



Airing the issues...

ITV plc Corporate responsibility report 2008



Message from the Executive Chairman

“ITV remains committed to serious investment in the UK creative industries, delivering high quality, relevant and responsible programming to British audiences.”



About this report

Did you know...

that you can find out more about the topics contained in this report online. Please visit: www.itvplc.com/itv/responsibility



This report covers the CR performance of ITV plc for 2008. The report covers all wholly-owned companies and jointly owned businesses in which ITV has a majority shareholding. All information relates to the calendar year 2008 except where a different period is stated. The report has been assured by Enviro Ltd whose statement is on page 43.

Further information

Further information on ITV's non-financial KPIs and related data is available in the Business Review section of our 2008 Annual Report, available to download on the Company's website at www.itvplc.com.

Cover image

Emmerdale's Laurel and Ashley Thomas grieving the loss of their baby to Sudden Infant Death Syndrome. For examples of how our soaps raise social issues see page 8.

The business environment has changed profoundly in the last 12 months. Not only does ITV operate in a highly competitive and fragmented sector that is subject to constant change but we are facing economic challenges on an unprecedented scale. We continue to rely on advertising revenue to fund our programmes but we must strive to exploit new formats and platforms to diversify our revenue streams.

Despite the economy, 2008 has been a good year for programming. Our core assets – soaps and entertainment – continue to be delivered to some of the UK's largest audiences and bring with them stories that inspire, educate and enlighten. Both Coronation Street and Emmerdale, two of Britain's best loved soaps, dealt with difficult social issues in 2008 with sensitivity, realism and fair treatment. The programmes were researched in collaboration with experts and people affected by those issues. Coronation Street's most significant story-line was Peter Barlow's alcoholism and in Emmerdale we saw a range of subjects dealt with from civil partnerships to domestic violence.

In addition to hard hitting soaps we help tackle issues directly by working with charities. Raising awareness of important causes with charity partners through entertainment and factual programming is part of our social function. In 2008 we aired Soccer Aid, Divas II and ITV Teacher of the Year; all promoting valuable causes.

This year saw ITV News and Regions start to undergo a major overhaul which sadly required the loss of many valued colleagues. Despite this change, our regional news teams continued to deliver award-winning local stories across the UK. Our network news, delivered by ITN, sets a benchmark for editorial judgement and integrity and we are proud to often be the first network to bring breaking news to millions of viewers.

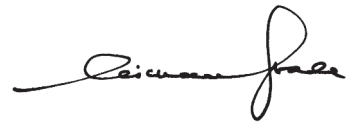
The media sector is heavily regulated and we remain committed to meeting the regulations. We have acted on the premium rate telephone services failings by implementing internal systems and improved training for production and online teams. Much of our PRS activity is now undertaken in-house which allows greater control and accountability.

Feedback from our Vision Panel confirms that our premium rate services failures have impacted viewer trust in ITV (page 11). We are all committed to rebuilding that trust across our programmes and services. In tough times, it is perhaps even more important that viewers know that when they deal with ITV they can always rely on our integrity.

Our responsibilities extend not just to viewers and shareholders, but also to our employees, suppliers, communities and to the environment. I have appointed a new CR Committee with senior cross-company representation to ensure that opportunities to improve in these areas are identified and pursued.

This report explains how we see our CR issues and how we have performed. I believe it is the most thorough account in our sector and a reflection of the very high priority I place on responsibility and integrity.

I would welcome your feedback.



Michael Grade
Executive Chairman

Contents

About ITV	02
Corporate responsibility at ITV	04
Vision panel research	06

...on air 07–24

Programmes with social value	08
Responsible programming	10
Charity and community support	12
Reflecting society	15
Trusted news	18
Regional news	20
Responsible advertising	23

...online and digital media 25–28

Online and digital media	26
--------------------------	----

...behind the scenes 29–43

Creative economy	30
Our people	32
Health and safety	36
Protecting the environment	39
Objectives table	42
Assurance statement	43

ITV is a leading UK media company, owning all of the regional Channel 3 licences in England and Wales. ITV also owns free-to-air digital channels ITV2, ITV2+1, ITV3, ITV3+1, ITV4, Citv and Men & Motors. ITV is available on every major platform including broadcast TV, online and mobile.

The majority of our people work in production centres around the UK, with centres in London, Manchester and Leeds. Outside the UK we have offices in America, Australia and Germany. We also employ a large body of freelance writers, performers and technical staff who contribute to our programme production.

Key statistics

	2008
Turnover	£2,029m
Operating loss	£2,647m
Loss before tax	£2,732m
Loss per share	65.9p
Investment in ITV programming	£1,125m
Number of employees (at 31 December 2008)	5,232

The Company is based around three major businesses: Broadcasting, Global Content and Online.

Entertaining the UK through...

...Broadcasting

Our Broadcasting business is responsible for commissioning and scheduling programmes on all the ITV channels. The broadcasting business also covers the ITV News and Regions and ITV Sports production. It manages ITV's broadcasting interest on different platforms including UK terrestrial television, free-to-air digital channels, and digital terrestrial television on Freeview.

Our Broadcasting business comprises: ITV1, ITV2, ITV2+1, ITV3, ITV3+1, ITV4, Citv, Men & Motors, GMTV (75% owned), Freesat (joint venture with BBC), SDN.

...Global Content

Our Global Content business includes the UK's biggest commercial television production company and one of Europe's largest programme distributors.

ITV also owns principal and minority stakes in a number of businesses. Further information can be found on pages 89 and 90 of the Annual Report and Accounts on itvplc.com

...Online and digital media

Our Online business works with the Broadcasting and Global Content teams to deliver ITV content through new platforms. It consists of three main areas: Broadband, Transactional and Mobile.

The Online business comprises: itv.com, ITV Mobile and ITV Bingo, Broadband, Transactional and Mobile. For the purposes of this report we also include our interactive services within the online and digital media section.

Update on business ownership

On 4 March 2009 ITV announced plans to dispose of Friends Reunited, Scoot, and Price Terrier and to close ITV Local as a standalone business. At the time of writing ITV is also considering options for its digital terrestrial multiplex business, SDN. ITV disposed of the majority of assets of Carlton Screen Advertising, a cinema advertising business, in 2008.

ITV's material CR issues

We regularly review our material issues to reflect changes in our business and to take into account the opinions of external stakeholders (see stakeholder engagement on page 05) and our employees.

Programme/content standards and compliance

- Ofcom Broadcasting Code;
- Access services including signing, subtitling and audio description;
- Regional programmes serving local communities;
- Other public service programmes including news and current affairs;
- On-screen diversity;
- Premium rate services.

Advertising standards and compliance

- CAP Codes;
- Length and frequency of advertisement breaks;
- Proposals to introduce product placement.

Community investment and engagement

- Selection of causes supported;
- Allocation of on-air support;
- Donation of money and other resources.

Creative economy

- Expenditure on regional production;
- Freelance employment opportunities;
- Training and support for the independent sector;
- Monitoring of independent sector health, safety, employment and environmental standards.

Employment

- Off-screen diversity;
- Training and development;
- Work/life balance;
- Freelance and contractor workforce standards.

Health and safety

- At ITV productions;
- At all ITV locations;
- At independent productions made for ITV.

Environment

- Energy consumption and climate impact;
- Waste and recycling;
- Water use.

Suppliers and business partners

- Independent production companies;
- Premium rate services;
- Merchandise and promotional items.

Corporate responsibility at ITV

Corporate responsibility (CR) at ITV covers a wide range of activities and issues. Our challenge is to ensure that everyone working for ITV is aware of the CR issues relevant to their work and understands the importance of making responsible decisions.

As television and internet services converge, viewers have an unprecedented amount of choice. At the same time revenues from television advertising are diminishing. ITV aims to remain a popular source of free entertainment whilst securing revenue from new sources by being a leading player in an all-digital, on-demand future.

Online and interactive media are becoming more significant to ITV and give rise to new CR issues. An increasing amount of our business is not covered by the regulator, Ofcom, and our public service role is currently subject to review.

Our future success depends on delivering high quality content to viewers in a way that helps them feel confident about the standards of our programmes and interactive services. It is therefore important that our approach to CR is aligned to the business strategy and is implemented effectively.



“Being operationally efficient has helped us deliver non-financial benefits. In a recession the challenge is to keep the momentum. Preparing the business for change, including new environmental or media regulation, remains high on my agenda.”

John Cresswell **Chief Operating Officer**

CR governance structure

John Cresswell, ITV's Chief Operating Officer is responsible for reporting CR performance to the Board of ITV plc. In 2008 ITV appointed a new CR Committee with members from the core business units as well as key business functions. The chair of the CR Committee is the Director of Group Corporate Affairs and the Committee reports to the ITV Management Board.

The CR Committee is responsible for reviewing ITV's material CR issues, formulating strategies for improved CR management and communicating them internally.

Our CR priorities

The CR Committee regularly reviews our CR priorities, taking into account the opinions of a wide range of internal and external stakeholders. Our priorities are:

Raising awareness of issues and causes

Our story driven, factual and entertainment content can help mass audiences understand more about sensitive subject matter.

Improving viewer trust

Our relationship with viewers is integral to maintaining trust. Ensuring this trust is not jeopardised is fundamental to our success.

Delivering high quality, entertainment driven, compliant content

Our viewers want quality programming which adheres to the Ofcom Broadcasting Code.

Other significant CR issues that we continue to work on include:

- Compliance with Public Service Broadcasting (PSB) quotas;
- Charitable and community investment;
- People management;
- Environmental impacts;
- Health and safety;
- Supply chain management.

Values

ITV's values underpin every area of our business, including our CR management. They are:

- customer focus;
- collaboration;
- commitment;
- boldness;
- excellence;
- integrity.

These values are communicated throughout the business through regular road shows. They are also included in our induction and training processes.

Communicating CR

The principal way we communicate CR issues to employees is through The Watercooler, a set of dedicated pages on our employee intranet. The Watercooler features articles and corporate updates relating to our CR programme. Examples in 2008 include articles on:

- Our new recycling system;
- Switch off lights and computers campaign;
- ITV Teacher of the Year;
- A meningitis story-line in Emmerdale.

In 2008 we developed consistent branding for our internal CR communications. The new “Smarter” messaging will be applied to all CR initiatives across the organisation.

Stakeholder engagement

We regularly engage with our stakeholders to find out how they perceive ITV and what issues they regard as most important. Our key stakeholders are viewers, employees, investors, regulators, suppliers, advertisers, communities and other organisations.

Viewers

The ITV Vision Panel is a unique resource for engaging viewers. The Panel is made up of 10,000 adult viewers who respond to an online survey about our programmes; with around a third responding every day. A different survey is available each day and Panel members complete it at their leisure. The Panel is run independently of ITV by GFK NOP and is fully representative of the demography of the UK population. Feedback from the Panel is passed to ITV within 36 hours.

In 2008, we asked the Panel a range of questions to determine how responsible they think our programmes and online content are. The responses are shown in the charts on page 06.

The findings show that the majority believe that television programmes should tackle environmental and social issues and that our news coverage helps them understand such issues. Surprisingly, the awareness raising role is not viewed as being confined to news and documentaries: almost a third of people agree that soaps and dramas raise important issues as well.

Those believing that news coverage is objective significantly outnumber those that do not. Many more people agree than disagree that our programmes reflect the UK's ethnic and cultural mix. Parents tend to agree that our scheduling of programmes helps them control their children's viewing.

We understand the reasons behind the low level of trust expressed in our conduct of phone-in competitions and have taken steps to regain this trust. Our evidence shows that viewers voting is rising again.

Around two-thirds of respondents had visited itv.com and they expressed very low levels of concern over content and child protection.

Employees

We conduct regular employee surveys to understand how people feel about working at ITV and pick up on any issues or concerns. See Our people (page 32) for more information.

Investors

Like other companies, we receive regular enquiries on our CR performance from institutional investors and we respond to these queries individually. We also make information available to shareholders through our Annual General Meeting and our interim and annual reports. These are supported by webcasts and roadshows covering our interim and preliminary results. Information is also available on our website at www.itvplc.com.

ITV is included in the Dow Jones Sustainability Index and the FTSE4Good Index.

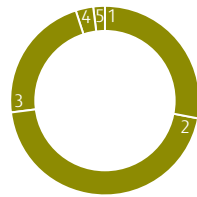


FTSE4Good

Vision panel research

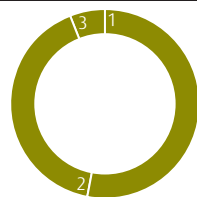
How important is it for television programmes to raise awareness of environmental and social issues?

