

itv
FIRST **LOOK**
SPORT *2026*

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SPORT 2026



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Sports rights and the importance to viewing public and brands

"Free-to-air sport has never been more important to the UK audience ensuring we deliver high quality, major sporting events to a mass audience. Nothing quite unites the nation like a major sporting event, whether that be the FIFA World Cup, UEFA Women's EUROS, The Grand National or Guinness Men's Six Nations Championship, among many others that we broadcast here at ITV Sport. ITV are proud to be a leader in protecting the rights of free-to-air sport for everyone, reaching audiences from all different backgrounds, ages and genders, engaging a new generation of fans and strengthening communities across the UK."

NIALL SLOANE, ITV DIRECTOR OF SPORT



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**Sports rights
distribution
democratises
access**



Interest & investment continues to grow in sport

1

Transforming
media landscape

2

Growth in
Women's sport

3

Changing fan
preference
and behaviour

4

Importance
of ESG

5

Emergence
of new competitions
and formats

6

Investment (PE,
Nation States, etc)

7

Technology
inclusion in
equipment and
facilities (training)

Sport continues to grow its profile and engagement

RANK	LEAGUE / TOURNAMENT		INDEX	CHANGE
1	FIFA World Cup	itv	20.3	+4.2
2	UEFA Champions League		18.4	+3.7
3	UEFA European Championship	itv	15.2	+3.7
4	La Liga		9.6	+3.4
5	Premier League		18.6	+3.2
6	The English Football League (EFL) Cup	itv	9.6	+2.3
7	Formula One		14.2	+2
8	The English Football League (EFL) Championship	itv	11.3	+2
9	The FA Cup		19.6	+1.9
10	Serie A		5.9	+1.8

Source: YouGov SportsIndex, July 2024-June 2025

Index = Average of Impression, Quality, Value, Satisfaction, Recommendation & Reputation scores



Only ITV can deliver the mass simultaneous reach that live sport deserves

UNMISSABLE

UNPREDICTABLE

UNMATCHED



Free to air has a massive impact

Total reach of
2025 Six Nations
20.3M Inds

Total reach of
2025 Women's Euros
23.6M Inds

Total reach of
2024 Men's Euros
41M Inds

Total reach of
Racing on ITV
19.7M Inds

Total reach of
Sport on ITV1
46.2M Inds

Total reach of
Sport on ITV4
25.5M Inds

Total reach of
Premiership Rugby
4.1M Inds

Viewing figures of
EFL Cup Final
(Liverpool vs. Newcastle)
5.1M Inds Biggest

*and with (pay) simulcasts ITV delivers a multiplier of up to 3 times the audience
(Carabao Cup Final Newcastle v Liverpool, Carabao Cup Grimsby v Man Utd,
Premiership Rugby Final Leicester Tigers v Bath)*

A photograph of three jockeys racing horses on a grass track. The jockey on the left is wearing a red jacket and a blue helmet, leaning forward. The jockey in the middle is wearing an orange jacket with blue stars and a blue helmet. The jockey on the right is wearing a green jacket with black stars and a green helmet. The horses are brown and running towards the camera. In the background, there is a red banner with white text that is partially visible as "cobrokes" and "Lab bro".

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RACING

Racing is going from strength to strength and is regular feature of our sporting calendar

CHELTENHAM CUP

24 races

Peak @ 1.8 million viewers

$\frac{1}{3}$ of audience were **16–34-year-old's**

1.1 million average viewers

THE RANDOX GRAND NATIONAL

5.2 million people tuned in to watch

$\frac{2}{3}$ were watching on **ITV**

Up y/y **39%**

ASCOT

Across the week
20% more viewers
watched y/y

Average viewers **650k**



ITV7, our successful free to play game is now in its 9th year



Total uniques average
c1,000,000+ per annum

Main Festival days
achieve **c200,000+**
entries per day.





A group of rugby players in blue jerseys and white shorts are celebrating on a green field at night. The player in the foreground is running towards the camera, holding a trophy, with his mouth open in a shout. Other players are standing behind him, some with their arms around each other, also celebrating. The background shows a large stadium with bright lights and a crowd of spectators. A drone is visible in the air above the players. The text 'GUINNESS M6 NATIONS' is overlaid on the left side of the image.

