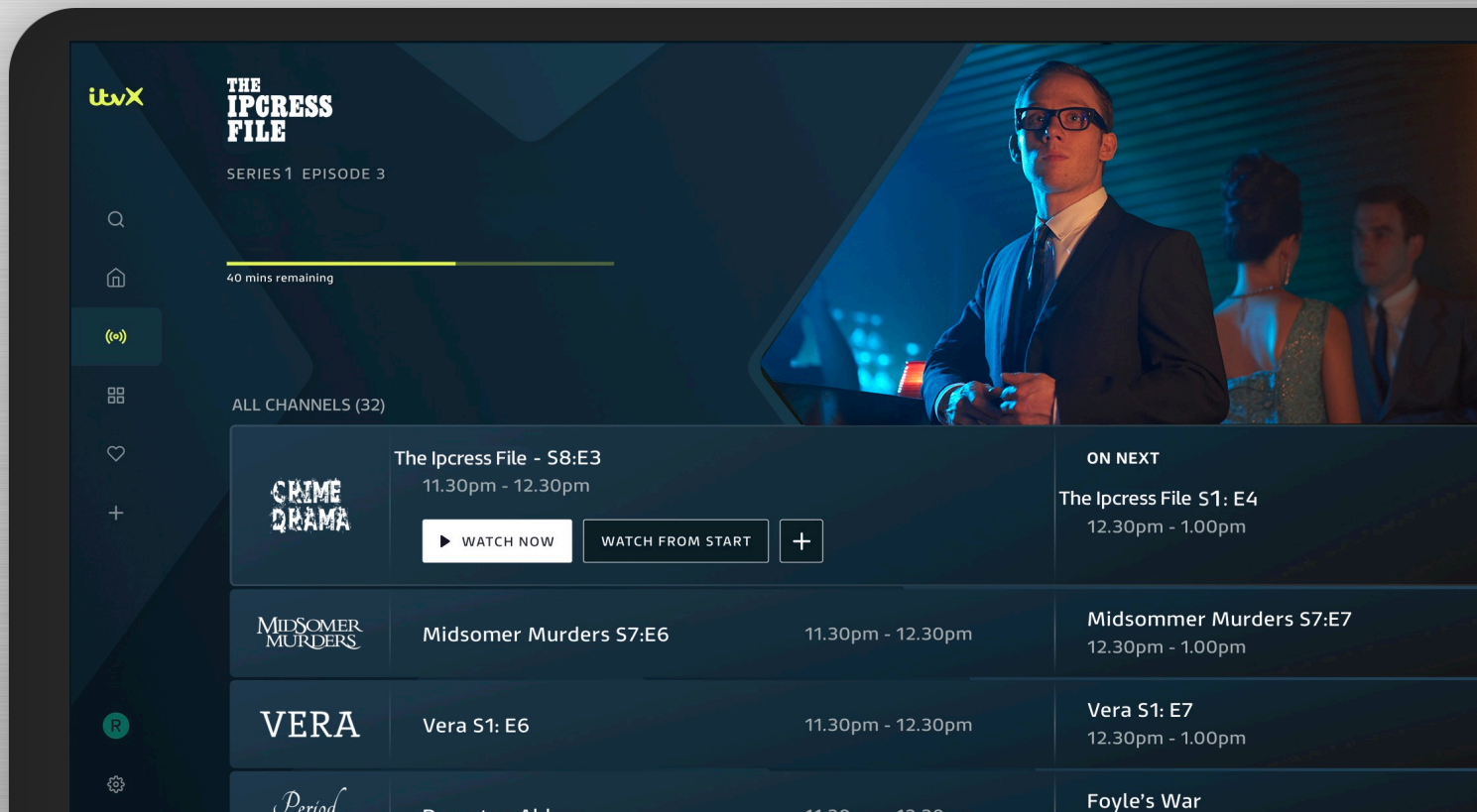
\*Viewer DNA ITVX Reporting

Source: Essence Reporting



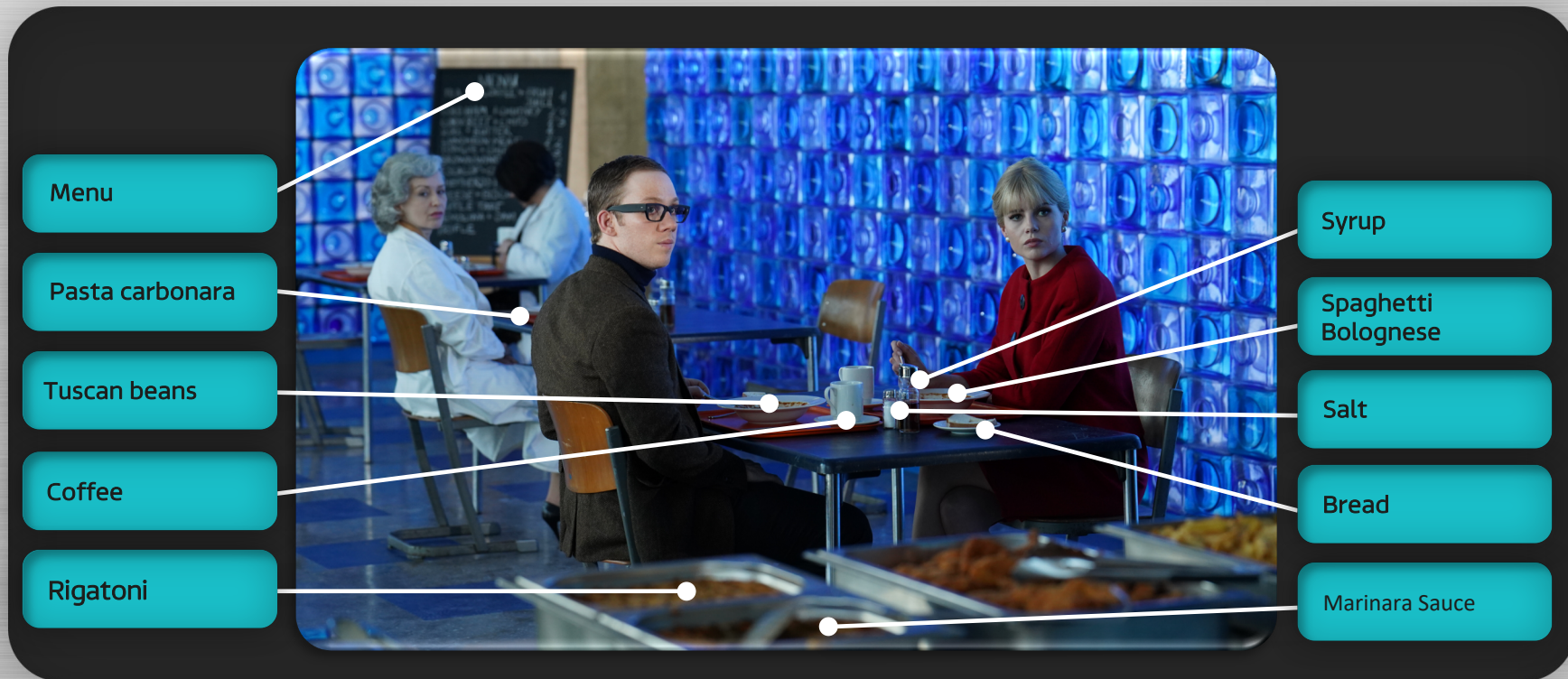


# Personalised for Steph...





# Commercial innovations

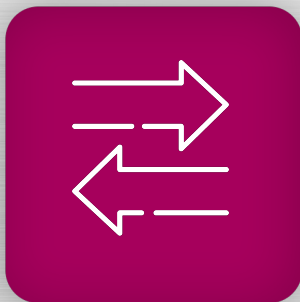




## How data will drive our next phase of delivery



Directly informing the programmes we commission and acquire



Optimising show windowing, distribution and lifecycle strategy



Simulating multiple schedule scenarios to drive viewer, subscriber and advertiser value



Informing our planning across owned and paid media to attract new viewers and subscribers

# Commercial strategic pillars



## Mass

Trusted, brand safe  
mass reach



## Addressable

First party data  
targeting, and Planet  
V's programmatic  
platform



## Creative

Integrated producer  
and broadcaster, for  
multi layered  
partnerships



# Renaissance of TV advertising

1. **Rediscovery** of TV advertising among core categories
2. **Re-evaluation** of the value of ITV as an advertising partner during the pandemic
3. **Revitalised** customer base following the rise of e-commerce and DTC brands
4. **Reinvention** of TV advertising, building on core successes with an evolving addressable proposition





# Advertiser's 5 needs



## Data

ITV's first party customer data (34m registered users) fused with select third parties, and entirely cookie-free audiences



## Ease of purchase

Planet V self-serve programmatic platform used by every agency group, with over 1,000 active users



## Measurement

'CFlight' now in market: first ever cross-media measurement of de-duplicated reach and frequency, across linear and digital campaigns audiences



## High quality content

Premium quality, brand safe, trusted, curated programming.