1. Very important	28%
2. Quite important	45%
3. No strong opinion either way	22%
4. Not very important	3%
5. Not at all important	2%



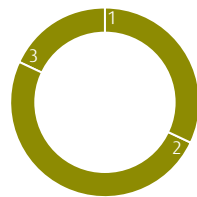
ITV News and current affairs help me to understand environmental and social issues

1. Agree	53%
2. No strong opinion either way	41%
3. Disagree	6%



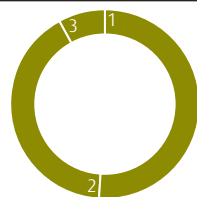
The storylines of ITV soaps and dramas raise important environmental and social issues

1. Agree	32%
2. No strong opinion either way	50%
3. Disagree	18%



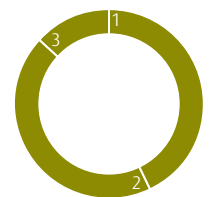
ITV News and current affairs cover issues objectively

1. Agree	51%
2. No strong opinion either way	41%
3. Disagree	8%



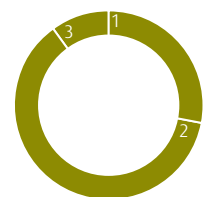
ITV programmes reflect the ethnic and cultural mix of the UK

1. Agree	39%
2. No strong opinion either way	49%
3. Disagree	12%



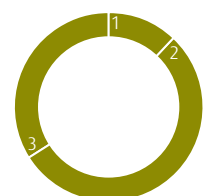
The scheduling of ITV programmes helps me to control what my children see

1. Agree	28%
2. No strong opinion either way	62%
3. Disagree	10%



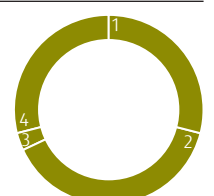
Phone-in competitions on the ITV are conducted fairly

1. Agree	12%
2. No strong opinion either way	54%
3. Disagree	34%



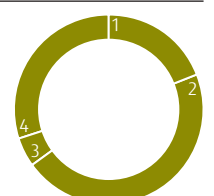
The range of services offered on itv.com is appropriate

1. Agree	29%
2. No strong opinion either way	39%
3. Disagree	3%
4. Never visited itv.com	29%



The level of protection for children using itv.com is appropriate

1. Agree	19%
2. No strong opinion either way	46%
3. Disagree	5%
4. Never visited itv.com	30%



Did you know...

we talk to a panel of 10,000 viewers for their thoughts and feedback



...on air

Our responsibilities as a broadcaster, programme maker, news provider and publisher of third party advertising.



**Repossession,
Repossession,
Repossession**

The one-off documentary dissected the debt crisis that has led to an alarming number of people losing their homes.

Programmes with social value

Television is a part of the daily life of the majority of people in the UK, and has an important role in shaping cultural values. ITV's prime function is to entertain, but in doing so we keep people informed about important issues, raise awareness and stimulate debate. From current affairs to chat shows and soaps, many of our programmes bring social and environmental subjects to a mass audience in an accessible way.

Soaps and serial dramas

Our soaps and serial dramas are meticulously researched to ensure they accurately reflect the realities people face, and regularly raise public awareness about important issues.

In March 2008, Emmerdale characters Paul Lambert and Jonny Foster were married in a civil partnership ceremony. This was the first peak time British soap to feature a civil partnership since the Civil Partnership Act came into force in December 2005.

In February, Emmerdale featured the sudden death of baby Daniel, the seven month old son of Laurel and Ashley Thomas (see front cover image). The storyline illustrated the devastation felt by parents who experience cot death, and highlighted the importance of support and research into its causes. The production team worked closely with The Foundation for the Study of Infant Deaths (FSID) to research the story. FSID helped Charlotte Bellamy, who plays Laurel, to prepare for the part by putting her in touch with parents who had been through this experience. FSID's details and relevant help lines were shown at the end of the episode.

John Middleton, who plays Daniel's father Ashley, said: "For me the purpose of soaps is to tackle the issues people face; to put a hand out to them and say you're not alone."

Emmerdale also explored the issue of domestic violence through the storyline of Jo and Andy Sugden. Roxanne Pallett, who plays Jo, worked closely with the charity Refuge, and with victims of domestic violence in order to research the role. Emmerdale involved Refuge in publicity for the storyline to ensure press coverage was appropriate, and to raise awareness of the charity's campaigns. In 2009, writers will work with the mental health charity, Mind, to research Andy's storyline as he continues to struggle with depression and mental illness.

In January 2008, Sandy Thomas, a pensioner in Emmerdale, was diagnosed with diabetes. The storyline was researched using information from Diabetes UK and advice from a medical expert, and followed Sandy's efforts to change his diet and cut down on alcohol.

A Coronation Street character, Peter Barlow, began to show signs of alcohol addiction in October 2008. The production team researched the condition extensively with the assistance of a medical adviser and the charity Dry Out Now, to ensure that Peter looked and behaved realistically while drinking and through withdrawal. The team also liaised with Alcoholics Anonymous (AA) and writers drew from a DVD of a typical AA meeting.

During 2008, The Bill told stories about gun crime, knife crime, prostitution, people trafficking and domestic violence.

Current affairs programmes and chat shows

Our one-off and regular current affairs programmes and chat shows, aimed at a broad audience, address social issues on a daily basis. For example:

- **The Duchess in Hull** addressed the obesity problem in the UK. It followed the Duchess of York, Sarah Ferguson as she attempted to educate a family on a council estate in Hull about the benefits of healthy eating;
- **The one-off documentary Repossession, Repossession, Repossession** dissected the debt crisis that has led to an alarming number of people losing their homes;
- **ITV News Group's Property Portfolio** tracked how falling house prices are affecting people's lives (see Regional News on page 20);
- **In The Iraq War by Numbers**, journalist Rageh Omaar went to Iraq to chart the effects of five years of war. He spoke to people he previously knew, to highlight the human stories behind the statistics;
- **The Vicar of Baghdad** profiled Cannon Andrew White, who works with Muslim clerics to try to bring peace in one of the world's most dangerous trouble spots;
- **In autumn 2008, Citi** ran a series of ten five-minute programmes, entitled "Green Up Your Life". The show, ad-funded by British Gas, followed teams of children as they undertook challenges such as recycling and water saving.

Tonight

In 2008, Tonight covered a wide range of topics. Here are some examples:

- A Rubbish Service traced what happens to household waste after it is sent for recycling. It found that a lot of waste is being shipped to India and left to rot in toxic dumps;
- England v Scotland held a mock referendum in the border town of Berwick-upon-Tweed to find out if its people would be prepared to renounce their English citizenship in exchange for the greater welfare benefits enjoyed by their Scottish neighbours. A majority said yes.

Loose Women

Loose Women is a light hearted and accessible debate programme, broadcast each week day at 12.30 pm. Topics debated in 2008 include:

- The dangers of drinking among women over 30;
- Government proposals for “opt out” organ donation;
- IVF and changes to the Embryology Bill;
- Dementia and euthanasia;
- Binge drinking;
- Educating children about knives.

This Morning

Over the year This Morning covered important subjects such as drink driving, caring for disabled people, child protection, female stalkers, organ donation, eating disorders and male suicide together with a broad range of regular features on all aspects on health and wellbeing. Help lines and additional materials are regularly recommended by the show.

www.itv.com/Lifestyle/ThisMorning/contactus/helplines/default.html

The show explores some subjects in more detail over several editions, such as:

- Inside Great Ormond Street – A week’s worth of films raising awareness of child health issues;
- Adoption Week – A week-long series exploring the multitude of issues surrounding child adoption;
- Help the Elderly – A two week Christmas campaign on care for the elderly;
- Credit Crunch Christmas – a two week special offering advice on how to enjoy Christmas on a budget.

The Jeremy Kyle Show

Challenging debate on social issues is central to the controversial Jeremy Kyle Show. The show encourages participants to confront the moral implications of their behaviour and regularly covers issues such as teenage pregnancy, absentee parents, drink and drug abuse, anti-social behaviour and knife crime. Kyle reaches an audience that may not watch factual programmes addressing similar subjects.

At the end of each show viewers are directed to the website, which features relevant help lines.

www.itv.com/Lifestyle/jeremykyle/helplines/default.html

The Jeremy Kyle Show



Topics covered this year include:

- Resident psychologist Graham Stanier slept rough on the streets of Manchester to explore conditions faced by the homeless;
- Britain’s Biggest Problem focused on family problems caused by alcohol dependence;
- No More Excuses – the team took four ex guests who had previously boasted about not having a job and attempted to get them employment;
- In the Heart of the Estate – the team revamped a community centre to highlight the value of community voluntary work.

Did you know...

we talk to charities and support groups when researching soap stories, including FSID, Refuge, Dry Out Now and Alcoholics Anonymous in 2008



Responsible programming

We aim to create engaging, exciting and sometimes challenging programmes, whilst ensuring appropriate safeguards are in place to protect the viewer.

Television is seen and judged by millions and touches the daily lives of almost everyone in the UK. At its best, television can educate, entertain and inform. At a time of media fragmentation, the wide reach of ITV's family of channels still helps to shape our common culture, reflect our cultural values, and stimulate debate.

With this influence comes responsibility, and broadcasting in the UK is very closely regulated to ensure that this influence is exercised responsibly. The regulation of programme content in commercial television has been developed over more than 50 years, and is today embodied in the Ofcom Broadcasting Code (the "Code"). The key responsibility of all broadcasters and programme makers is to ensure that the Code is followed.

The Code covers all aspects of programming broadcast under Ofcom broadcasting licences. Its wide ranging principles cover the protection of under-18s, harm and offence, crime, religion, impartiality and accuracy, elections and referendums, fairness, privacy, sponsorship and commercial references. The full Code is available at www.ofcom.org.uk/tv/ifi/codes/bcode/

Ofcom makes it clear that the context in which content appears and the expectation of the audience is pertinent to interpreting the Code. The 9.00 pm "watershed" is key to the protection for children from inappropriate content. Programmes which are only suitable for adults should not be broadcast before 9.00 pm. Programmes broadcast before the watershed are subject to particular scrutiny to ensure they comply with the detailed requirements of the Code relating to protection of the under-18s. Even for adult programmes, ITV's policy is to minimise the risk of offence by giving announcements to alert viewers immediately before the programme if it contains, for example, strong language or sexual or violent content.

Did you know...

over 80% of our staff completed new compliance courses in 2008

80%

ITV programme compliance

Compliance of most programmes broadcast on ITV's family of channels is handled in house. Compliance of independent productions for ITV1 is currently divided largely between the ITV compliance department and Channel Television (an independent Channel 3 licensee company).

ITV's in-house compliance team of around 30 specialists provide support and advice for programme makers before and during production. Their advice is also available to programme commissioners and people involved in activities outside of broadcast television – for example broadband delivery of video on demand, and on mobile. They review every pre-recorded programme to verify its compliance before broadcast, and also advise on the content and the conduct of live programming.

Viewer Services

Viewers may complain to ITV's Viewer Services Team. They respond to questions and complaints and log all calls, letters and emails. Any viewer not satisfied with ITV's response can complain to Ofcom. The contact details for Viewer Services are:

T: 0844 88 14150

E: viewerservices@itv.com

Ofcom adjudications

Ofcom recorded complaints about more than a thousand ITV programmes in 2008. Complaints relating to 14 programmes and one programme trailer were upheld.*

*Our Annual Report for 2008 states that 16 complaints were upheld this year. After the publication of the report we noticed an error in our calculation system.

Premium Rate Services (PRS)

In October 2007 we published the findings of the Deloitte review and ITV's investigation into PRS within our programmes. Out of more than 100 ITV programmes and series, serious editorial issues were identified in three entertainment programmes.

In response to the Deloitte review, ITV announced a comprehensive reimbursement scheme and made a commitment that any unclaimed element of the potential total to be reimbursed – around £7.8 million – would be donated to charity in 2008.

ITV also announced changes to the operation of PRS, including:

- Suspension of all SMS and Red Button voting in live programmes, until systems are in place to ensure timely delivery of votes;
- Bringing telephony service provision in-house on programmes wherever possible;
- Introduction of training across ITV to ensure that employees are aware of their responsibilities in respect of the operation of PRS;
- Strengthening ITV's compliance resources with the addition of a dedicated Interactive Governance team.

In May 2008, ITV was fined £5.7 million by Ofcom in relation to breaches of the Broadcasting Code around PRS. This high profile breach and the recent improvement work on our PRS services led to a renewed focus from senior management on auditing at all stages of the wider programme compliance process. Deloitte was asked to support ITV by developing a further compliance improvement programme which aims to ensure ITV has an even more robust and auditable compliance process. The resulting improvements to our compliance processes will be embedded across ITV during 2009. See Online and digital media on page 26 for more information on how we manage viewer interactivity and premium rate services.