GUINNESS
M6NATIONS

The Six Nations Rugby free-to-air TV deal until 2029 creates a great opportunity for brands

EXPANDED RIGHTS

ITV will exclusively broadcast 10 live matches per tournament, including every England fixture.

COMPREHENSIVE COVERAGE

Spanning ITV1, IT VX, STV, and STV Player, with additional highlights and exclusive content on social platforms and YouTube.

CONSISTENT VIEWERSHIP

Average viewership per match hovers around 3.1 to 3.4 million, with marquee fixtures peaking at 4.5 million.



The Six Nations brings in huge audiences

THE SIX NATIONS 2025 REACHED...

20.3M

Individuals

18.8M

Adults

10.9M

ABC1 Adults

9.8M

Men

7.1M

25-54 Adults

2.4M

16-34 Adults

Source: Barb/As-broadcast, Six Nations Championship. 2025, Reach = 3-min cont. C7. All itv.





TOURNAMENT STRUCTURE

Expanded Tournament

Runs from Thursday 11th June – Sunday 19th July 5½ weeks

	WORLD CUP 2026	WORLD CUP 2022	EURO 2024
Number of teams	48	32	24
Group Games	72	48	36
R32	16		
R16	8	8	8
QF	4	4	4
SF	2	2	2
Final	1	1	1
3rd/4th Place Play Off	1	1	
Total	104	64	51

TOURNAMENT STRUCTURE

ITV Assumed Selects

Runs from Thursday 11th June – Sunday 19th July 5½ weeks

	DAYTIME	EARLY PEAK	LATE PEAK	PEAK TOTAL	23:00	02:00	TOTAL
World Cup 2026	0	16	19	35	6	12	53
World Cup 2022	13	6	13	19	0	0	32
World Cup 2018	13	5	14	19	0	0	32

	DAYTIME	EARLY PEAK	LATE PEAK	PEAK TOTAL	23:00	02:00	TOTAL
World Cup 2026	0.0%	30.2%	35.8%	66.0%	11.3%	22.6%	100.0%
World Cup 2022	40.6%	18.8%	40.6%	59.4%	0.0%	0.0%	100.0%
World Cup 2018	40.6%	15.6%	43.8%	59.4%	0.0%	0.0%	100.0%

