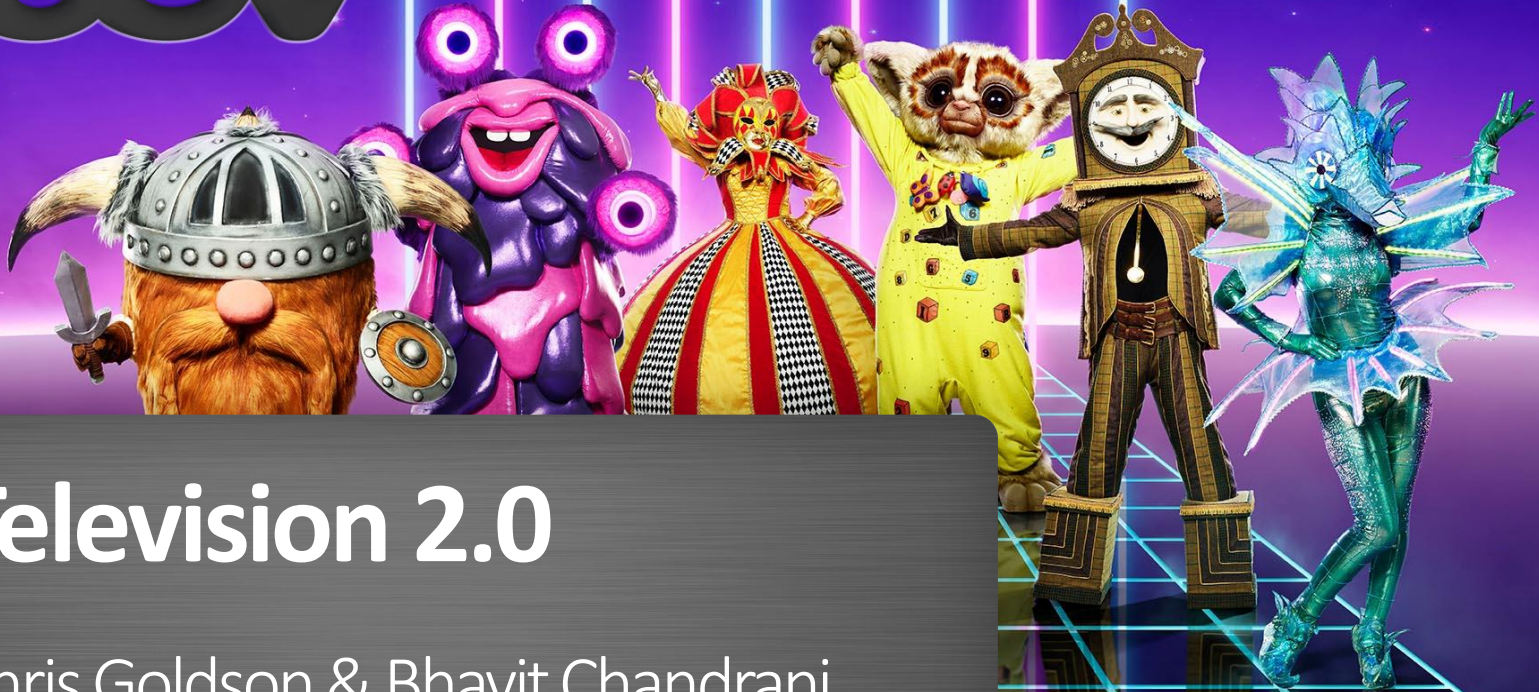


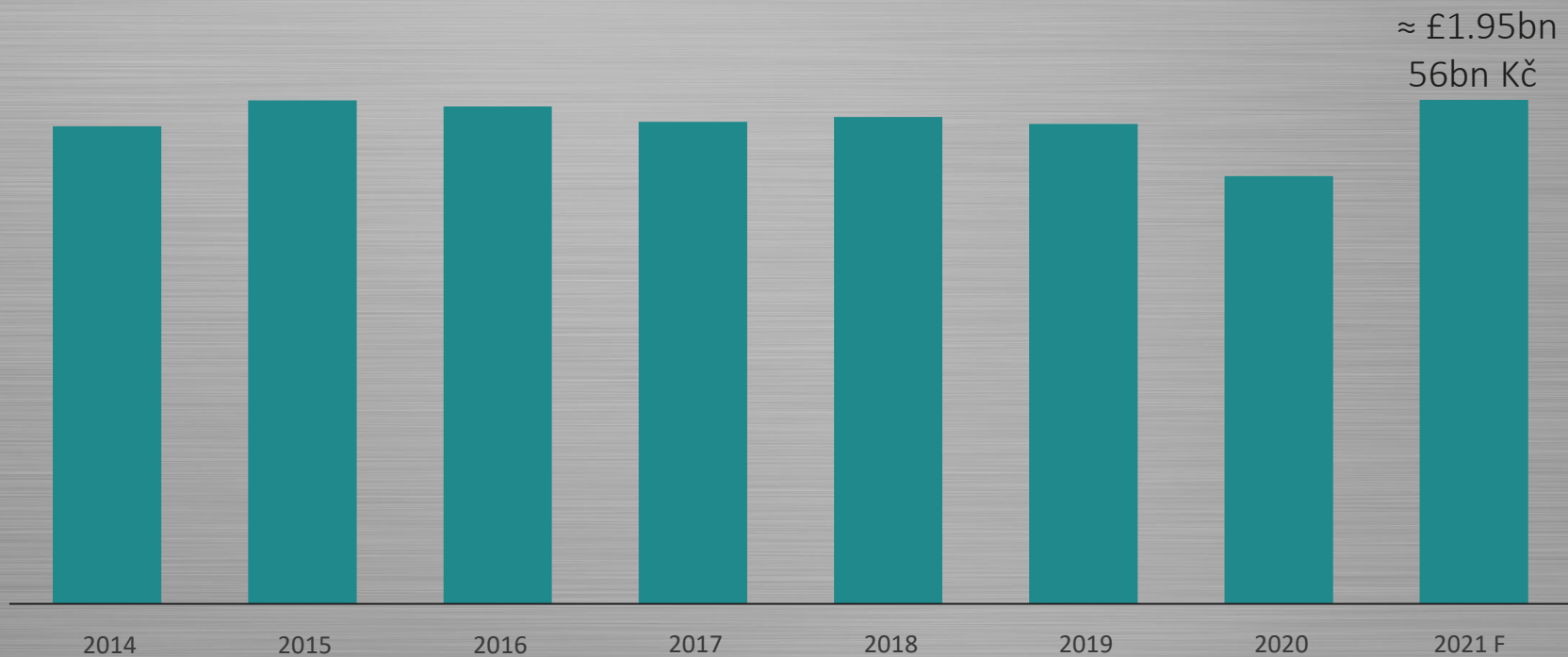
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# Television 2.0

Chris Goldson & Bhavit Chandrani

# 2021 on track to be ITV's largest ever ad revenue



# Renaissance of TV advertising

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

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# 1. Rediscovery