Viewer trust

ITV has detailed guidance for producers reiterating our expectations regarding code of conduct in relation to deliberate deception and material misleading of viewers.

ITV will not hesitate to take action against any programme maker or production company found to have knowingly deceived viewers or the network. In the case of ITV staff, disciplinary procedures would follow which could result in dismissal. In the case of an independent production company or other supplier investigation of the issue could lead to ITV declining to work with the company or individual in the future.

ITV is also committed to improving training and awareness for all employees involved in programming and interactive services. Two compulsory online compliance modules have been supported by an internal campaign to raise awareness of the importance of compliance and improving trust in ITV. The campaign included a booklet – Trust: it's a must – for all new joiners and production staff.

In 2008 a further online training module on PRS-specific issues was launched. Another module on News and Due Impartiality will be launched early in 2009.

Empirical evidence shows that viewer voting is rising again. Figures for our most recent flagship entertainment shows have shown large year-on-year increases in the levels of voting, demonstrating that viewer confidence has returned to the interactive elements of ITV's programming. Voting for The X Factor increased by 50% year-on-year; Dancing on Ice increased by 24%; and I'm A Celebrity... increased by 14%.

Amusing or offensive?

A programme that caused complaint
ITV1, 15 November 2008, 20:35



We Are Most Amused was a special comedy gala performance held to mark the sixtieth birthday of the Prince of Wales. The show included many of the UK's leading comedians.

Ofcom received 540 complaints concerning a sketch included in the programme, featuring Rowan Atkinson. In the sketch, Rowan Atkinson played a Christian clergyman delivering a comedic version of a biblical miracle story – the Wedding Feast at Cana.

ITV argued that comedy has a long tradition of tackling challenging and sensitive subjects, such as religion. It is important and necessary, in line with freedom of expression, that broadcasters can explore such matters. They must ensure they apply "generally accepted standards". Ofcom considered that the context of this programme was clear and justified the broadcast of this item.

This was a comedy sketch by a performer well-known for his depictions of clergymen in comedic situations. The sketch was an absurd interpretation of a well-known biblical miracle story, and was not intended as a serious interpretation of Christian belief.

Ofcom considered that the approach would have been well understood by the vast majority of the audience and would not have gone beyond what would normally be expected in a programme of this type. Therefore the programme was not in breach of The Code.

Charity and community support

Our position as a national and regional broadcaster gives us a unique opportunity to bring attention to social causes. We collaborate with a range of charities and voluntary organisations to make entertaining programmes that raise awareness. We also make cash donations and contribute our commercial expertise through employee volunteering.

On air support and collaboration

Soccer Aid

Soccer Aid is a four-hour live television football event, held in partnership with UNICEF every two years. SoccerAid was screened live on ITV1 in September 2008. Premier league footballers such as Alan Shearer and celebrities like Gareth Gates and Jamie Theakston got together for a match at Wembley Stadium between a team representing England and a team representing the rest of the world. The event raised over £1.14 million for UNICEF, for its core work in the areas of health, education, nutrition, water, HIV and AIDS and protection for vulnerable children in the developing world. In addition to the airtime coverage, we provided supporting information about Soccer Aid and the work of UNICEF on itv.com.

Help for Heroes campaign – The X Factor

In October 2008, The X Factor contenders recorded a single in aid of the charities Help for Heroes and the Royal British Legion, launched in time for Remembrance Day.

Nelson Mandela's ninetieth birthday

ITV televised a concert in summer 2008, to celebrate the ninetieth birthday of Nelson Mandela and raise money for Mandela's charity 46664.

Charity gala for Prince Charles' sixtieth

In November 2008 we funded We Are Most Amused, a charity gala to celebrate Prince Charles' sixtieth birthday. The show, which featured a range of Britain's top comedians, was staged at the New Wimbledon Theatre, and aired on ITV1. Tickets to the live event were sold to the general public for £60, and the proceeds donated to charity.

The power of millions

The People's Millions



In 2008, The People's Millions, a partnership between ITV and the Big Lottery Fund, gave away £4.5 million in grants to local community projects. The People's Millions, now in its fourth year, funds projects that transform the local environment and improve facilities. Projects compete for National Lottery awards, and the competitions are aired on our 6.00 pm regional news programmes. The programme was developed in response to the UK Government's vision to increase public involvement in the lottery.

In 2008, 142 projects competed for prizes in each of the 18 ITV regions, and 89 projects were awarded grants of up to £50,000 each. Two projects went head to head each night, and the winners were decided through a viewers' vote. Each region had five awards to give away, including a bonus award for the best runner up. Over the competition's final week in November, 574,932 votes were cast; the highest number since The People's Millions was launched.

Projects that received awards in 2008 include "Starting Out", an initiative by three furniture re-use centres in Cornwall to provide homeless people with furnishings when they move into permanent accommodation. The project was awarded £49,990. Another award went to help The North West Specialist Inclusive Learning Centre install an interactive sensory studio for users with learning difficulties. Other projects that have received funding from The People's Millions include a skate park, a ship building project, a woodland regeneration scheme and a sound sculptures project.

Divas II and Here Come the Boys

Divas II, a musical extravaganza featuring top female music stars such as Myleene Klass, Pink and Anastacia raised awareness of the work of Breast Cancer charities. It highlighted the work of a range of fundraising groups, and encouraged people to donate money. itv.com carried information about breast cancer and links to the three major charities, Breakthrough Breast Cancer, Breast Cancer Campaign and Breast Cancer Care.

The male equivalent, Here Come the Boys raised awareness about testicular cancer. It also featured the work of fundraisers for cancer charities. A collection of some of ITV's most well-known stars participated in a short film to underline how important it is for men to talk about the issue and "check their balls", as early treatment has a very high chance of complete recovery.

Disasters Emergency Committee, ITV News

ITV News has acted as a broadcast partner with the Disasters Emergency Committee (DEC) for over 40 years. The DEC is made up of all the UK's leading charities. If an international crisis merits a national television appeal, the DEC asks broadcasters to make air time available. If the request meets agreed criteria, ITV News then scripts, voices, and edits a three-minute appeal – without charge. In 2008 we agreed to produce two appeals for the DEC – one following the cyclone in Burma in May, and one during the crisis in Congo in November. Both appeals raised millions of pounds.

Top marks for Pepe

ITV Teacher of the year




The ITV Teacher of the Year award was an important initiative in 2008. It celebrated exceptional teachers who have inspired students through their commitment and unique approach. ITV regional newsrooms broadcast nearly 10 hours of airtime on the awards, encouraging viewers across the regions to nominate teachers through ITV Local, and profiled four of the most outstanding teachers in each region.

All the regional finalists were invited to the Daily Mirror Pride of Britain Awards event in London at the end of September, attended by Prince Charles, Prime Minister Gordon Brown, and other celebrities. The overall winner, Pepe Rahman Hart, was selected by the national Pride of Britain jury. Pepe, from Trinity Church of England Primary School in Radstock, was selected for exceptional commitment to the education of each child, and for developing a revolutionary environmental programme which is now being adopted in other schools.



Did you know...

Soccer Aid 2008, the four-hour live television event, raised over £1 million for UNICEF, for its core work in the areas of health, education, nutrition, water, HIV and AIDS and protection of vulnerable children

£1, 



Behind the scenes support

ITV offers behind the scenes support to charity and community organisations. We use our media facilities to promote good causes, and employees regularly volunteer their expertise.

Media Trust

ITV is a partner to Media Trust, an organisation that works with the media industry to build effective communications for the charity and voluntary sectors. ITV has a long history of engaging with charities, communities and individuals through the organisation, and our Brand and Commercial division's Managing Director, Rupert Howell, is a Trustee.

Most recently ITV has supported Media Trust through initiatives such as Media Trust Films. ITVLocal.com partnered with Media Trust to use the ITV Local network as a conduit for relevant community based films

Give as You Earn

We have a Give as You Earn (GAYE) scheme run independently by the Charities Aid Foundation. In 2008 ITV matched each donation made by employees, which were deducted from their pay before tax. ITV also paid the GAYE administration fees. In 2008, employees donated nearly £5,000 each month. Together we donated more than £130,000 over the course of the year.

Due to severe economic challenges, ITV ceased matching employee GAYE contributions in April 2009.

Over to you...kids

ITV Regional News



In 2008 ITV Regional News launched Over to You, a competition designed to involve children in broadcasting and newsgathering.

The project, run in collaboration with the school networking group b-live, invited schools to propose a relevant local news story that their pupils could make a short film about. A competition pack, including a DVD and three lesson plans tied into the national curriculum, was sent out to 442 schools in five of our regions. It aimed to inspire children's interest in the news and help them to explore the issues associated with making stories, such as balance and sensitivity. There were five winners – one for each region – and each broadcast their story on their local 6.00 pm news programme. Five runners up received £200 for a fund raising project of their choice. The children covered issues ranging from the battle to save a local fishing lake to challenging stereotypical images of teenagers.

Charitable donations

	2008	2007	2006
Total (£m)	7.25	6.88	11.58
Cash (£m)	2.01	1.38	2.12
In-kind (£m)	5.24	5.50	9.46
% of pre-tax profit	n/a*	3.6	4.0

* In 2008 ITV reported a loss before tax.

Reflecting society

Television reaches a mass audience, and can promote understanding between people of different races and cultures. As a major broadcaster we have a responsibility to ensure that our programmes accurately reflect the lives of the people who live in the UK, including ethnic minorities, people with disabilities, and people who are gay, lesbian or bisexual. This is key to making relevant and compelling television and supports our business goal to attract a wide audience.

Diversity champions within each production unit are responsible for monitoring portrayal patterns and influencing colleagues to improve diversity. Our Diversity Road Shows enable us to share best practice and identify opportunities to improve. We communicate with employees about our diversity strategy through articles on our employee intranet site. We also engage with minority groups in each of our regions and invite them to give feedback on our representation.

ITV is a member of the Cultural Diversity Network (CDN). Members of the CDN are committed to increasing on-screen diversity and report progress through annual reviews on the network website at www.culturaldiversitynetwork.co.uk

Our automated portrayal system enables us to track on-screen diversity for every programme on ITV1 (see table). The system records the diversity of main, secondary and background characters.

To succeed in achieving on-screen diversity, our programme makers and other employees must also be drawn from as diverse a pool as possible (see Our people, page 32).

Portraying ethnic minorities

In 2008 7.7% of people on screen on ITV1 were from ethnic minorities, compared to 7.9% of the general UK population (2001 Census). This reflects our commitment to ethnic diversity. However, we recognise there is still further work to do to engage minority audiences. In 2008 we launched a campaign through b-live – an interactive careers and community youth site for all secondary school students – to encourage young people to consider a career in broadcasting. We specifically targeted minority groups through the site. As part of the campaign b-live surveyed young people on their perceptions of ITV and other broadcasters, asking for honest feedback on our programmes. The survey showed that 57% of Asian respondents did not think that black, Asian and non-white people feature in television programmes enough.

We aim to include ethnic minority representation through characters and storylines in mainstream programmes, rather than niche programming. For example, Coronation Street continues to feature ethnic minority characters. The latter half of 2008 saw the beginning of a strong storyline around Asian character Dev's businesses and romantic life, and the introduction of a new Asian family into the Street. Another of our most popular programmes, The X Factor, featured a number of contestants from minority ethnic groups, including the winner, Alexandra Burke.

Tara Mandel in Coronation Street played by Ayesha Dharker



On-screen diversity on ITV1 and ITV2 (where submitted) (%)

	2008
White	92.3
Black	3.5
Asian	2.7
Chinese	0.3
Mixed Race	0.8
Other	0.4
Total Black Minority Ethnic (BME)	7.7
Disability	0.8
Women	37.7
Over 55	10.3

Note to data: We are not reporting earlier years since we have discovered the figures were incorrectly classified.

News

Over the years ITV News has steadily increased the number of journalists from ethnic minority communities – both on-screen, and behind the scenes.

Ongoing initiatives include:

- Monitoring on-screen portrayal;
- Mentoring aspiring black and minority ethnic (BME) journalists;
- Advertising vacancies away from mainstream media;
- Seeking Black and Asian case studies in our coverage;
- Broadening established lists of on-screen experts.

Through its membership of the CDN, ITN is leading a cross-industry initiative to improve diversity, both in staffing and in news agendas. We aim to establish Diversity Panels in each newsroom. These will monitor output, encourage young BME journalists, and share best practice.

Each regional newsroom developed an individual Diversity Action Plan, with the participation of employees and set up discussion forums with a cross-section of minority communities. These meet regularly to discuss portrayal, exchange story ideas and gain programme feedback.