IMPACTS

82%

In peak

**The way
audiences
watch sport
on ITV is
changing**



The media environment has evolved and so has the fan landscape

THEN

Limited consumption
Top down comms
Distinct boundaries

NOW

Unlimited consumption
Comms ecosystem
Fluid connections

4 uniting behavioural traits



ROUTINE THRILLS

80% Keep coming back for more



QUIRKY DEVOTION

74% Express love in playful ways



CONNECTING ENERGY

70% Come together for the big moments

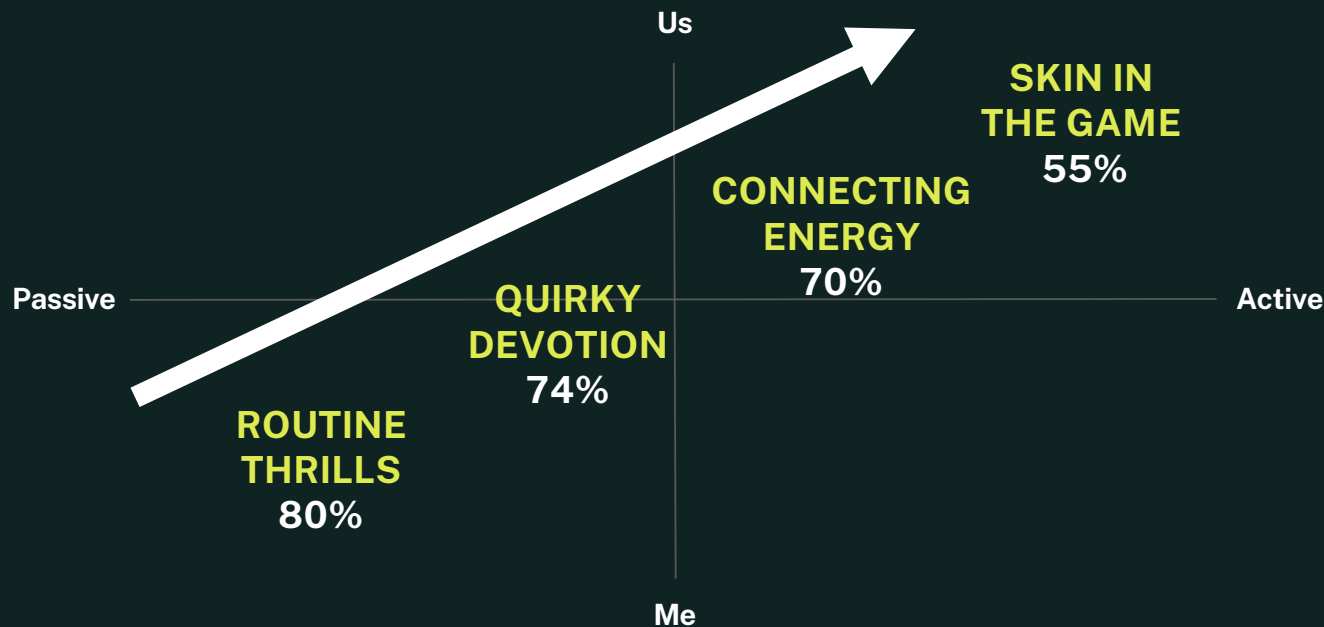


SKIN IN THE GAME

55% Exercise their need to be seen and heard

Which of these, if any, reflect why you refer to yourself as a fan/superfan (base 1800)

Which exist on a spectrum



Which of these, if any, reflect why you refer to yourself as a fan/superfan (base 1800)

**But the
excitement
remains the
same for all**



It's a powerful means of uniting us in spite of our differences

"I am NOT a sports fan, but the buzz of the nation when England reached the Euros final really made me feel part of something "bigger". I felt included in a national event."

Kat, 34, York

6/10 say they are fans because it makes them feel part of something

"Football is a big topic of discussion between us. It's something we have in common, across 3 generations, my father, me and my son"

Phil, 47, Birmingham, Aston Villa fan

1/3 says it helps them connect with family & friends

"I go to games with friends and Celtic is more than just a football club - it's social institution that represents a community."

Declan, 22, Dundee, Celtic Fan

36% says it helps them connect with like-minded individuals

COMMERCIAL INSIGHTS

England Women's Football & Galvanic Skin Response Testing



Why this research approach?

Beyond unparalleled **simultaneous mass reach**, live free-to-air sport also offers advertisers access to an audience that is in a uniquely elevated state of **emotional engagement** with the content they are watching.

This is significant as higher levels of emotional engagement are the key to stronger **memory encoding**.

Memory is the key to creating and sustaining **mental availability**.



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GALVANIC SKIN RESPONSE TESTING

The science behind the approach

1

Wearable tech captures changes in sweat gland activity reflect the intensity of our emotional state