## Scale of audience

ITVX prioritises and supercharges streaming audiences



## In market

Weather targeting



Data Match



Dynamic Creative

CABLATO

## Coming next

QR Shoppable

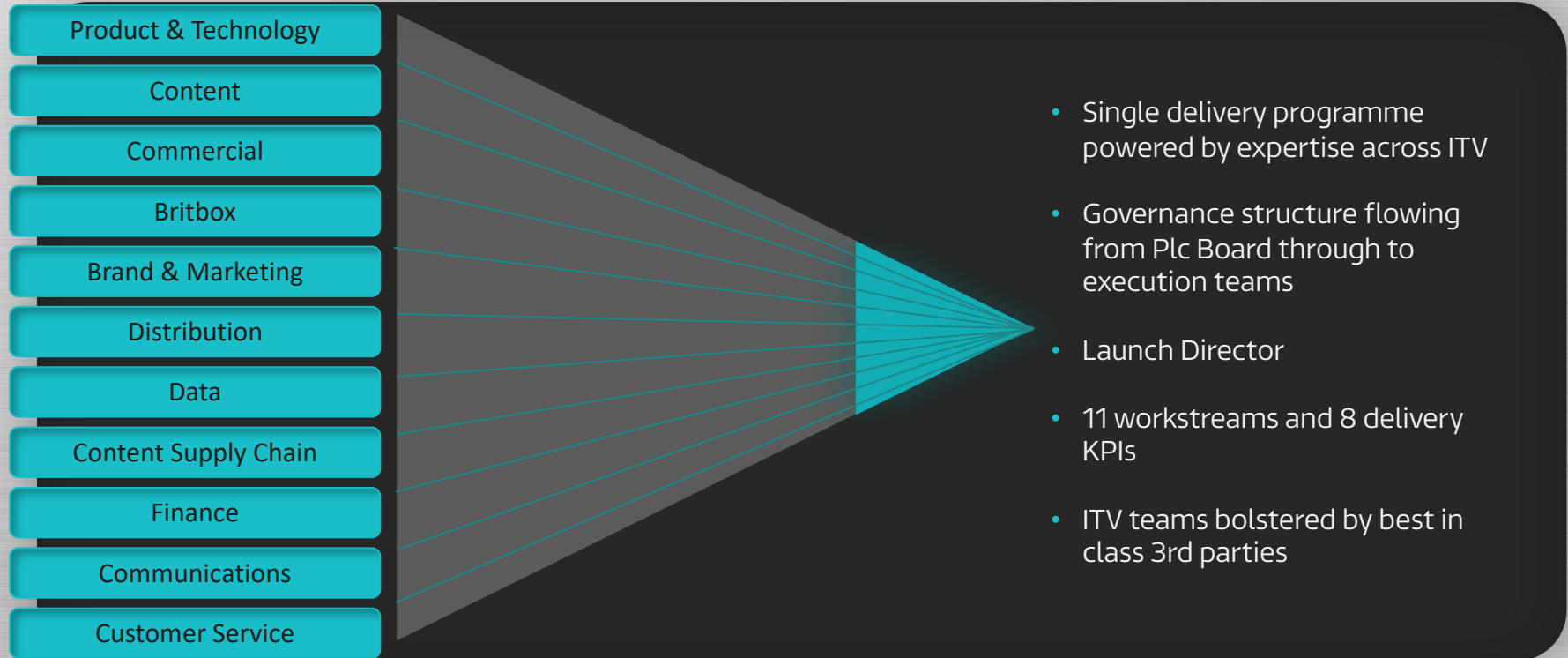


Data Match 2.0

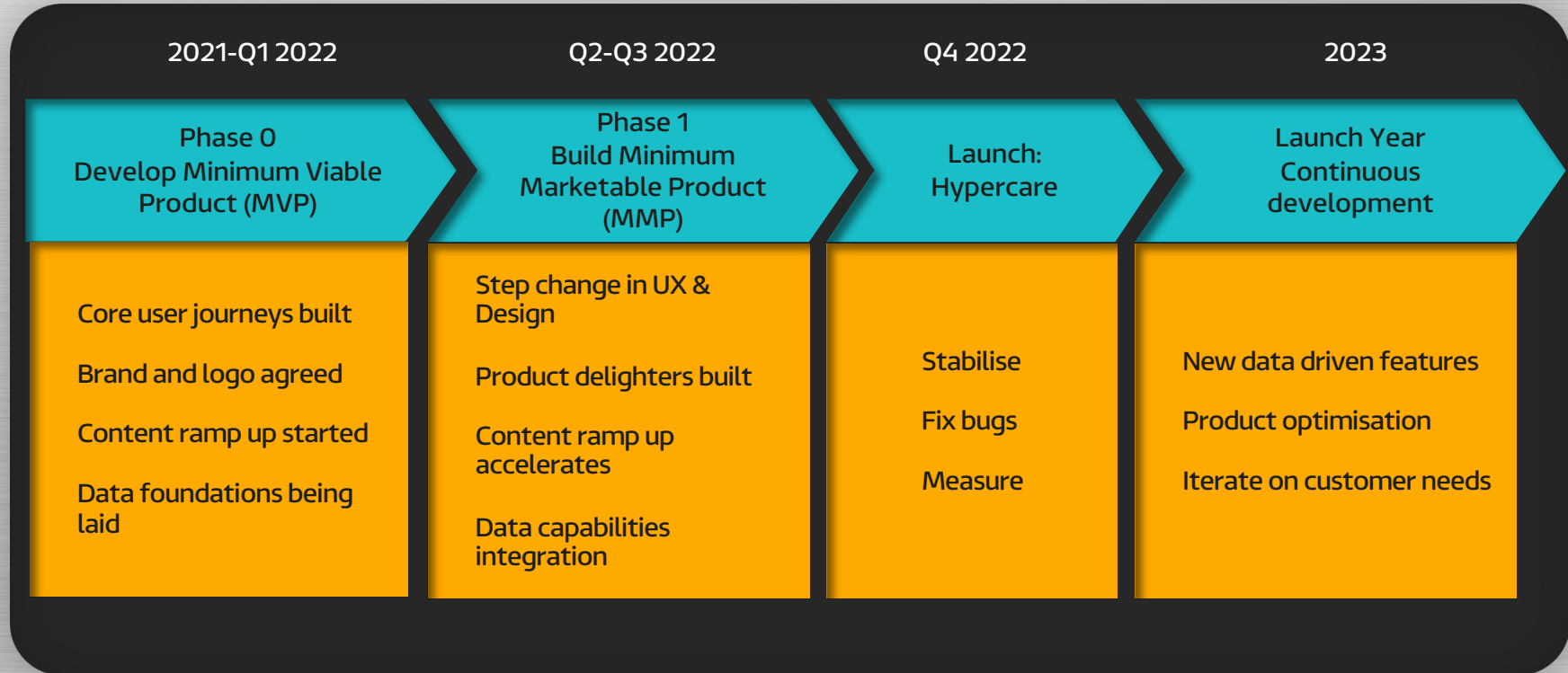
Linear Addressable



# The best of ITV in a single delivery programme



# Our phased roadmap : Towards launch and beyond...



# Our strategic M&E ambitions

## SUPERCARGE STREAMING

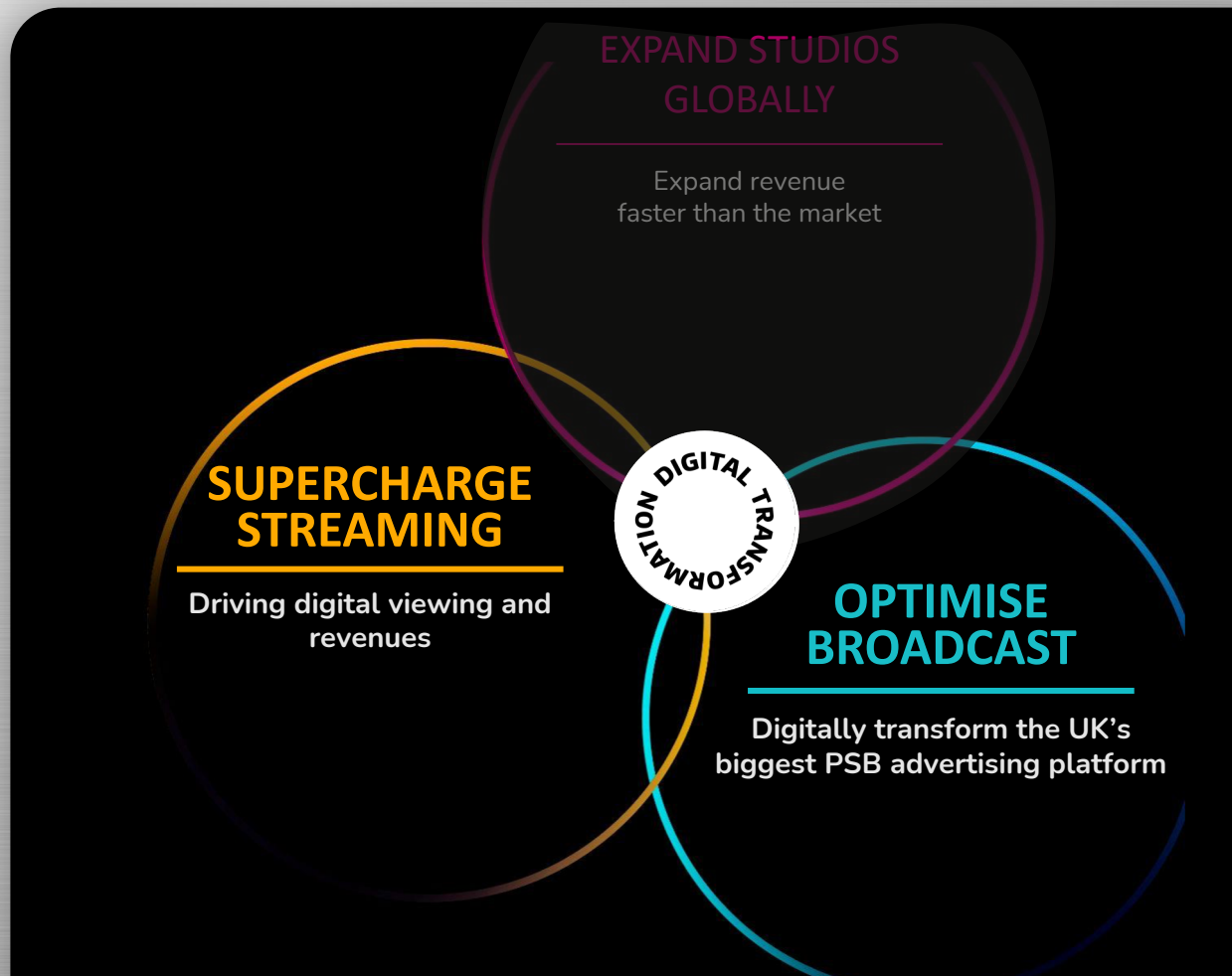