Senior management continues to monitor diversity regularly. A report compiled by Regional Directors on news coverage between January and June 2008 showed journalists were exploring a wide range of story ideas featuring people from diverse backgrounds.

The importance of diversity was reinforced at the third annual ITV News Group Cultural Diversity Conference. The event was attended by nearly 70 senior journalists and colleagues from around the country. Discussions focused on the use of language in creating stereotypes, and the impact our diversity strategies have had for viewers. The main points from the conference were then discussed among colleagues in all newsrooms.

Journalists and diversity champions have also been involved in community events off-screen. For example, this year journalists attended Islamic and Sikh Awareness courses, and carried out studio visits. We also took interactive events such as Junior Newsreader and News Summer Road Shows to areas with high ethnic minority representation.

Portraying people with disabilities

According to our portrayal monitoring system, 0.8% of people in ITV programmes have a disability evident to the viewer, compared to a UK population average of 19%. Although our figure is very low, it is significant improvement on previous years. The true figure is under-reported due to the difficulty of capturing on-screen disability information, some disabilities such as diabetes, heart problems and other long-term illnesses are not visible.

Television programmes that feature people with disabilities and chronic diseases can raise public awareness and promote understanding. We recognise the importance of improving representation. In summer 2008 we hosted Open Microphone, a large casting event for talented individuals with disabilities who had previously auditioned with us, with the aim of providing specific coaching, awareness and development so that they are in a position to compete fairly for opportunities. All participants received a show-reel as part of the event. The event was repeated in London at the end of the year. We also recruit people with disabilities through our “Enabling Talent” initiative, see Our people, page 32.

ITV is a member of the Broadcasters and Creative Industries Disability Network (www.employers-forum.co.uk/www/bcidn).

Provision of access services on ITV channels

Service	Subtitling		Audio description		Signing	
	Annual quota	Achieved	Annual quota	Achieved	Annual quota	Achieved
ITV1 (excl. GMTV)	88%	95.5%	10%	13.2%	5%	5.3%
ITV2	35%	72.3%	8%	16.4%	2%	4.0%
ITV3	35%	63.0%	6.3%	11.1%	2%	2.8%
ITV4	14.2%	28.5%	4.3%	5.7%	1.2%	1.6%
Citv	10%	56.0%	3.7%	11.8%	1%	1.5%
Men & Motors	35%	42.0%	8%	10.0%	2%	2.3%

Portraying gender

In 2008, only 37.7% of people on-screen on ITV channels were female: less than representative compared to the national UK population average. This reflects an important social issue, and some factors beyond the control of ITV. Women are still under represented in public life and this has a direct impact on our programme content in news and current affairs. However it is crucial that the casting of actors for our programmes, and specifically for drama and drama serials, reflects social diversity.

Access services

We are committed to providing sensory-impaired audiences with access to our programmes, and provide substantial levels of subtitling, signing and audio description. In 2008 we exceeded the access service quotas set by the regulator, Ofcom (see table on page 42).

Almost all the ITV1 schedule is subtitled, including all programmes in peak time. During the year, ITV continued to improve the provision of subtitling on its digital channels, ensuring that all brand extensions of ITV1 programmes (such as The Xtra Factor) carry subtitles. We have also made an effort to deliver more subtitling in peak time on our digital channels, particularly on ITV3.

In 2008 we collaborated with other broadcasters and the sight loss charity RNIB in an on-air awareness campaign for Audio Description which has encouraged more people to use the service.

Over the weekend of Deaf Awareness Week (on the 10th and 11th May), Cstv visually signed all programmes on air from 1.30 pm to 6.00 pm for the deaf and hard of hearing. We branded this SeeITV.

SignPost

ITV is proud to have an award-winning in-house signing facility, SignPost (www.signpostbsl.com). Originally set up to provide signing for television, SignPost now provides online sign services, and offers news, information, entertainment and education in and about sign language. In 2008 the free site launched a signed national and international news service.

In December 2008 SignPost also launched Signed Stories (below) (www.signedstories.com), a website designed to encourage deaf children to read. The site, developed with advice from the Northern County School for the Deaf, has negotiated rights to 300 contemporary children's books, through eight publishers. The books are available in voice, sign and text to help children improve both their signing and their English language skills. They are available for use by deaf children, their parents and schools and are also accessible to hearing children worldwide. The site allows deaf children to share the experience of reading with their hearing peers, and promotes inclusion. It has received widespread support from authors and celebrities.

signedstories.com



In October 2008 SignPost launched ITV BabySign (www.itvbabysign.com), a website for parents to learn to communicate with their infants before they learn to speak. BabySign helps hearing and deaf babies alike to communicate with their parents, and promotes improved child development.

This year, SignPost received the Best News and Entertainment Channel award at the Digital Awards, in the specialist site category.

In 2009 SignPost will launch BSL TV (www.bsl.tv), a one stop shop for news, information, entertainment and education for the signing community. All content will be presented in British Sign Language. The site will help deaf people access key information, and will include a 500 page guide to health.

Did you know...

Our website signedstories.com, which encourages deaf children to read, won a Reading Hero Award in 2008



Trusted news

One of ITV's prime responsibilities is to inform the public about issues that affect them through news and current affairs programmes. We focus on producing high-quality bulletins in peak time, based on accurate, sensitive, and independent reporting.

Reliable and relevant information

News programmes have a crucial social function. In an increasingly multi-media world, television continues to be a primary source of information. ITV is widely considered one of the most trusted providers of news.

News programmes inform public opinion and generate debate. The potential to influence opinion means that broadcasters must have high ethical standards and report issues accurately, objectively, responsibly, and fairly. The commercial instinct to be first with a story must not compromise these standards. Our programmes must always comply with our own editorial standards, as well as the Ofcom Broadcasting Code.

Comprehensive coverage

ITV News comprises ITV Network and ITV London News, produced by ITN, and ITV's other regional news programming produced internally by the ITV News Group. ITV News is highly influential, reaching an estimated average of 20.9 million viewers per week in 2008.

ITV's network news programmes cover stories from all over the world. As well as its headquarters in London and UK regional bureaux, ITN has permanently staffed offices in Washington, Brussels, Jerusalem, Johannesburg, and Beijing.

ITV airs three main National News bulletins each weekday. These are the ITV Lunchtime News, the ITV Evening News and the ITV News at Ten. We run news summaries through the night and produce a half-hour Morning News at 5.30 am each day. We are able to interrupt the schedule to broadcast breaking news at any time. ITV news produces News Specials when merited – such as a six-hour live overnight programme on the US election result in 2008.

Under the terms of our Ofcom licence, we must broadcast 365 hours of news programming a year, 125 hours of which must be aired at peak time. In 2008 we exceeded our target and achieved 208 hours in peak time and 374 hours in total.

In 2008 ITN made a multi-million pound investment in a new newsroom with a dynamic circular layout and the latest desktop editing technology.

Editorial standards

Sound editorial judgment is crucial to the making of responsible news programmes. Our newsrooms apply the Ofcom Broadcasting Code when making editorial decisions, which have to be taken quickly, in a highly pressured environment. A specialist lawyer is now present in the newsroom each week day. Legal advice is available 24 hours a day.

ITN uses an instant cross-company internal notice system to notify editorial staff about legal or compliance issues such as court orders, requests by police, and adjudications by Ofcom. We apply a consistent standard of compliance across all media platforms.

Legal training

ITN's head of compliance John Battle holds regular seminars to brief news teams on legal and code compliance issues. In 2008, there were ten seminars covering sensitive reporting issues such as privacy, children, court cases and copyright.

ITN's Compliance Manual provides guidance on the most commonly encountered risk areas. Every new member of staff is required to read this manual on joining ITN.

Journalist safety

The work of television journalists and camera operators frequently exposes them to dangerous situations. We use a "traffic light" rating system to classify the potential level of danger. The highest category is "Red" which automatically includes any assignments in war zones, where there is fighting, or where journalists or Westerners are being targeted. There were a total of 30 "Red" deployments and no significant safety incidents involving our news teams in 2008.

Staff working in the field attend a five-day residential course in operating in hostile environments before obtaining clearance to work on these assignments.

Recession explained

Credit crunch



At home, the dominant story in 2008 has been the financial crisis. This was a complex issue that demanded complete clarity to inform a mass audience. As well as rolling coverage of the momentous daily events, we used three series to illustrate how the crisis was affecting families and businesses across the UK.

- **Inflation Street** – We selected a street in the Midlands and regularly use residents there to reflect how the credit crisis is affecting different social groups (pictured).
- **Property Portfolio** – With help from ITV Regional newsrooms, we selected a range of properties across the country to allow us to track changes in the property market. There was a link to the website for home-owners to gain further information.
- **Credit Crisis Britain** – Julie Etchingham travelled the country to present a week of News at Ten reports from areas hit by different aspects of the impending recession.

Compliance rulings

There were no complaints upheld against ITV National News programmes by Ofcom in 2008.

News stories in 2008

Our network news programmes continued to deliver comprehensive UK and international coverage throughout the year. Despite widespread pressure on news budgets, we maintained our spend on coverage in real terms in 2008.

Here is a brief sample of the exclusive coverage broadcast by ITV News in 2008:

The Food Crisis – Our senior correspondent James Mates travelled round the world to investigate why world food prices were so high, especially in places in short supply. He started in Haiti, where widespread hunger had caused food riots. He travelled on to Argentina where the use of land for bio-fuel crops rather than wheat was forcing prices up. He then went to the Philippines, where the price of rice had rocketed, leaving orphanages unable to feed their children. The series ended in India, where rising wealth is changing the eating habits of millions and putting new pressure on markets to deliver higher quality food. This global investigation brought fresh insight to one of the world's most fundamental challenges – feeding its population.

Polar Bears – A special series from northern Canada, entitled The Truth About Polar Bears, used the example of these magnificent animals to explore the issue of global warming. The coverage included reports from our Science Editor Lawrence McGinty. There was also a wealth of information on the ITV News website, with interactive maps, behind the scenes photos, and blogs from our team on location.

Romania sex trade – Chris Rogers exposed the cruel and humiliating trade in young women from Eastern Europe. He went undercover and used a hidden camera to infiltrate the seedy world of the people traffickers. His reports won international acclaim – and led to several arrests and a clampdown on the trade by the Romanian authorities.



Did you know...

ITV News reaches an estimated 17.5 million viewers per week.

Regional news

ITV's Regional news programmes provide communities with high quality coverage of local news, events and sport as well as delivering a local perspective on stories of national and international significance.

In September 2007 ITV announced that it would achieve £40 million of annual savings in its regional news services, taking effect in early 2009. Following an extensive consultation process conducted by ITV, Ofcom's Public Service Broadcasting Review approved the restructure in January 2009, allowing ITV to introduce a new framework of nine main news regions in England and Wales, with a number of dedicated local opt-outs.

The Government and Ofcom have recognised that the medium to long-term future of commercial regional news faces severe economic challenges. ITV is committed to working with both parties to explore the provision of services offering an alternative to the BBC beyond 2011.

Compliance training

In 2008, ITV News Group developed an online training module to ensure each employee has a thorough understanding of how to apply the high standards of fairness, accuracy and balance that are required in each programme.

The module presents a real life scenario, including footage from different sides of a story. Participants must then create a fair and impartial report based on this footage. A box appears on screen if their choices are biased in any way, and a lawyer gives an explanation about why the report fails to meet impartiality standards.

In 2009, every journalist in ITV News Group will go through the compliance training programme.

Compliance module



Legal and regulatory compliance

In 2008, ITV Central made a serious legal error by reporting details about a defendant's previous conviction, leading to a trial having to be postponed. The defendants were subsequently convicted. ITV Central accepted that this was a serious error and made an immediate and unreserved apology to the court. We were fined £25,000 and paid costs of £37,000 incurred by the postponement.

We have put systems in place to ensure a similar event does not occur again. The incident has been included within our training programme to ensure all our journalists understand the issues. In addition, we have a near miss tracking system to enable us to gather knowledge from events where content that would break regulatory requirements has come close to being broadcast, and include these scenarios in the training.

In 2008, no Ofcom rulings were upheld against any ITV News Group programme.



Did you know...

in 2008, no Ofcom rulings were upheld against any ITV News Group programme

Examples of the year's local news stories

House price recession

ITV's regional newsrooms are tracking the changing housing market, month by month, in collaboration with the Royal Institution of Chartered Surveyors. ITV Property Portfolio, is looking at the house prices of 80 properties across the country, and telling the stories of the people who live in them, see page 19.

Local Olympians

In the run up to the Olympics we broadcast Road to Beijing. Each region focused on six local Olympic athletes as they prepared for the games, making the global event local for many communities. Similarly, during the Paralympics each newsroom focused on athletes from their area, and broadcast footage of people in their community celebrating success.