2

Measured from the palm of the hand

3

100% implicit, cannot be consciously controlled

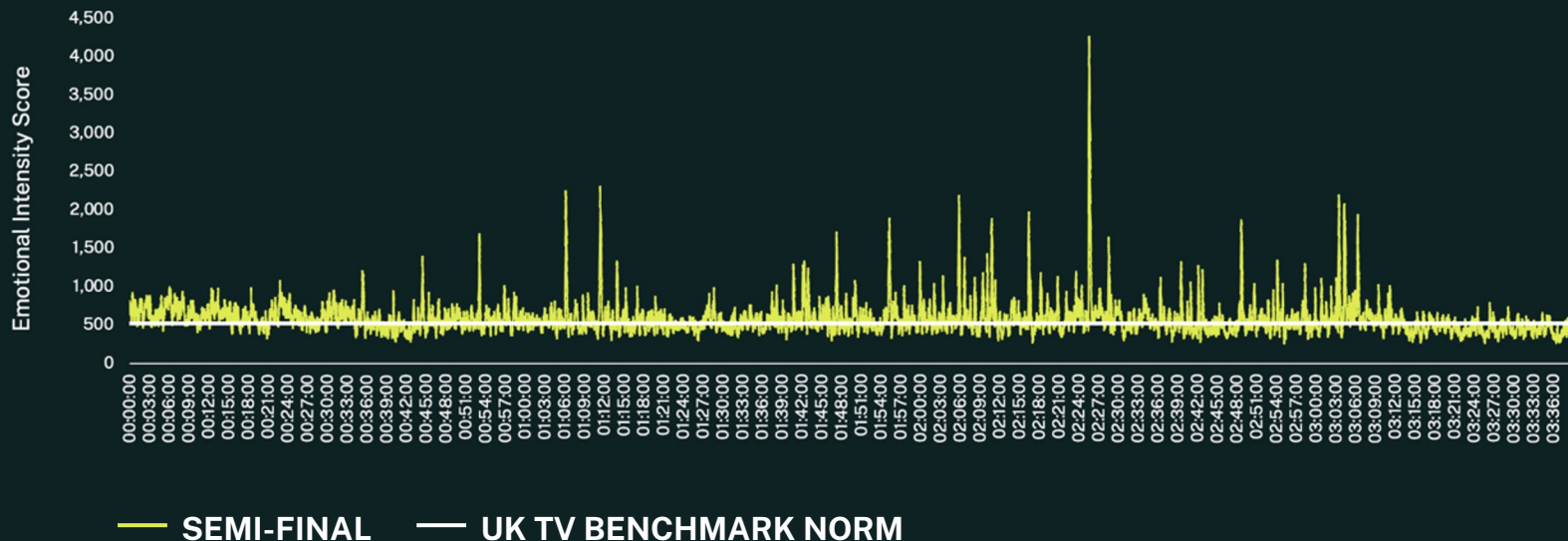
4

Robust and reliable marker of emotional engagement backed by scientific consensus

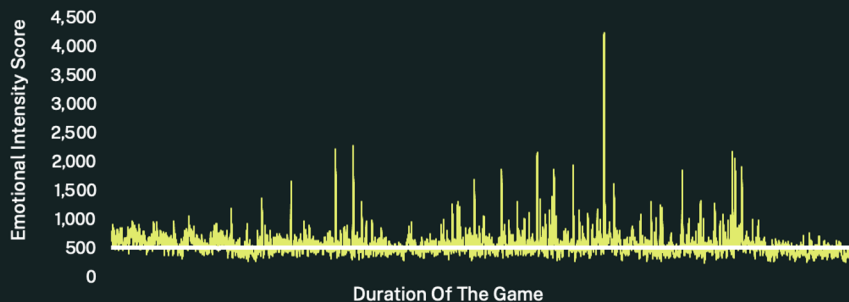
5

Key metric: Emotional Intensity Score (EIS)

This creates a mean emotional intensity score mapped out across the broadcast by second



The semi-final and tournament achieved huge levels of emotional engagement from viewers



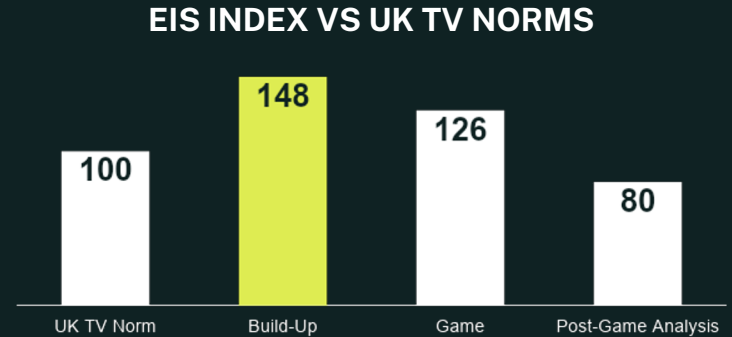
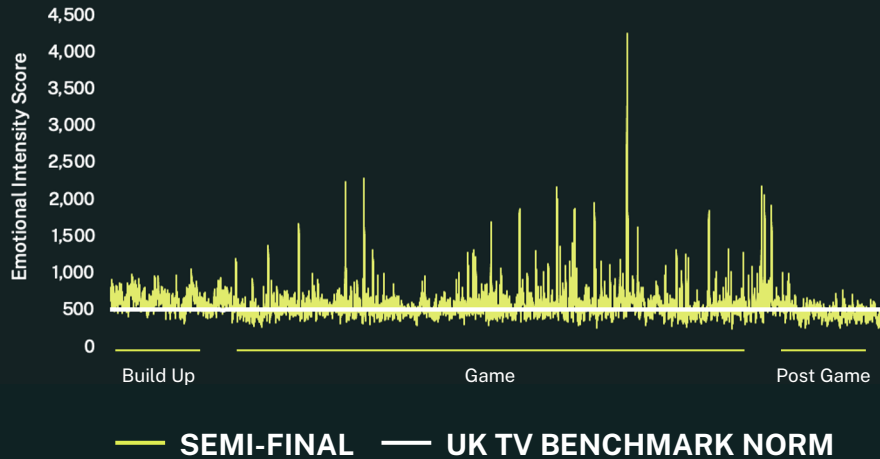
— SEMI-FINAL — UK TV BENCHMARK NORM