**Retain** high value viewers & **attract** new viewers at scale, growing deep digital engagement

Provide advertisers with new, **targeted connections** with our audiences & **diversify** our commercial offerings

## OPTIMISE BROADCAST

Continue to deliver **mass simultaneous reach** on our linear channels

Continue to provide **unrivalled audiences of scale** for UK advertisers



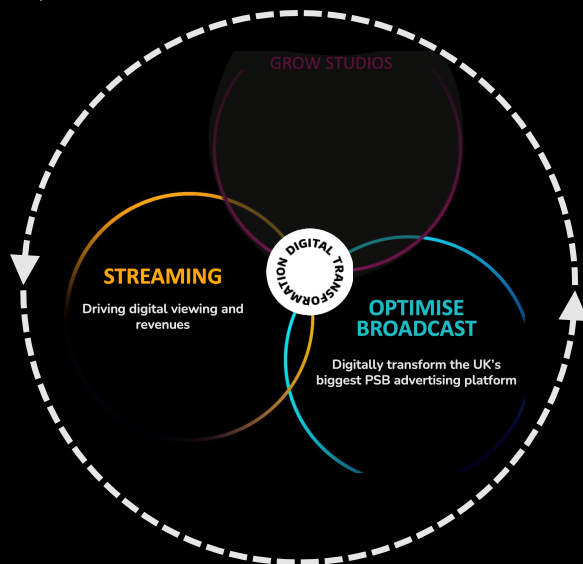


# Our 6 M&E KPIs

## 1 DIGITAL REVENUE

### SUPERCHARGE STREAMING

- 2 MONTHLY ACTIVE USERS
- 3 STREAMING HOURS
- 4 SUBSCRIBERS



### OPTIMISE BROADCAST

- 5 SHARE OF COMMERCIAL VIEWING
- 6 SHARE OF COMMERCIAL MASS AUDIENCES

We will also report TOTAL ADVERTISING REVENUE

# M&E KPIs – Digital revenue



## 2026 TARGET

DOUBLE digital  
revenue to £750m  
across M&E

## ALIGNMENT TO THE STRATEGY

Digital is our critical enabler, as we supercharge streaming and optimise broadcast