MICROBAN

LA ROCHE-POSAY



graze pukka



WHOLE Blends SHAMPOO BAR

## campaign

“Premier Foods credits TV advertising for sales boost”

## MarketingWeek

“P&G CEO pledges ongoing support for marketing as brand spend ramps up”

itv



Source: ITV data

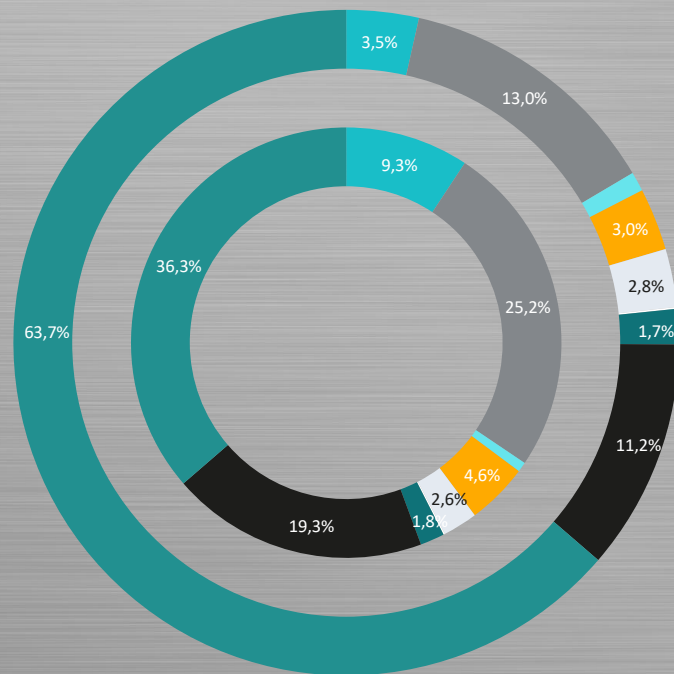
# TV accounted for 64% of our video day in 2020