EIS INDEX VS UK TV NORMS

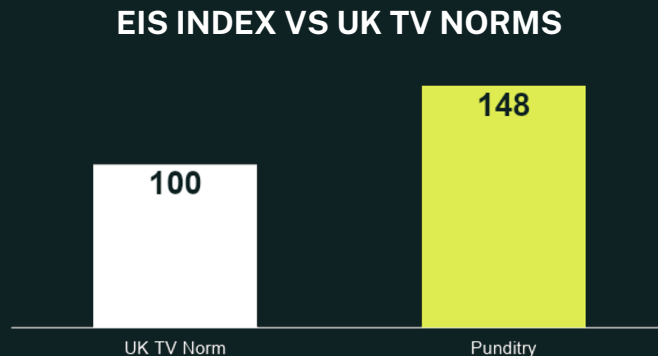
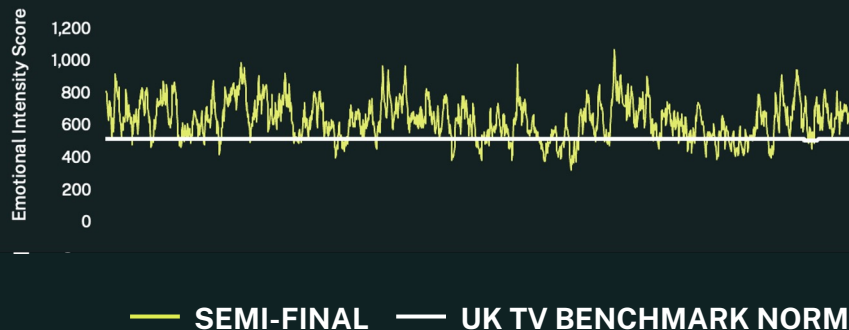


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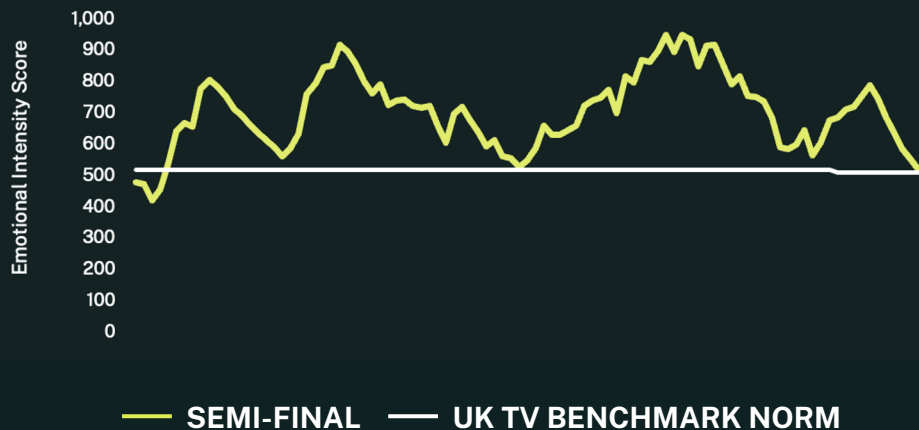
The buildup saw the highest average levels of emotional engagement, driven by anticipation for the match



