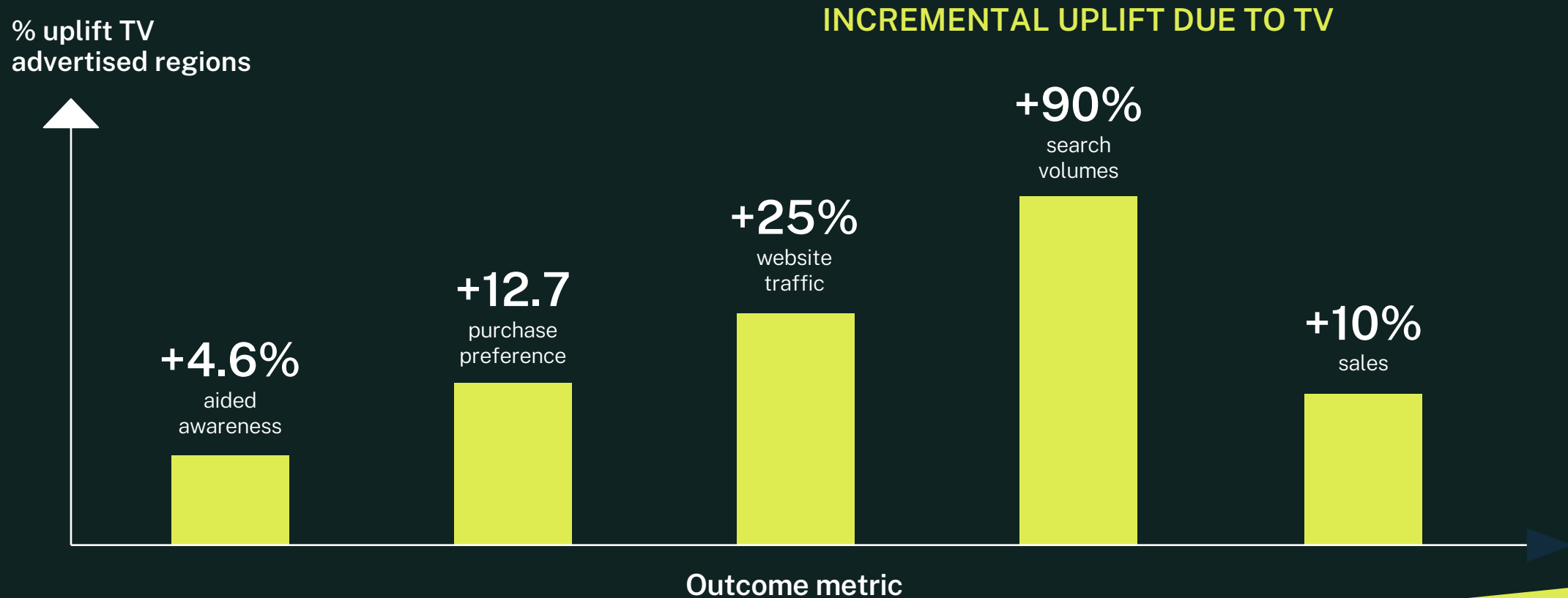




Why ITV?

Thirty GeoX since its launch demonstrates the short and long-term impacts ITV has on brands