## Average video time per day

All Individuals: 5 hrs, 16 mins

16-34s: 4 hrs, 54 mins

Source: 2020, BARB / comScore / Broadcaster stream data / IPA Touchpoints 2020 (lockdown) / Pornhub / Rentrak



### All Individuals / 16-34s

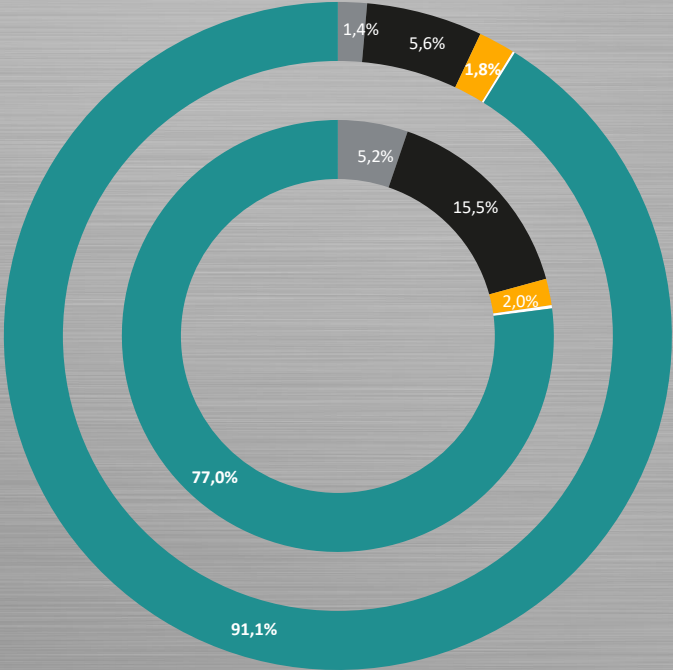
- Broadcaster TV 63% / 36.3%
- Subscription VOD 11.2% / 19.3%
- YouTube 13% / 25.2%
- TikTok 3.5% / 9.3%
- Other online video 3% / 4.6%
- Other adult video 2.8% / 2.6%
- DVD 1.7% / 1.8%
- Facebook 0.9% / 0.7%
- Cinema 0.1% / 0.1%



# Broadcast accounts for 91% of our video advertising day

Average video advertising time per day

All Individuals: 19 mins  
16-34s: 12.5 mins



Source: 2020, BARB / comScore / Broadcaster stream data / IPA Touchpoints 2020 / Rentrak \*TikTok ad time modelled at 2% of content time – the same as YouTube

## All Individuals / 16-34s

- Broadcaster TV 91% / 77%
- YouTube 5.6% / 15.5%
- Other online video 1.8% / 2%
- TikTok 1.4% / 5.2%
- Cinema 0.1% / 0.2%



## 2. Re-evaluation



Trusted, brand-safe environment



Flexibility for advertisers to buy late



Low-cost access to TV advertising during pandemic

Brands came for the value... but stayed for the results





# 3. Revitalisation: e-commerce and DTC brands

HARGREAVES  
LANSDOWN

  
Peanut

carwow

ParsleyBox

Boomin

noom®

MyTutor

CAFEPOD  
- CRAFT COFFEE -  
EST. LONDON 2011

depop

 GoDaddy

 ManoMano

HABITO

  
TOUCH  
NOTE

  
SQUARESPACE

  
qiwi

FREE NOW ✓

 PELOTON

box

intuit.