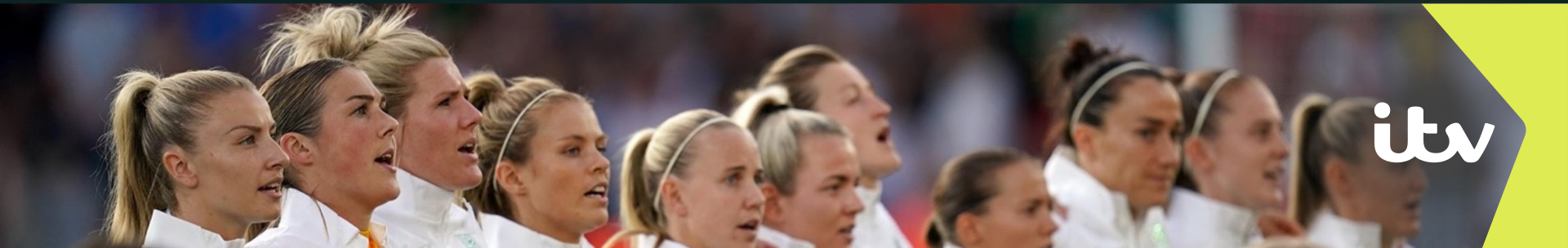
Familiar faces in the ITV studio meant that the punditry drove strong engagement among viewers



Pre-match player interviews and the national anthems drove even bigger spikes in engagement

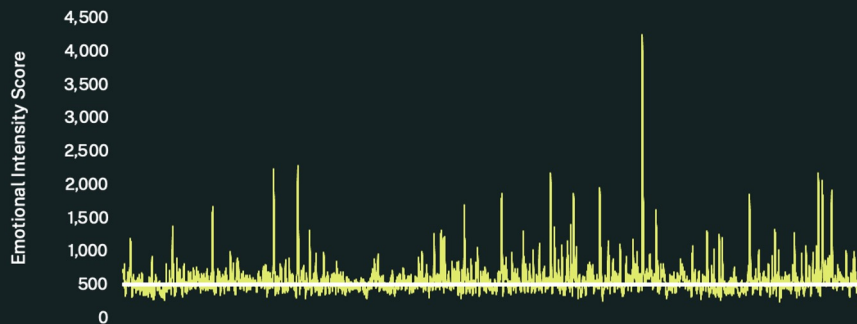


EIS INDEX VS UK TV NORMS



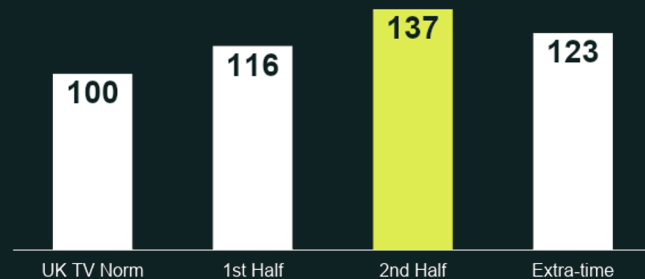
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The game was a real nail biter with the second half delivering unforgettable moments