NHS

National news usually only covers the NHS when there is a crisis. To mark the sixtieth anniversary of the introduction of the National Health Service, ITV regional news programmes broadcast special reports from NHS units across the country to tell their stories, and reflect the everyday experience of NHS users. For example, Anglia held birthday parties for seven people born on the first day of the NHS, and tracked their treatment on the NHS over the next sixty years – from scarlet fever and diphtheria to hysterectomies and blood clots on the brain. ITV Granada filmed a life saving heart operation, and London Tonight went into King's College Hospital to get a first-hand account from the doctors treating the victims of gun and knife crime.

Rebuilding after the Gloucestershire floods

Regional programmes continue to cover stories that fade from the national agenda, reflecting their local significance and keeping people informed of developments. This happened after the summer floods in Gloucestershire in 2007, when after the initial global interest, by the second week only the regional teams were left – just as the long-term nature of the hardship was becoming apparent to local people.

ITV West kept communities up to date through the rebuilding process which continued throughout 2008. They followed the lives of people living in caravans, and kept people informed as towns reopened for business. The newsroom also reported on problems with insurance claims and the difficulties victims had finding insurance for the future, as well as measures to prevent further flooding. Liz Hannam, ITV West's Head of News, was interviewed as part of the Pitt Report, a government investigation into the lessons to be learnt from the floods.

Making a global issue local

Covering troops returning to their communities



ITV regional newsrooms have an important role in communicating the local effects of Britain's involvement in international events. For example, they bring attention to the impact of war on the lives of the soldiers who serve overseas and the communities they come from.

In 2008, the newsrooms covered the return of troops from Iraq and Afghanistan in their homecoming parades in towns across the country. ITV Thames Valley showed the return of the 1st Battalion Coldstream Guards to Windsor, after a six month tour of duty in the notoriously hostile Helmand Province, as thousands of people lined the streets for the parade. ITV West followed the case of a former soldier from Wiltshire, Carl Tarry, injured in Iraq, who was told he wouldn't be able to claim compensation and was threatened with eviction from his forces home.

Gregg Easteel, from ITV Tyne Tees spent three weeks in Afghanistan, to file a series of reports on troops from the region and the role they were playing, including features on "A Day in the Life" and "Frontline Action". This helped communicate conditions for soldiers on the frontline to their communities.

Regional news

Our regional news programmes also air a huge range of stories that are significant to the local community, but which are not reported in the national news. Here are some examples from 2008:

Great North Children's Hospital

ITV Tyne Tees and ITV Border both broadcast significant coverage of the opening of the Great North Children's Hospital, a major event for the North East and Cumbria. The opening of the hospital, nicknamed the "Great Ormond Street of the North", was a major advancement in the treatment of very ill children. To raise awareness of the new hospital, the local health authority organised an online public vote to choose a name. ITV Tyne Tees broadcast live from the official "reveal" of the name – and interviewed senior health staff about the importance of this new facility to the region.

Countryside in crisis

To coincide with a report by the Commission for Rural Communities, ITV Border devoted more than half a programme to the serious issues facing rural communities in its region. It examined the cumulative effect of post office closures, farming conditions and the lack of availability of affordable housing. These issues have led to regional politicians highlighting what they see as the marginalisation of rural areas.

The local impact of Post Office closures was covered by ITV regional newsrooms serving rural communities, including ITV Border, ITV West and ITV Westcountry. For example, ITV Westcountry broadcast protests over the closures across its four counties and published information on the ITV Local website.

Water contamination in Northamptonshire

In June 2008, Anglia News played a vital public information function, when the news broke that water supplies in parts of Northamptonshire were contaminated with the cryptosporidium parasite. The programme kept the public updated as tens of thousands of people had to boil their water for several days, giving complete listings of the towns and villages affected.

Anglia News worked closely with colleagues at ITV Local to ensure that details of all affected areas were put onto the web, with links to the Anglian Water site. They carried out numerous live interviews with representatives of Anglian Water who provided safety advice and progress reports on their efforts to identify and eradicate the parasite. We used live interview slots to give the "all clear" to certain areas. Once the incident had been fully resolved the programme investigated the causes of the outbreak and the compensation customers could expect.

Awards

In 2008, many employees and programmes across ITV News Group received awards for high quality reporting from independent bodies. This included the prestigious National Royal Television Society award for Regional Programme of the Year which was given to Granada Reports for their coverage of the Lesley Malseed Trial. The judges said: "The story of a child killer finally brought to justice after 30 years set the agenda for national TV and newspapers to follow."

Environmental journalist of the year goes to...

Malcolm Shaw ITV Meridian



In 2008, Malcolm Shaw from ITV Meridian won the Environmental Journalist of the Year award at the South of England Media Awards with a series of reports the judges said were of the highest possible quality. These included investigations into how climate change has devastated one of the south coast's biggest seabird colonies. He also examined why the otter is returning to the region after an absence of thirty years, and the reasons that rare Peregrine Falcons have taken to nesting on Brighton's tallest block of flats.

Responsible advertising

ITV continues to raise the majority of its revenue from advertising. Maintaining viewers' trust in advertisements on ITV is central to maintaining the value of our advertising airtime.

It is in our interest that our audience finds the quantity and scheduling of advertisements acceptable and that the content of advertisements is accurate and does not cause unnecessary offence. Viewers should also not perceive any influence by advertisers on programme content.

Maintaining high advertising standards

ITV together with seven other broadcasters has established an independent company, Clearcast, to help advertisers ensure that their TV commercials comply with the Broadcast Committee on Advertising Practice (BCAP) television Code. The Code has detailed rules that require advertisements not to mislead, or cause serious or widespread offence.

Clearcast replaced BACC, the in-house department operated by ITV performing the same function. The staff and expertise built up at BACC were transferred to Clearcast when it launched in January 2008.

Clearcast reviews scripts and storyboards for television adverts before they are filmed and provides pre-transmission clearance of finished commercials for the major UK broadcasters. The advertiser or advertising agency is alerted to any potential infringements of the Code and asked to substantiate any claims made about products or services. Particular attention is given to sensitive categories such as advertising appealing to children and advertising of alcohol, food and gambling.

During 2008, Clearcast continued to work on improving services to the advertising industry and to raise awareness of its services within the advertising community. A number of initiatives have been taken to ensure that the structure, processes and turn-around times for scripts and commercials are transparent and performance regularly publicised.

The most important step taken in 2008 was the launch of meetings where advertisers can discuss the substantiation for claims directly with Clearcast and its team of consultants. Clearcast also invested in resources to provide training to the advertising industry which will start in 2009. For more information see www.clearcast.co.uk

Complaints about UK television broadcast advertising (all broadcasters)

	2008	2007	2006	2005
Number of complaints received	12,889	10,685	8,594	13,059
Number of commercials causing complaint	5,028*	2,639	2,369	2,284
Total number of TV commercials ruled in breach by the ASA	189	84	94	165
Number of TV commercials cleared by Clearcast that the ASA ruled in breach	70	54	47	71

* The significant increase from 2007 to 2008 is due to the ASA changing its criteria for reporting these data.

During 2008 Clearcast reviewed more than 27,500 scripts for adverts and considered almost 51,000 finished commercials. Complaints from individual viewers, from organisations or from competitor companies are investigated by the Advertising Standards Authority (ASA). A very small proportion of all commercials broadcast cause complaints upheld by the ASA.

The table on page 23 shows the total number of complaints, the number of adverts causing complaint and the number judged to have breached the BCAP Code for all television broadcast advertising in the UK (not only on ITV). The very low proportion of adverts being found in breach is evidence that the system is continuing to function well.

Food advertising to children

New restrictions on content and scheduling of commercials for food and drink aimed at children came into force in July 2007. Advertising of food or drinks in or around programmes of particular appeal to children up to 16 years is now restricted. The restrictions cover advertisements for foods identified as high in fat, salt or sugar (HFSS) under the Food Standards Agency definition, and apply to all channels.

Ofcom assessed the impact of the new rules and concluded in its report of December 2008 that the scheduling restrictions achieved a reduction of 34% in the HFSS advertisements viewed by children aged 4–15. No television commercial considered by Clearcast has so far had a complaint upheld for being in breach of the HFSS rules.

EU Audio-Visual Media Services Directive

The Audio-Visual Media Services Directive was adopted in December 2007 and will be implemented in Member States by December 2009. Clearcast is preparing to support media owners to meet the new compliance needs for advertisements in Video on Demand (VoD) services. Media owners affected may include telecoms and internet service providers as well as television broadcasters.

The amount and distribution of advertising

The amount and frequency of advertising is regulated by Ofcom. Ofcom licences limit the amount of advertising ITV1 can broadcast to seven minutes-per-hour averaged over a day. In any particular hour the precise amount may vary and during peak viewing times (6.00 pm to 11.00 pm) the average is eight minutes and the maximum 12 on ITV1. The length of commercial breaks within programmes is also limited to be shorter than the breaks between programmes.

The new Audio-Visual Media Services Directive which comes into force in 2009, allows for up to 12 minutes of advertising per hour. Ofcom has therefore decided to conduct a review of practice in the UK.

Programme independence

The Ofcom Broadcasting Code requires broadcasters to maintain the independence of editorial control over programme content and to ensure that advertising and programme elements are kept separate.

Programmes may have some or all of their costs met by a sponsor who receives a credit on screen. A sponsor may not influence the content or scheduling of a programme and the sponsorship must be transparent to viewers. News and current affairs programmes cannot be sponsored.

To minimise risk of confusion between adverts and programmes, adverts featuring a well-known personality are separated from television programmes in which they appear. Undue prominence of products in programmes is not permitted, including the presence of or references to a product or brand where there is no editorial justification.

Did you know...

that more than 27,500 advert scripts and 51,000 finished commercials were reviewed by Clearcast in 2008

27,5  

...online and digital media

Our responsibilities as an interactive services operator, online broadcaster, and mobile phone content provider.



Online and digital media

Our online and interactive services continue to grow. Increasing numbers of people use itv.com to access video on demand and in 2008, user numbers grew by 30% to over 6.5 million. There were over 70 million interactive transactions on ITV programmes in 2008.

We continue to monitor CR issues and to develop procedures to ensure that new risks we encounter in this less regulated area are appropriately managed. We apply self-imposed CR standards online, to reflect the high standards of our television business. We want to ensure that ITV's reputation as a responsible, family friendly broadcaster is protected on every platform.

In 2008 we integrated our Consumer business within ITV's Channels division, led by Peter Fincham. This will help us ensure a consistent approach is applied online, within our interactive content, and on air, and help us to maximise opportunities across our platforms.

At the time of writing, ITV Play and ITV Mobile have ceased to run as standalone businesses. Elements of both services may continue to be carried out by other parts of ITV.

itv.com



itv.com

We have introduced control and protection measures to online content that requires viewer guidance. Such content on itv.com features a "G" (for guidance) beside it. As users move the mouse over the programme's icon, more detailed content advice will appear (for example "This programme contains strong language"). Viewers cannot open the programme without this advice box appearing.

ITV has voluntarily put in place a PIN access control system to ensure parents can control access to itv.com and protect their children from viewing post-watershed content.

ITV is a member of the Association for Television On Demand (ATVOD), a self-regulatory body committed to protecting consumers of on-demand content provided by members. We comply with ATVOD's Code of Practice and Guidance Notes to make sure we take adequate measures to protect children and other customers. ATVOD can sanction members that do not adhere to its Code, and consumers can contact the organisation if they have cause to complain.

Until the end of 2008 ITV Local provided local news and content to online users as well as creating specific channels relating to community groups and issues. ITV recently decided to close ITV Local as a stand alone business.

User generated content was subject to strict editorial controls. ITV Local checked all the videos and removed any material that would breach the Ofcom Broadcasting Code or infringe copyright. All content published on the site by ITV, such as news, weather and local events coverage was of a pre-watershed nature.

Advertising on itv.com

The online advertising environment is regulated differently to our broadcast business (where pre-clearance of commercials is required, see page 23). To retain the trust of the viewer, we have chosen to apply a more robust approach (based on broadcast regulation) in key areas of public policy and maintain high standards online.

We require advertisers to adhere to the Advertising Standards Authority (CAP code) and ITV's online Terms and Conditions for advertisers. This gives ITV the right to reject any advertising that breaks the code (or other industry codes of practice) after it has gone live. itv.com has direct relationships with the majority of our advertising partners, and our advertising is manually processed by a team who are regularly updated on advertising standards issues. We work with other organisations to process our remaining advertising. The same Terms and Conditions apply to advertising sold through these channels as to that we sell directly.