## DEFINITION



Sum of VOD-related advertising, digital sponsorship & partnership revenue, linear addressable, digital innovations and subscription revenue

# M&E KPIs – Monthly active users (MAUs)



## 2026 TARGET

DOUBLE MAUs  
to 20m

## ALIGNMENT TO THE STRATEGY

We must sustainably  
scale our reach with  
repeat viewers.  
Regular viewing is key  
to VOD advertising

## DEFINITION



Monthly number of  
registered, identifiable users  
who accessed ITV-owned  
and syndicated streaming  
platforms

# M&E KPIs – Streaming hours



## 2026 TARGET

DOUBLE streaming hours  
to 2 billion

## ALIGNMENT TO THE STRATEGY

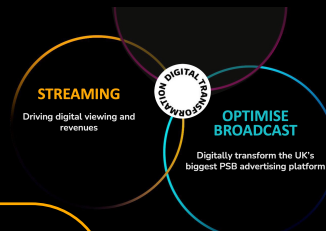
We want viewers to  
watch more with us to  
maximise  
monetisation of every  
viewer

## DEFINITION



Total subscribers to ITV-  
owned and syndicated  
streaming platforms

# M&E KPIs – Subscribers



## 2026 TARGET

DOUBLE  
subscribers to 2.5  
million

## ALIGNMENT TO THE STRATEGY

Viewers want a  
choice of experiences.  
Diverse revenue  
streams offer flexibility  
& adaptability

## DEFINITION



Total subscribers to ITV-  
owned and syndicated  
streaming platforms



# M&E KPIs – Share of Commercial viewing



## 2026 TARGET

MAINTAIN a  
33% share

## ALIGNMENT TO THE STRATEGY

Commercial, mass  
simultaneous viewing is  
the engine for TV  
advertising revenue

## DEFINITION



% ITV Family viewing of all  
ad supported commercial  
viewing in the UK

# M&E KPIs – Share of Commercial mass audiences



## 2026 TARGET

MAINTAIN at least  
an 80% share  
(of the top 1000  
programmes)

## ALIGNMENT TO THE STRATEGY

Owning the majority of  
the biggest commercial  
audiences provides  
unrivalled value for UK  
advertisers

## DEFINITION



ITVs proportion of the top  
1000 UK commercial  
broadcast television  
programmes, by average  
audience size

# M&E - Our 2026 ambitions & targets

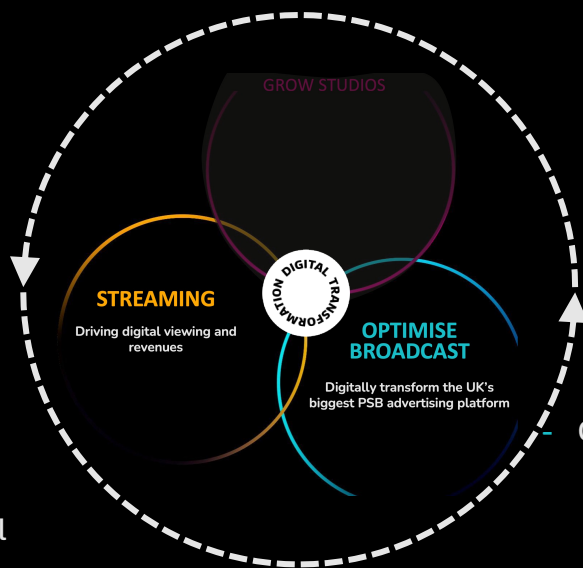
## £750 MILLION DIGITAL REVENUE

20 MILLION MAUs

2 BILLION STREAMING HOURS

2.5 MILLION SUBSCRIBERS

- **Retain** high value viewers & **attract** new viewers at scale, growing deep digital engagement
- Provide advertisers with new, **targeted connections** with our audiences & **diversify** our commercial offerings



MAINTAIN 33% OF COMMERCIAL VIEWING

AT LEAST 80% OF COMMERCIAL MASS AUDIENCES

- Continue to deliver **mass simultaneous reach** on our linear channels
  - Continue to provide **unrivalled audiences of scale** for UK advertisers