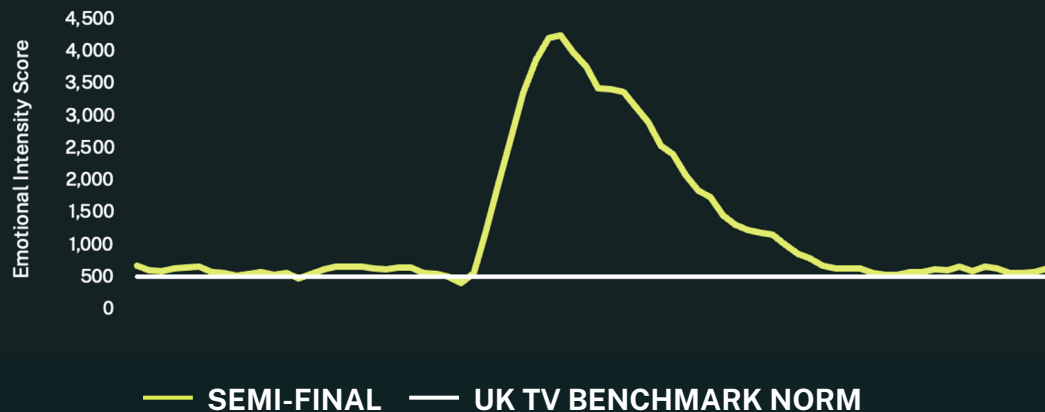


— SEMI-FINAL — UK TV BENCHMARK NORM

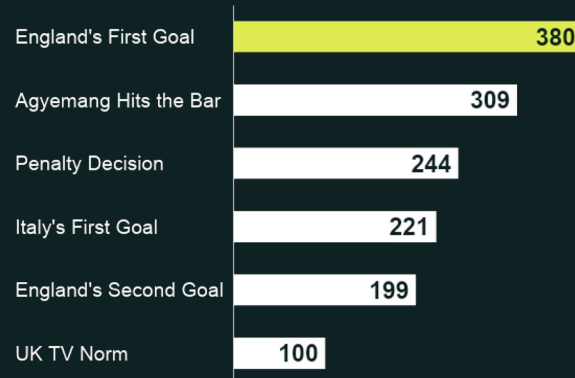
EIS INDEX VS UK TV NORMS



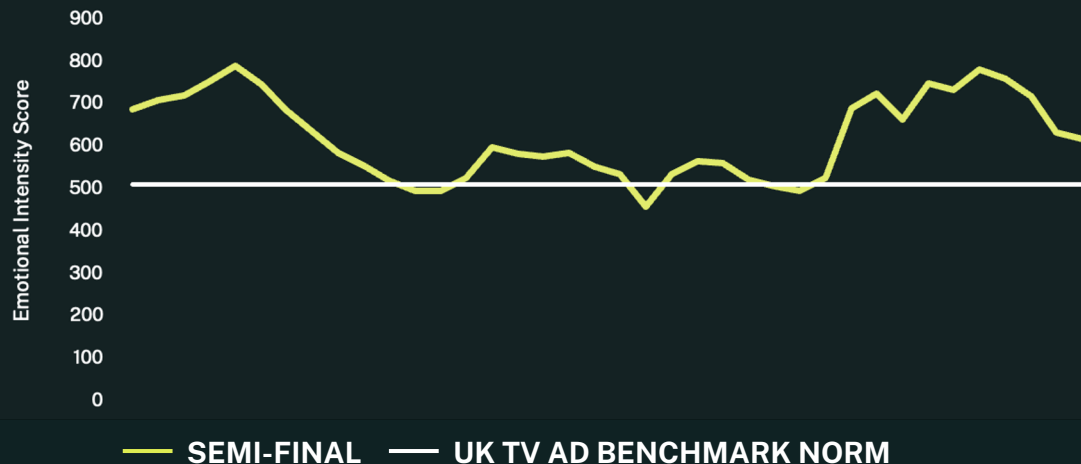
Michelle Agyemang's POTM display was reflected in the biggest spikes in engagement during the match