In 2008, we turned away a contract to market a High Fats Sugar and Salt (HFSS) product on Citv.co.uk. While this is legal online, it breached the standards to which ITV is committed in our broadcasting business.

ITV Interactive

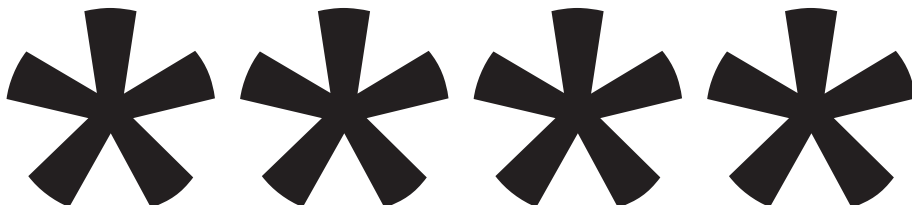
ITV offers a wide variety of opportunities for viewers to interact with its programmes. Interactive activities include live voting in popular shows such as The X-Factor and Dancing On Ice, to in-show competitions generating tens of millions of responses each year. ITV works closely with programme producers to ensure that interactive content is compliant and transparent, and is managed fairly. Detailed procedures and guidelines are in place governing all viewer interactivity, whether promoted from programming or on other platforms, such as itv.com. Each event goes through a number of steps of approval, testing and checks, from the initial planning stage through to post-event resolution and review. Interactivity in programmes is subject to broadcast compliance, and also to external verification as required by the Ofcom Broadcasting Code (see Responsible Programming, page 10).

ITV viewers (who are Sky or VirginMedia customers) can interact with programmes by pressing the red button whilst viewing ITV's channels. Red button services include additional programme information and content. Users can watch video previews, enter competitions, play games and interact with advertisers and programme sponsors. This is subject to broadcast compliance and all of the procedures, guidelines and regulations that govern broadcast interactivity.

All ITV interactivity is supported by the in-house Customer Support team, and should any issues arise, detailed procedures are in place to communicate with individual affected viewers and offer refunds if appropriate.

Did you know...

ITV has voluntarily put in place a PIN access control system to ensure parents can control access to itv.com and protect their children from viewing post-watershed content.



In 2008, we established Interactive Telephony Limited (ITL), a new subsidiary company, to run in-house telephony services, as part of our strategy to prevent problems with these services from reoccurring. ITL now manages the vast majority of ITV's premium rate interactive events each day, starting with GMTV phone-ins at 6.00 am, continuing to evening programmes, such as I'm a Celebrity Get Me Out of Here. ITL is responsible for the set-up, testing and operation of phone lines and works with BT and other suppliers to develop industry leading tools and processes to manage live votes and the resolution of competitions. ITL is certified as a service provider by the premium rate industry regulator, PhonepayPlus, and its employees receive extensive training and accreditation.

See Responsible Programming on page 10 for more on ITV's response to the findings from Deloitte's review of our premium rate services.

ITV Play

ITV Play ran the interactive gambling and gaming side of our business, both on air and online through itv.com in 2008. At the time of writing, ITV Play has ceased to run as a standalone business, although elements of it may continue to be carried out by other parts of ITV.

In 2008, our online gaming services were provided by our exclusive partner PartyGaming, one of the world's leading online gaming companies. They operate a range of products for ITV under gaming licences from two "white listed" territories (territories approved by the UK government), Alderney and Gibraltar. This includes ITV Bingo (with its Coronation Street, Emmerdale and I'm A Celebrity branded bingo rooms) and ITV Casino (including Emmerdale, The X Factor and Bullseye branded slot games). All the products comply with best practice established by all the respected industry bodies.

PartyGaming is GamCare certified and listed in the FTSE4Good Index. In 2008 it was named Socially Responsible Operator of the Year by the eGaming Review.

ITV casino, branded slots



ITV Mobile

At the time of writing ITV Mobile has ceased to operate as a standalone business, although elements of it may continue to be run by other parts of ITV. In 2008, ITV Mobile supplied programme content to mobile phone operators, tailored to mobile phone users. Its aim was to supply content made to compliance standards comparable to ITV's television output.

ITV Mobile complied with the ATVOD Code of Practice and Guidelines, and provided optional PIN code protection and guidance text where appropriate for the protection of children. Users could block unwanted contact by texting "stop" to any of its services.

Mobile operators using ITV Mobile content implemented the content classification framework overseen by the Independent Mobile Classification Body. All ITV Mobile's premium content, and promotions for services on itv.com, complied with regulations from PhonepayPlus, the regulatory body for premium rate services.

...behind the scenes

Our responsibilities as an employer, investor in the creative economy, and towards the environment.



“Smarter” CR messaging - now applied to all internal CR communications. The recycling materials were developed with Greenstar and are consistent across all ITV sites.

Creative economy

ITV supports a sizeable creative economy of writers, actors, directors, musicians, designers, editors and technical people that are needed to make entertaining, informative and innovative programmes. As well as permanent staff, ITV employs a significant number of freelancers and invests in independent programming produced by other companies.

Despite economic pressures we remain committed to UK production. ITV spend accounts for approximately 30% of the UK television production sector.

Production outside London

In 2008, Ofcom quotas for network production outside London required that 50% of our originated network programme hours and spend were incurred outside the M25. Those quotas have been reduced by Ofcom to 35% for 2009 onwards.

ITV Studios operates at major production centres in London and Manchester, and also has bases in Leeds and Norwich (where we have a wildlife based business which makes shows for the international market). Our serial dramas Emmerdale and Coronation Street are made in the North of England. This ensures that we give opportunities to writers and actors living outside the South East. We also commission independent producers outside London.

Correction

In our corporate responsibility report for 2007 we reported that ITV had used 50% of our production budget and 57% of our programme hours outside London. However, following discussions with Ofcom in which they brought a limited number of potential discrepancies in our reporting to our attention we carried out a full audit of all of our relevant out of London records for 2006 and 2007. As a result it became clear that only 44.3% of our expenditure on originated network programmes had been incurred outside the M25 in 2007. As a consequence of our failure to reach the quota in 2007 (and retrospectively the quota in 2006 too) ITV plc was fined a total of £220,000 by Ofcom in January 2009. We have made substantial changes to our compliance and other systems to prevent a recurrence of this under-delivery.

Nations and Regions Production Fund

This is the last year in which we have run the Nations and Regions Production Fund, set up in 2005 to support talent outside London.

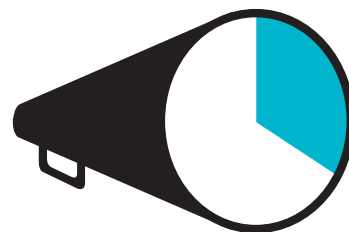
During the final year of the fund, 13 executive producers took part in the Executive Producer Scheme, attending monthly master-classes from ITV's senior commissioning, commercial and consumer teams to help them pitch ideas more effectively in the future.

More than 30 small to medium sized independents applied for funding from the fund's Independent Producer Development Scheme, and three companies (two in Northern Ireland and one in Wales) were awarded grants totalling more than £100,000. The TAPS Screenwriters' initiative attracted 200 new writers interested in writing for ITV's soaps, of whom the top 50 attended two weekend workshops in Leeds, working with the Emmerdale production team. The fund's roadshows reached around 450 producers, and additional presentations took place at smaller events in Norwich, Cardiff, Glasgow and Newcastle.

Training

Economic realities and advances in technology mean the nature and availability of jobs in television have changed rapidly. Our scope for providing training beyond our own employees has dropped significantly over the past year.

We remain involved with several training initiatives designed to increase the number of skilled people in our industry. This investment helps improve the quality of the talent pool available to ITV and other production companies.



Did you know...

ITV is responsible for 30% of the UK TV production sector spend.

Technical training

We run training programmes for the technical people who play a key role in making creative productions. For example, Studio Training days provide up to 60 operational staff with an opportunity to work on shows in genres and formats with which they might not be familiar, to improve their confidence and skills.

News training

The ITV News Group now runs trainee schemes for journalists, technical operators and graphic designers. In 2008, a total of 28 trainees were involved in these schemes. They followed a structured programme of training in specific skills and gained experience of working in a regional newsroom. All trainees had the opportunity to work in more than one region and the journalism trainees spent two weeks at ITN and two weeks at GMTV. 53 people have participated since the first trainee scheme was established in 2005.

ITV News Group sits on the council of the Broadcast Journalism Training Council (BJTC), and senior staff regularly talk to groups of students. We have formal links with journalism courses at City University in London, and take students on weekly attachments to our Newsroom. We also give practical support and advice to technical courses at Ravensbourne Media College in Kent.

Funding external training programmes

In 2008 we funded a range of external training organisations within the industry. These included the media sector skills council, Skillset; Skillset's Freelance Training Fund; the National Film and Television School; the National Council for Drama Training and Ravensbourne Media College.

We also continued to administer the ITV Theatre Director Scheme, "Ovation, Ovation", which awards three bursaries every year to support the careers of young theatre directors. Each recipient gets the opportunity to spend a year training and developing their skills in professional theatre, as well as contacts to help them to transfer their skills to the television sector.

Due to the severe economic challenges faced by ITV at the end of 2008 and into 2009 future funding of external training organisations was reviewed. Whilst we continue to provide intermediate support relating to our larger contributions, we regrettably had to withdraw funding from several of these organisations at the end of 2008.

Supporting the arts

We have a longstanding tradition of supporting the arts around the UK. Much of this support takes place outside London.

In 2008, ITV sponsored events including The Network talent scheme (part of the Edinburgh TV Festival) which aims to help people from a diverse range of backgrounds gain knowledge and experience of the industry and support them in their early careers, and children's media conference "Showcomotion" in Sheffield during July. Employees played a part in panels and juries including the Edinburgh TV Festival Executive Committee, the RTS Digital Programme of the Year Award, and the BAFTA television committee and juries.



ITV London funds tickets to concerts for performers participating in educational programmes at the Royal Festival Hall. This scheme is now in its eleventh year and has enabled a wide range of people to access live professional performances.

Our support of the arts is also reflected within our programming. ITV's South Bank Show, now in its thirty-first year, is the longest running arts programme on UK television. The show, presented by Melvyn Bragg, aims to bring both high art and popular culture to a mass audience. In 2008 it featured the writers Gore Vidal and Sarah Waters and popular music from The Streets and Billy Joel. Similarly, Travels in Written Britain was a major four part series for 2008 celebrating the influence of Britain's geography on some of the UK's most famous authors. And we also broadcast a programme in peak time which explored the musical background to the hit musical, Mama Mia.

South Bank Show



Our people

Television is a people business. To succeed, ITV must create a working environment where people can flourish. We are committed to training and development and to working practices which are as flexible as possible. Employing people from diverse backgrounds helps us to make programmes that are authentic and relevant to a wide range of viewers.

ITV had 5,232 employees at 31 December 2008. 98% of these were in the UK and 2% in Australia, Germany, Sweden and the US. We aim to offer competitive rewards and benefits, and a stimulating and inclusive work environment.

Redundancy and restructuring

During 2008, ITV announced 1,000 redundancies across the business. The main areas in which redundancies were made were production resources, regional news and finance.

All redundancies are made only after an appropriate consultation process, and everyone affected is informed well in advance. We offer an enhanced redundancy package and support with finding future work. An outplacement support service is available to anyone facing redundancy.

Training and development

Training and development needs are identified during each employee's annual career development review. Our online Development Guide includes information about all of ITV's training opportunities and helps employees identify appropriate courses. They can then view and book the courses online using a "self-service" training facility. During 2008, ITV employees (including permanent staff and freelancers) received 6,978 training opportunities, including courses, workshops and online programmes.

Online development guide



Grievances and whistleblowing

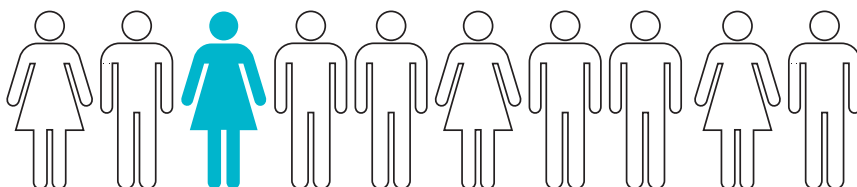
Most problems at work can be resolved informally, but sometimes formal processes are necessary. Our Grievance Policy ensures that employees have access to appropriate channels to communicate grievances.

Our Whistleblowing Policy, devised with specialist assistance from the charity Public Concern at Work (PCaW), ensures our employees can report concerns about wrongdoing or any serious risk that could damage the public, our workforce or our reputation. PCaW provides a confidential and independent helpline for employees to contact.