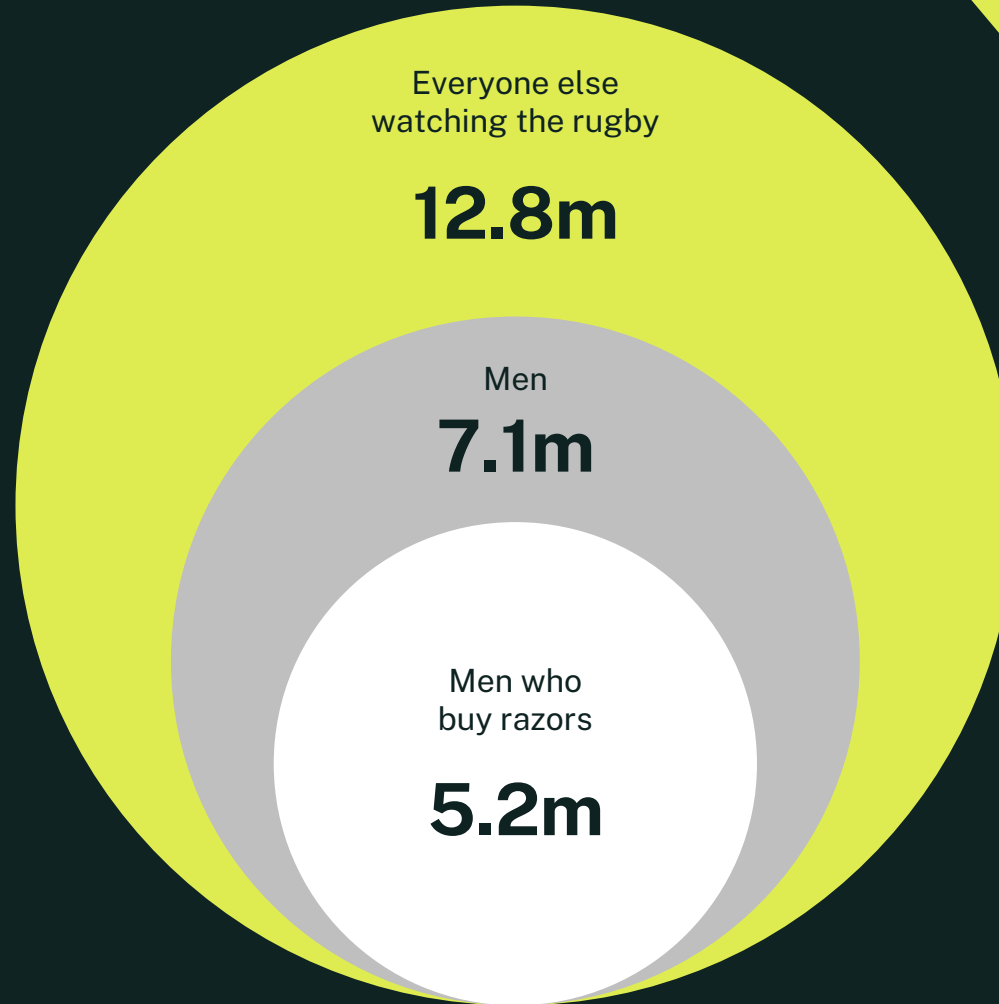
Source: ITV GeoX Results, averages



TV is fantastic value, giving advertisers bonus reach

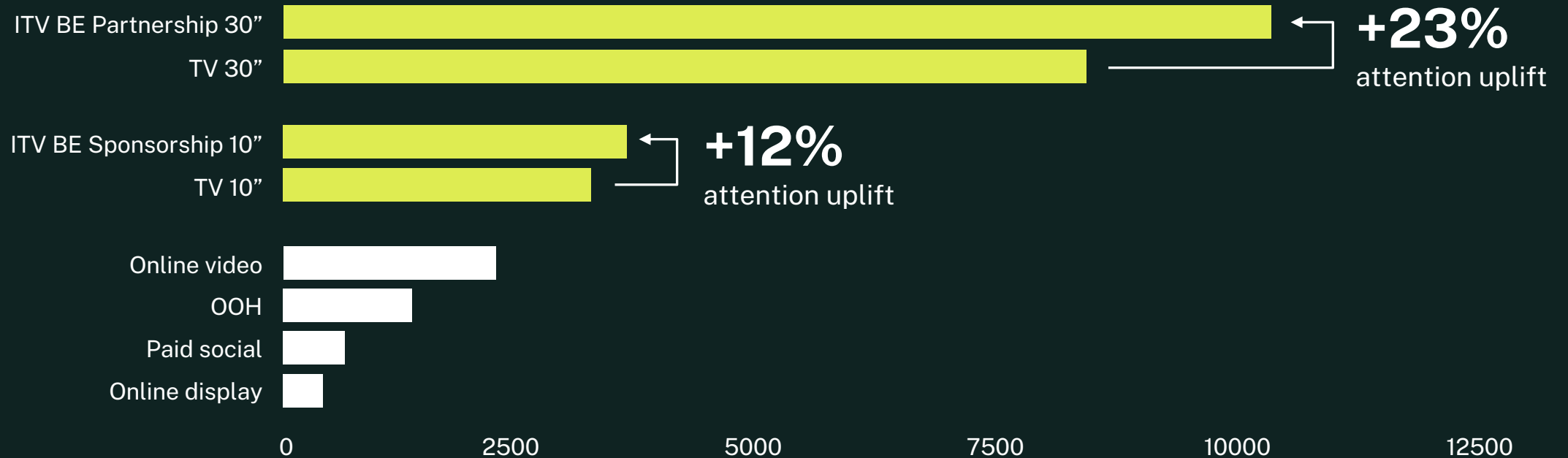
**YOU GET MORE
THEN YOU PAY FOR**

-  Rest of TV viewing audience, extra free reach
-  TV Traded audience, what you pay for
-  Brand's core audience



TV outperforms other media channels, with BE Studio facilitating even greater cut-through

ATTENTIVE SECOND PER 000 IMPRESSIONS (APM)

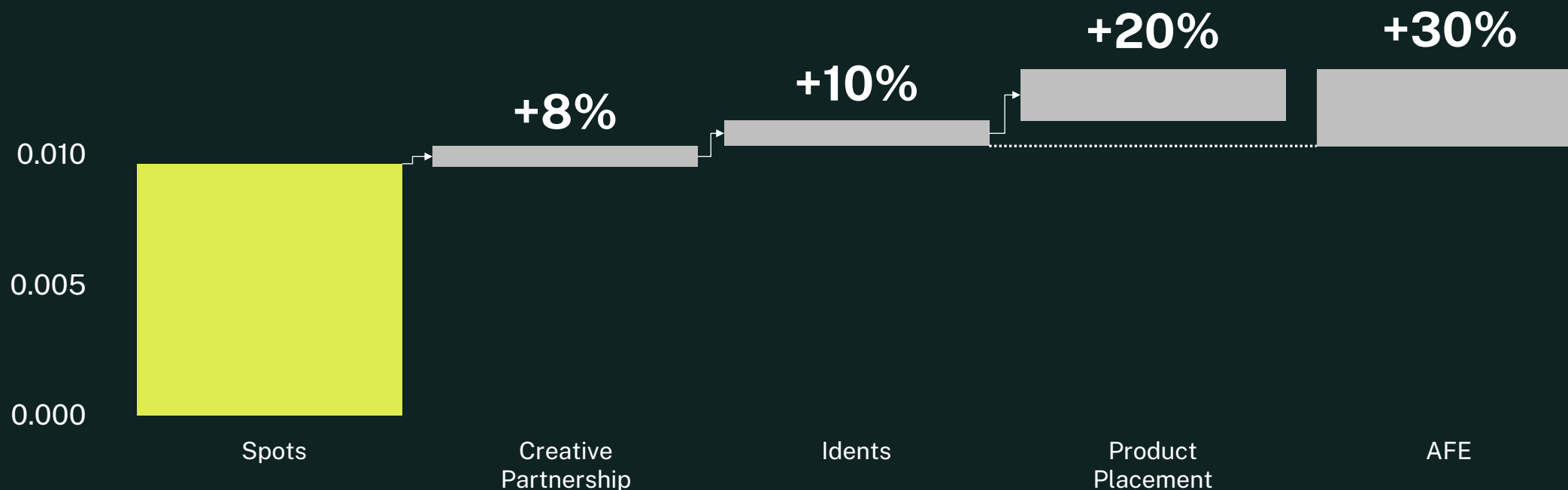


Sources: Lumen/TVision, Attentive Seconds per 1000 impressions, channel average



Immersing in fans' worlds influences choices and inspires action

CUMULATIVE UPLIFT FROM ADDING DEEPER INTEGRATIONS



Source: ViewersLogic aggregate "average" performance of TV formats and the likelihood of driving a web visit to an advertiser's website

Trusted Entertainment is ITV's superpower



6/10

Agree that association with the
ITV brand can make advertisers
seem more trustworthy