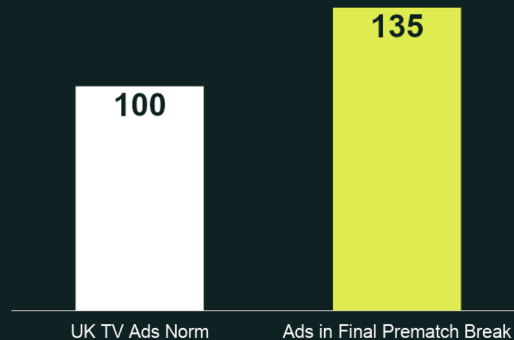
EIS INDEX VS UK TV NORMS



The ads benefited from being aligned with key events during the broadcast



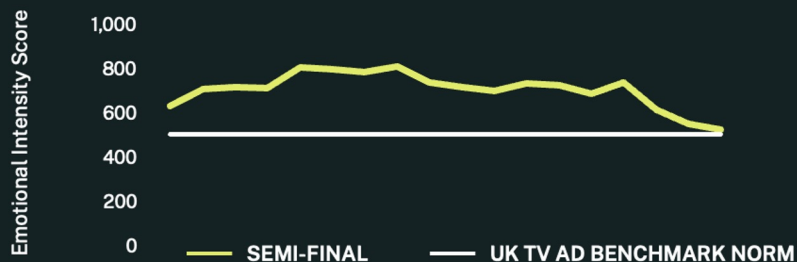
EIS INDEX VS UK TV NORMS



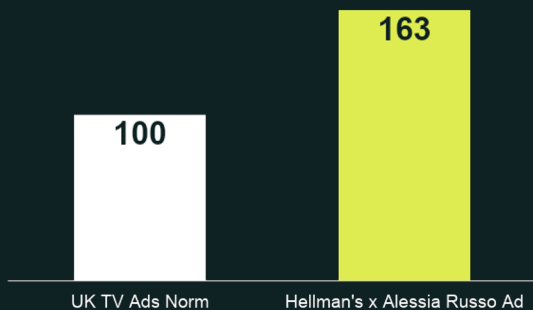
new balance

itv

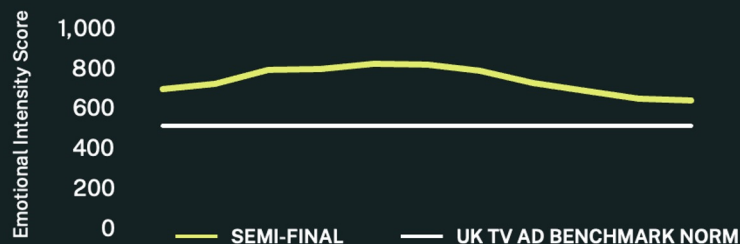
Contextually aligned ads such as the Alessia Russo & Hellman's creative far outperformed the norm



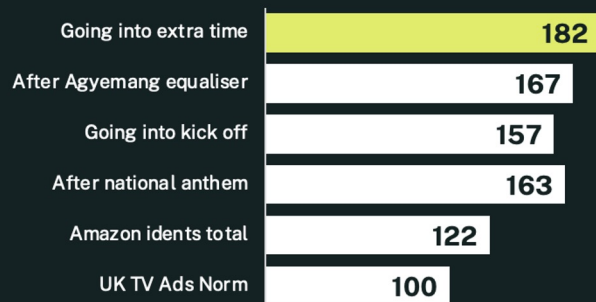
EIS INDEX VS UK TV NORMS



Amazon's idents inherited the emotion connection from being embedded within such an exciting game



EIS INDEX VS UK TV NORMS



Key Research Findings

1

ITV's coverage of the Semi-final and wider tournament achieved above average levels of engagement with our audience, scoring **22% above the UK TV norm.**

2

Within this, the quality of ITV's punditry was reflected by EIS **scores 48% higher than the UK TV norm.**

3

The match itself provided several unforgettable moments which were reflected by **off the scale EIS scores.**

4

Brands inherited the emotion of the match and broadcast with contextually aligned spots and the headline sponsor scoring particularly well in terms of EIS.



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**Don't just
sit on the
sidelines,
be part of
the action**

itv





FROM **itv**

itv SPORT

itv



**AD-FUNDED
ENTERTAINMENT**

SPONSORSHIP

PARTNERSHIPS

SOCIAL





“When you get taken so close to the action, you crave to see more. It is why Champions: Full Gallop is brimming with the potential to leave armchair viewers gasping at racing's omnipresent danger or bonding with the infectious characters – human and equine – who make the sport what it is”

DAILY MAIL

“This could be one of the best things that has ever happened to British Racing”

RACING POST

“I don’t know the full ins and outs of racing. But, honestly, I’m all in after that. It’s brilliant. I’ve watched a lot of the sports documentaries and the one thing I want to know are the things you’d never dream of seeing. That was a proper peek behind the curtain”

FORMER ENGLAND FOOTBALLER PETER CROUCH

“This gem from ITV (is) about the UK horse-racing calendar and the mad men and women who partake in it”

THE TIMES

“It's really exciting, it's exceptional and it's adrenaline-filled”

BROADCASTER VERNON KAY



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The National
Lottery & The
Big Football Day





itv

Google Pixel
& The Lionesses



itv

Pixel FC
Academy
& ITV Sport





AD-FUNDED ENTERTAINMENT



SPONSORSHIP



PARTNERSHIPS



SOCIAL



Our ongoing commitment to 'free-to-air-sport'



Key dates for your calendar



Split Screen PIP
Split Screen PIP
November

YouTube Packages
November



Airtime Packages
Airtime Packages
December

YouTube Packages
December

Social Packages
November

Descriptive Commentary
November



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