We encourage employees to read the Whistleblowing Policy, and phone the helpline or email PCaW if necessary. We raise awareness of the helpline through articles on the Watercooler, our employee intranet site. A survey in 2008 showed that over 72% of employees were aware of our policy.

Did you know...

in 2008, 9% of our employees were from an ethnic minority background. This is fairly representative compared to a national average of 7.9%. (2001 UK Census)



Freelancers

We employ freelancers with a wide range of different skills. These include creative people such as performers and directors, as well as technical experts. These people are crucial to our business, and it is important that we treat them fairly. Contracts with performers are usually negotiated through agents or lawyers under collective agreements with trade unions, which include Equity, the Musicians Union and the Writers Guild of Great Britain.

We comply with child employment law as well as the Producers' Rights Agency guidelines on child performers. We have developed our own guidelines for casting teams to use when working with children, and were involved in creating an industry Code of Conduct for employing children in entertainment.

Diversity

Employing people from a wide range of backgrounds helps ITV make programmes which our audiences recognise as relevant and authentic. It also helps widen those audiences to minority communities. Recruitment statistics are monitored and reviewed by our HR teams and the Executive Board.

Our diversity strategy is embedded in the business by senior level champions in each major function, and by diversity action groups around the regions. In 2008, over 300 employees attended workshops, seminars or received one-to-one coaching on diversity. 200 of these completed our disability awareness learning booklet.

We aim to share best practice and collaborate with other stakeholders on the issue, and ITV is a member of a number of diversity organisations. In 2008 we participated in a number of benchmarking exercises, enabling us to celebrate success and identify areas for improvement. ITV has committed to completing the Investors in Diversity standard, managed through the National Centre for Diversity.

Ethnic and cultural diversity

In 2008, 9% of our employees were from an ethnic minority background. This is fairly representative compared to a national average of 7.9% (2001 UK Census). However, we also recognise that we need to do more than ensure simply that the number of ethnic minority employees reflects the communities in which we operate – the proportion of ethnic minorities living in London, for example, is far higher than the national average, and ideally our workforce should reflect this.

ITV is a member of the Cultural Diversity Network, an industry organisation of UK broadcasters that aims to promote cultural diversity both on and off-screen. As part of this, five members of our senior management team have committed to mentoring talented individuals from a black, asian or ethnic minority background. Our senior team also participates in "Move on Up" networking events run by independent union BECTU, which aims to give commissioners and producers across the industry an opportunity to meet talented potential employees from ethnic minorities. We frequently run events in the regions to encourage people from ethnic minorities to enter careers in the media.

ITV Newsrooms have also been stepping up efforts to recruit from a diverse pool of candidates. Our mainstream News Trainee scheme (see page 31) attracts a diverse range of trainees. Each ITV region also produced a DVD for schools, and seven regions created a mini-road show to illustrate how newsrooms work.

ITV News offers a day-a-week placement for black, asian and ethnic minority students from City University; and newsroom staff at all levels regularly take on mentoring roles for aspiring journalists from ethnic minority backgrounds. In 2008, all newsrooms started offering work placements or attachments in editorial, technical and administrative areas to students from under-represented groups in society.

We continue to offer one-year paid pre-employment placements for talented people of an ethnic minority origin who want to embark on a career in television. This is done through the "Shine" media foundation placement scheme, originally piloted by ITV in partnership with regional funders and regional screen agencies, and which now includes other regional media companies. In 2008, 30 new trainees joined the scheme. Since it began in 2003, 109 people have taken part and 75% have secured opportunities within their chosen career field. During 2008, two of our original trainees were promoted into managerial roles.

For more about how we promote on-screen diversity, see Reflecting society, page 15.

Disability

In December we hosted the first “Sparks” event, aimed at senior decision-makers and programme makers in drama from across the industry, on behalf of the Broadcasting and Creative Industries Disability Network. This event focused on improving the representation of disability both on and off the screen. The event was well attended by senior management from across the creative industry: 70 delegates committed themselves to specific actions on disability in 2009.

We actively recruit people with disabilities through our flagship disability initiative Enabling Talent. This consists of three elements: “new talent”, “supporting existing talent” and “career guidance and external partnerships”. In 2008, eight people were offered a six month paid, structured and supported placement. Seven have subsequently secured employment within the industry. While the scheme was running, over 80 members of ITV staff completed disability awareness training or briefings. As a result, four members of staff sought support for disabilities they had previously not disclosed. As part of Enabling Talent, ITV has also committed to offering ten other talented individuals short-term placements.

Enabling Talent

**Let it flourish,
whatever your disability**

During 2008, ITV actively supported the creation of the Jobcentre Plus Access to Work Virtual team. The scheme provides access and support to disabled people and their employers. We provided organised tours and talks with professionals in ITV Productions, as well as access to some of our basic introductory courses.

We have also introduced processes for supporting all disabled members of staff, including people who become disabled during their employment with ITV. During 2008, ITV has invested over £10,000 in supporting staff to ensure they have adjustments and communication support they need to do their job.

We continued to raise staff awareness through workshops, courses and self-paced study to enable ITV to become more skilled at including disabled people in our organisation. Ten members of staff are studying British Sign Language level 2 through a central programme to break down communication barriers between staff, guests and contributors.

Lesbian, gay and bisexual (LGB) employees

We do not tolerate harassment or discrimination against any employees on the basis of their sexual orientation. We are part of Stonewall's Diversity Champions programme, which brings together employers from across the UK to promote lesbian, gay and bisexual equality in the workplace and share best practice. We have undertaken Stonewall's index benchmark exercise to identify areas for improvement. During 2008, we have reviewed our family policies to ensure that members of the LGB community can equally benefit from our maternity, paternity, adoption and parental policies.

Gender equality

According to the 2006 Skillset Employment Census women make up 46% of all employees in the UK, and 38% of people in the broadcasting industry.

Women make up 49% of ITV employees. We have planned a number of actions to increase the number of women in management roles, including increasing support for flexible working patterns. Senior female role models within the Company will raise awareness of maternity and flexible working options.



Did you know...

Our flexible working policy enables parents to balance the demands of home and family life. In 2008 we accepted 96% of applications for flexible working arrangements.

ITV is a member of Opportunity Now, an employers' organisation that aims to create an inclusive workplace for women. We have worked hard to ensure communication on our careers website is representative to break down gender perceptions around particular roles. We continue to use women from across the organisation as role models for internal and external communication.

Work-life balance

A flexible workplace that helps employees to balance the demands of work and home life promotes employee loyalty and wellbeing. It also supports gender equality in the workplace, as women are more frequently the primary carers of young children. Our flexible working policy allows anyone employed by ITV for six months or more to apply for a flexible working option. During 2008 we received over 70 applications for flexible working and 96% were accepted.

We provide childcare vouchers for qualifying employees, and aim to accommodate flexible working requests beyond statutory requirements. Flexible working has been taken up by men as well as women within the organisation.

Age

We continue to review our policies and processes to ensure potential employees and staff do not experience age discrimination whilst applying for, or during employment with ITV. Recruitment and employment statistics are monitored to ensure equal opportunities for individuals over 50. 15% of ITV employees are over 50.

ITV continues to be a member of the Employers' Forum on Age, and continue to draw on their expertise and advice for age matters.

Workplace diversity profile 31 December 2008

(Figures include all UK-based employees. They exclude GMTV)

	2008	2007	2006	2005
Percentage of female employees	49.0	49.0	47.6	47.6
Percentage of Ethnic Minority employees	9.0	8.4	9.9	6.4
Percentage of employees with a disability	2.0	2.0	2.0	2.0
Percentage of employees over 50	15.0	14.0	15.1	17.0

Figures for ethnicity and disability are calculated from the total number of employees who have declared this information.

Health and safety

The health and safety (H&S) of everyone at ITV – our employees, contractors and the public – is always a high priority.

ITV's H&S Policy is signed off by John Cresswell, our Chief Operating Officer. It is communicated through the organisation by a network of local H&S Committees, which report to the ITV H&S Steering Group. Our H&S team provide support for each production to ensure these issues are appropriately managed.

Management

In 2008, 71% of accidents at ITV took place on productions. Some productions will always carry some level of risk, but we take every care to minimise this. Our H&S team, including several chartered safety professionals, has developed a robust health and safety management system to address these risks.

A team member is assigned to each production to give advice and support with risk assessment processes and hazard management. All productions made in ITV studios, including those made by independent production companies complete a health and safety risk assessment.

At the beginning of each production a member of the production team identifies suppliers of higher risk goods or services. These are then assessed by the ITV health and safety team using our H&S vetting process to ensure appropriate levels of health and safety management are in place.

Risk assessments covering fire safety, manual handling, road risk and workstation set-up are completed for all our activities. We have undertaken audiometric testing to identify areas of the business where exposure to loud noise could be an issue, and identify appropriate controls. We will make adjustments in response to our findings during 2009.

On location

H&S professionals are always on hand to advise production teams about risk management. For example, in 2008, a scene in Emmerdale involved a necklace being thrown away in a glass bottle that was being recycled. As part of the scene, glass was tipped out of a recycling lorry. To prevent people from being hit by flying glass the H&S advisor recommended that the cameras were locked-off and unmanned and any glass moved by the actors was made of sugar glass or plastic. The whole area was covered with plastic sheeting and the props teams wore protective clothing.

Training and awareness

We require all employees to undertake an appropriate level of H&S training to ensure they understand our policy and can take responsibility for H&S risks in their workplace.

In 2008, we developed two online safety training courses – one on general production issues and another on safety in news, to ensure production teams are aware of safety risks and procedures. The news course, created with ITN, was made relevant with “real life” situations and credible scenarios from ITV and ITN archives.

New employees and freelancers are expected to complete this training before they start work on a production. It is recognised by other major broadcasters and aligns with the Skillset National Occupational Standards for the industry. The courses were shortlisted for the Institute of Occupational Safety and Health National Training Initiative of the Year award for 2008.

Online production safety training



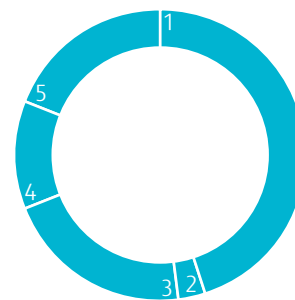
Performance in 2008

Work related accidents to staff reported as required by law

	2008	2007	2006
Accidents requiring more than three days off work	5	9	17
Accidents requiring more than three days off work per 10,000 employees	10	17	13
Total number of major accidents ¹	2	1	1
Total number of fatal accidents	0	0	0

¹ Major accidents are classed as those reportable under the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR).

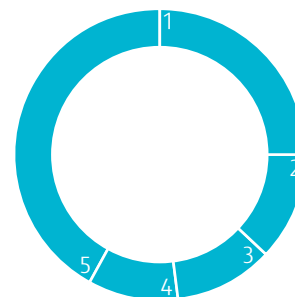
2008	Total number	% of total
Total accidents reported internally	368	
1. Accidents to staff	166	45
2. Accidents to members of the public	13	3
3. Accidents to freelancers	76	21
4. Accidents to contractors	43	12
5. Accidents to production contributors	70	19



The total number of accidents reported at ITV has decreased by 18.5% from 451 in 2007 to 368 in 2008. While this is a promising trend, we plan to review our reporting to ensure all accidents are being reported in the appropriate manner.

Accident causes

(covering 10% of total accidents reported)	Total number	% of total
1. Accidents caused by slips, trips and falls	90	25
2. Accidents caused by lifting and carrying	45	12
3. Sports Injury	39	11
4. Hit by a moving, flying or falling object	38	10
5. Other	156	42



Common accidents

As with most business across the UK, the most common accidents at ITV are caused by trips and falls or manual handling. This year, we worked to reduce slips, trips and falls by providing anti-slip coatings to trucks and facilities vehicles used by production teams in Yorkshire. Crews were reminded of the importance of wearing sturdy footwear.

We now routinely inspect audience routes to protect members of the public, and remove common causes of trips. We have reviewed production cabling – a common cause of trips and falls. In 2009 we will trial alternative cable covers for The London Studios.

Production runners complete an online manual handling training course, which is followed up with face-to-face and practical training. In 2008, an osteopath observed specific departments and ran bespoke training on manual handling.

Accident prevention

We seek to learn from all accidents. If a serious or potentially serious accident occurs on an ITV production, a member of the H&S team will investigate the causes to ensure corrective actions are put in place. The incident and the recommended corrective actions are then outlined to the H&S Steering Group at ITV.

No matter how minor the injury, we identify appropriate actions to prevent a reoccurrence and raise these with the appropriate people in the business. The H&S department keeps the accident investigation open until the recommended changes have been made. We closed 96.2% of all reported accidents in 2008. We will continue to monitor the remaining 3.8% of cases.