Etsy

Bionic

Butternut  
Box

Vinted

myBuilder.com

indeed



  
xero

  
tide

boohoo

SOSANDAR

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# 'Disruptor' brands have revitalised spend among incumbents

## DTC challengers



## Incumbents





Your bill compared to others with the same service and the same provider



ITV AdVentures: media-for-equity deals



NatWest

itv

BACKING

BUSINESS

# Helping Rosie perfect her recipe for success

Search NatWest Backing Business



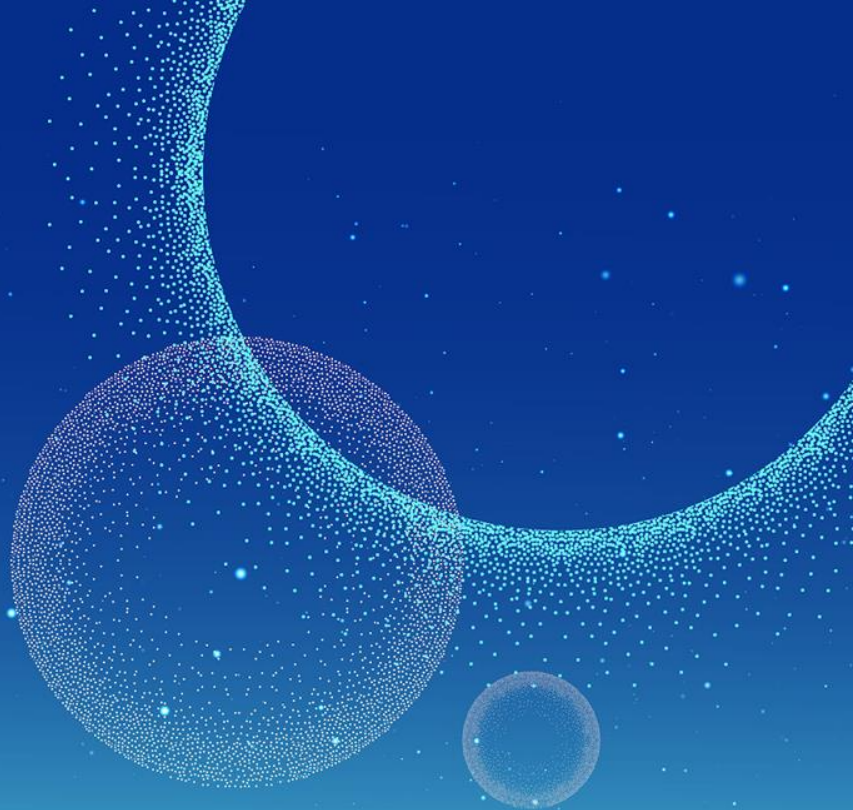


PLANET V

# 4. Reinvention

Introducing Planet V and  
Data Match

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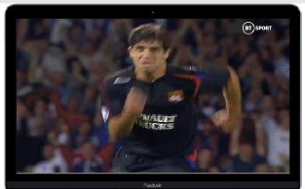


# The new programmatic platform that puts the very best data-driven, broadcaster media in your hands

- A European broadcaster first
- Premium, brand safe, award winning TV content
- Now accessed directly via a fully self-service programmatic platform
- Major strategic initiative for ITV



#TV #MUSIC #GAMING



Premium Content  
Content Partner

+



6-30" Pre-Roll Ad  
Brand Sponsor



Football on BT Sport  
@btsportfootball



One of THE best free-kick takers of his generation!  
Juninho Pernambucano was simply incredible!



Promoted by Adidas

Sponsored Tweet

Brand Sponsor pre-roll features before content in-feed on Twitter, served to sponsor's target audience



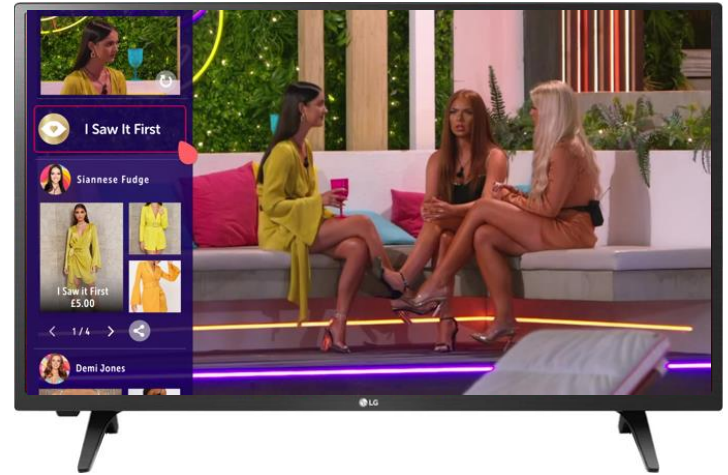
#NEWS #LIFEST



# THE TAKE AI



THE TAKE AI



# STUDIO 55 VENTURES BY ITV





META  
VISION

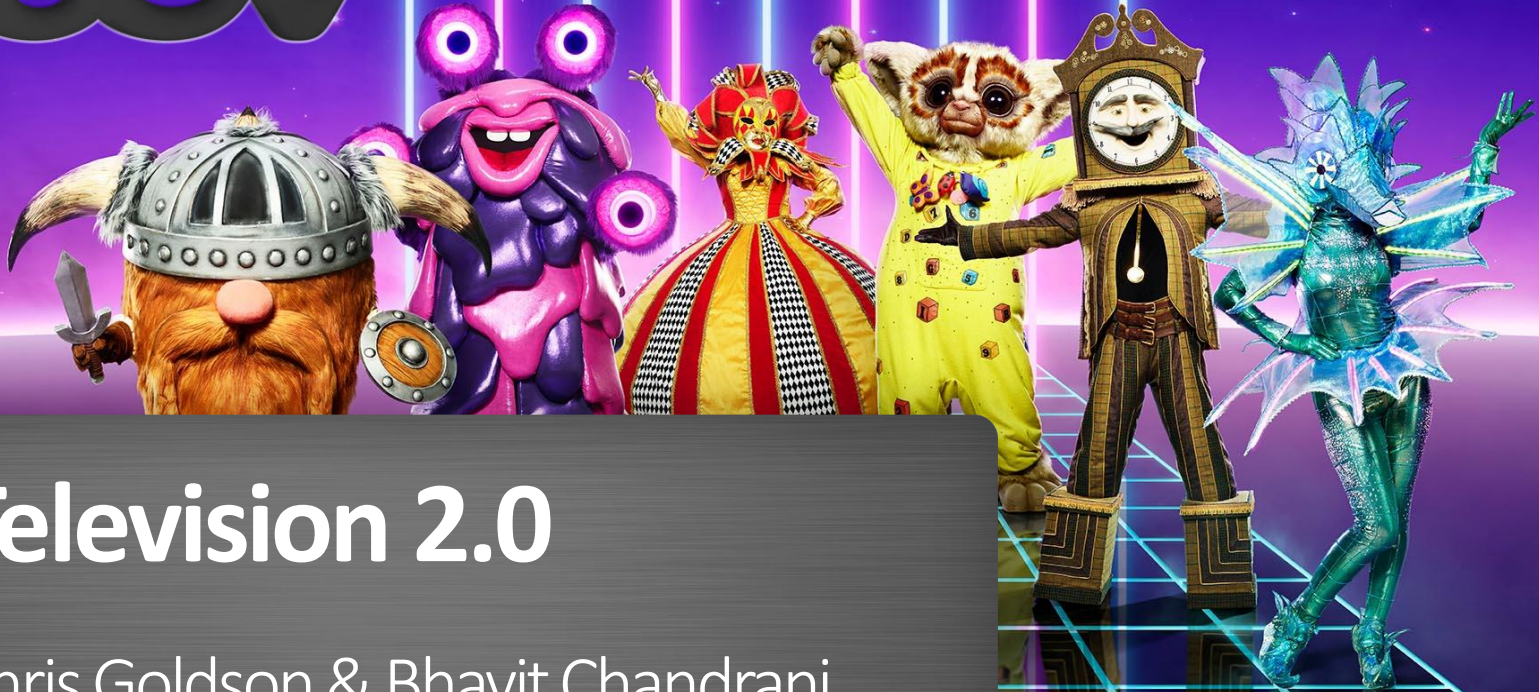
# TAKING BRANDS TO NEW WORLDS

# Live Tech Games

Mass, simultaneous, live and accessible



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