In September 2008 we introduced an online system to encourage “near miss” reporting, to ensure we learn from situations even when nobody has been hurt. We have seen a substantial increase in reporting since the system was launched – over half of the near misses reported during 2008 were entered after the launch in the last four months of the year. We will continue to promote the online reporting system during 2009.

Employee wellbeing

As a production and broadcasting business, we have employees at work 24 hours a day. It is important that these employees can access support outside the usual nine to five hours. In October 2008 we launched an employee assistance programme, in partnership with Right Corecare. Right Corecare supply a confidential telephone helpline offering employees support on issues from emotional wellbeing to financial and legal problems.

Industry collaboration

We share best practice on H&S with other employers in the production and broadcasting industry. We belong to the joint Advisory Committee for Entertainment, chaired by the UK Health and Safety Executive. ITV is also a member of the Production Industry Safety Group and a board member of the Joint Industry Grading Scheme. We are actively involved in the Industry Grading Scheme for Stunts and Special Effects.

Protecting the environment

We are committed to reducing the impact of our business on the environment. We have set targets to increase recycling and reduce energy use, and we have introduced new policies and initiatives to achieve this.

Waste and recycling

In 2008, we produced a total of 1,900 tonnes of waste, a 14% reduction compared with 2007. The overall proportion of waste recycled remained stable at 36%.

To improve our recycling rate, in 2008 we partnered with the industry leading recycling company Greenstar to introduce a new integrated waste management system. Our sites now have a common approach to waste disposal and recycling. This has allowed us to set an achievable target to recycle 50% of our waste by July 2009. We are currently extending the contract to help studio users and location operations to manage their waste more sustainably.

We expect our centrally procured contract with Greenstar to reduce the cost of waste management across the organisation. Employing a single waste management provider will also make it easier to monitor environmental compliance. The new contract allows us to account for our waste and recycling data more accurately by using Greenstar's management information system. The project was awarded Best CSR Project 2008 by the Management Consultancies' Association.

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2008
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We informed employees about the new waste and recycling system using email updates, posters around our sites and our Watercooler intranet site. These communications were branded with our new "Smarter" CR messaging – now applied to all internal CR communications. The recycling materials were developed with Greenstar and are consistent across all ITV sites.

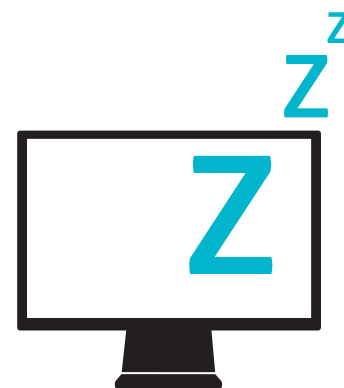
Reducing our climate impact

Our measured absolute carbon emissions rose by 5% to 50,472 tonnes between 2007 and 2008, due in part to the development of a more robust data collection system over the course of the year (see below). The winter months were also colder in 2008 compared to 2007, resulting in increased use of gas to heat our buildings.

In 2008, transport emissions decreased by 10% partially due to a travel ban resulting in fewer hotel stays and the introduction of a car-share scheme. Indirect emissions from electricity use fell by 3% compared to 2007. Our combined heat and power system in Manchester saved over 4,000 tonnes of carbon dioxide.

In 2008 we set a target to reduce energy use by 15% by the end of 2012 (against a 2007 baseline). To achieve this target, we are planning a range of energy efficiency projects. For example, in 2008 our IT team developed "ShutIT", an energy saving computer programme that powers down computer hard drives when they are left in a "log-in" phase. So far the programme has been installed on over 5,000 computers. In 2009 we will carry out a range of energy saving projects in property management.

We will also continue to work with business organisations such as the Carbon Trust.



Did you know...

we introduced our own energy saving computer programme to power down machines when not in use. So far it has been installed on over 5,000 computers

Protecting the environment

Water use

In 2008 we used 93,175m³ water in total, and 18m³ per full time employee. This is above average for an office environment, due to the high volumes of water needed to clean sets in the studios.

Daily cleaning of the studio floors is necessary to accommodate different programmes made in the same space.

In 2008 we reduced water use by 28% compared to the previous year. The most likely reason for this is that fewer programmes were made in ITV studios this year. Water efficiency also increased due to water saving measures implemented in 2007, including refurbishments at the London Television Centre, where automatic sensors were fitted on urinals and water taps, and low-volume flushes added to toilets.

Capturing and reporting data

Environmental data capture continued to improve in 2008. We partnered with Credit360 to develop a dedicated internal data collection system to record environmental impacts. The system enables users to automatically update environmental data on a quarterly basis. Our aim is to feed data from contractors such as Greenstar directly into our internal system to minimise data reporting errors.

We continue to report to public disclosure organisations such as the Carbon Disclosure Project, BITC CR Index and Dow Jones Sustainability Index.

Environmental Performance

Waste generation and recycling	2008	2007	2006	2005
Total waste (tonnes)	1,900	2,210	1,776	1,743
Total waste recycled (tonnes)	689	813	520	937
Total waste sent to landfill (tonnes)	1,211	1,397	1,256	806
Water use	2008	2007	2006	2005
Total water use (m ³)	93,175	129,899	133,485	104,473

Did you know...

in 2008 ITV's water consumption reduced by 28%

28%  

Reducing our climate impact

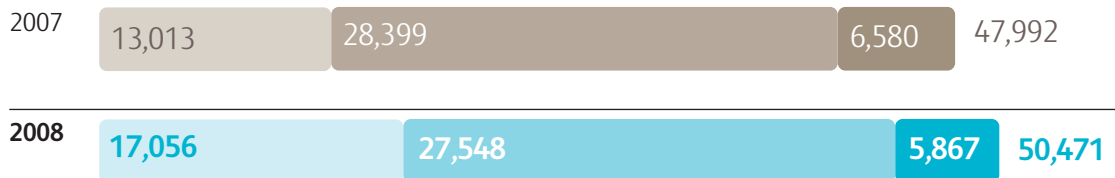
Total CO ₂ emissions	2008	2007	2006	2005
Total CO ₂ emissions (tonnes)	50,471	47,991	37,330	39,665

Scope 1 – Direct energy use and associated CO ₂ emissions	2008	2007
Gas consumption MWh	79,459	59,790
Fuel oil consumption litres	257,068	260,326
Emissions (tonnes)	17,056	13,013

Scope 2 – Indirect energy use and associated CO ₂ emissions	2008	2007
Electricity consumption MWh	52,674	54,300
Emissions (tonnes)	27,548	28,399

Scope 3 – Indirect CO ₂ emissions	2008	2007
Petrol cars (includes petrol use)	1,028	1,393
Hybrid cars	30	3
Diesel cars and taxis (includes diesel use)	229	288
Air	2,952	2,930
Rail	630	808
Hotel stays	998	1,157
Emissions (tonnes CO₂)	5,867	6,580

Total CO₂ emissions (tonnes)



Objective tables

Area	2008 Objective	2008 Outcome	2009 Objective
Programming	Provide a popular and varied schedule compliant with the Ofcom Broadcasting Code on issues such as offence, privacy and decency.	ITV maintained a popular schedule with a low level of complaints upheld by Ofcom: – ITV family viewing share 23.2% in 2008. – 15 complaints out of 2,558 were upheld by Ofcom in 2008.	Provide a popular and varied schedule compliant with the Ofcom Broadcasting Code on issues such as offence, privacy and decency.
	Meet programming obligations contained in our licences: – 365 hours pre-midnight of national and international news and weather, with 125 hours in peak time. – 78 hours pre-midnight of current affairs, with 35 hours in peak time . – 5.5 hours of regional news per week. – 1.5 hours of regional non-news per week (4 hours of national non-news per week in Wales).	We met or exceeded the obligations in all categories: – 374 hours of national and international news and weather, with 208 hours in peak time. – 80 hours of current affairs, with 64 in peak time. – 5.5 hours of regional news per week. – 1.5 hours of regional non-news per week.	Meet programming obligations contained in our licences: – 365 hours of national and international news and weather, with 125 hours in peak time. – 78 hours of current affairs. – 3.45 hours of regional news per week. – 15 minutes of regional non-news per week (1.5 hours in Wales).
	Meet accessibility services commitments for ITV1 (these differ for other channels, see Reflecting Society, page 15): – 88% of transmission time subtitled. – 5% transmission time signed. – 10% of transmission time audio described.	We met or exceeded accessibility service commitments for ITV1 (these differ for other channels, see Reflecting Society, page 15): – 95.5% of transmission time subtitled. – 5.3% transmission time signed. – 13.2% of transmission time audio described.	Meet accessibility services commitments: – At the time of writing 2009 compliance objectives were not available. – At the time of writing 2009 compliance objectives were not available. – At the time of writing 2009 compliance objectives were not available.
Creative economy	– 25% of qualifying programmes must be made by independent producers. – 85% original programming in peak time. – 65% original all time production. – 50% European production. Data relating to percentage of programme hours and spend on original network programme production in the regions is not available at time of writing.	– 40% of qualifying programmes were made by independent producers. – 96% original programming in peak time. – 87% original programming in “all time”. – 89% European production.	– 25% of transmission time from independent production. – 85% original programming in peak time. – 65% original all time production. – 50% European production.

Assurance statement

Assurance Statement 2009

ITV commissioned Enviro Consulting Ltd (Enviros) to provide assurance of the 2008 ITV Corporate Responsibility (CR) report. The CR report has been prepared by ITV; Enviro has conducted an independent review of its accuracy and balance to ensure statements made reflect business practices within ITV. This statement is the responsibility of Enviro and represents our independent opinion. Our assurance does not cover additional or existing content concerning ITV's CR activities published on www.itvplc.com. The statement has been produced for the readers of the ITV CR report only.

Our work was conducted through meetings, telephone discussions and e-mail correspondence with staff responsible for collating and reporting the data on which the report was based. Both quantitative and qualitative data were substantiated through these meetings and supporting core data were sampled for accuracy, completeness and interpretation. Based on the approach above we have provided comments against each of the 3 principles of assurance and the criteria as presented in the AA1000 Assurance Standard - 2008.

Inclusivity (How has ITV involved stakeholders in developing and achieving an accountable and strategic response to sustainability?)

ITV regularly engages with key internal and external stakeholders to find out how they perceive ITV and what they think about CR issues. Enviro believes that ITV has not omitted from the report any issues or information that could affect stakeholder opinions concerning ITV's 2008 CR operations.

Materiality (How have the reported issues been determined as relevant and significant to ITV and its stakeholders?)

The material issues to report have been determined by the authors of the report sections and through discussion at the ITV CR Committee. However, the materiality determination process does not clearly evaluate the relevance of the identified sustainability issues based on explicit criteria. ITV continue to recognise that they need to go beyond regulation by defining CR strategy for the business taking into account stakeholder feedback.

Responsiveness (How well does the report address the issues of importance to stakeholders?)

The report shows a good level of transparency and provides a balance of "on air" and "behind the scenes" issues and both positive and negative trends in performance are presented. The content and structure of the report are closely aligned to stakeholders' concerns and this year's report has been restructured to allow for greater discussion of the continued importance of protection of children

and community resource; the continued importance of ITV's regional presence; the issues surrounding telephony services including management interactivity; new supply chain initiatives and compliance with Public Service Broadcasting.

The report also succeeds in explaining relevant issues in clear language to its readership to allow them to assess the information provided.

It is acknowledged that the CR objectives are presented in the report only in relation to the regulatory and compliance objectives. However, to ensure comparability with last year's report and to ensure transparency it would be useful to signpost where the wider CR objectives can be accessed.

Reliability and Accuracy of Performance Information

During 2008, data collection and monitoring has improved in some areas, namely environmental management, health and safety, financial donations and fundraising. ITV found it difficult to provide evidence for some other areas of the report in particular regional news, creative economy and our people due to an incomplete audit trail related to limited internal checking, auditable data collection systems or informal reporting arrangements. However, following our own verification of data and statements, we are confident that the report is a materially accurate reflection of ITV's CR performance.

Looking to the Future

We would like ITV to consider the following for 2009:

- Retain focus on CR whilst changes in the business are ongoing and review the material CR issues against clear and auditable criteria.
- Report further on the influence and engagement ITV has on CR within its supply chain and the environmental and community impacts of non-fixed locations.
- Establish robust CR data collection systems, document control and internal auditing in all areas to ensure consistency of future reporting.
- Be ready to set more ambitious targets in 2009 and beyond to fully develop ITV's CR potential.
- Develop a more interactive CR report to attract employees and external stakeholders.



Rachel Pickering

Director, Enviro Consulting Ltd, April 2009



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We welcome feedback on our CR activities and report. Please email us at stakeholders@itv.com or write to

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