



**2008 REVIEW**

**2009 STATEMENT OF PROGRAMME POLICY**

## ITV1 Review of 2008

### Overall strategy and themes for the year

In 2008 ITV set out to ensure that high quality, original content production lay at the heart of our strategy. New, UK-produced programmes are what viewers expect to see on ITV1. We were able to meet these expectations, providing a point of distinction in a market crowded with imports and repeats.

As with any other year, popular success was closely linked to ITV's ability to generate a commercial return on the schedule and, in turn, sustain investment in UK production. With the economics of the digital, multi-channel age already with us, and as the economic downturn started to bite, our strategy had to focus on programming that enjoys popular success – perhaps more than ever before.

Nevertheless, our commercial objectives were achieved without sacrificing creative standards. The ITV1 schedule for 2008 demonstrated our commitment to high quality, well produced programmes that, taken together, provided something for everyone. The large majority of programmes shown on ITV1 were brand new to screen, made in the UK for the UK audience. Whether in drama, entertainment, factual, sports or news programmes, the common themes were quality and diversity within the schedule.

ITV maintained its position as the most popular channel in peak time broadcasting many of the most popular programmes anywhere on British television. ITV remained uniquely placed to deliver big audiences through high quality, popular programmes that bring the nation together for the big moments of shared enjoyment.

Overall investment in the network programme budget was maintained at around £800m, with the vast majority spent on original UK production.

At the heart of our strategy for 2008 was to continue to build on the many successes of 2007, whilst innovating and taking creative risks to keep the schedule fresh and appealing. In this vein, the ITV1 schedule saw the return of the hugely popular event shows *TheX Factor* and *Britain's Got Talent*, sitting alongside new, experimental dramas such as *Lost in Austen* and *Moving Wallpaper* which received critical acclaim.

ITV remained committed to putting strong storytelling and clear narrative into all its programming, regardless of genre, to ensure it was engaging, accessible and relevant. This included the use of strong casting and well known presenters and the tackling of topical and challenging subjects in factual and in drama.

Our strategy of seeking to deliver more variety within the schedule inevitably involved a degree of risk-taking. Some programmes worked better than others and alongside the few ideas that have not worked so well, there have

been a number of significant successes and new ideas that will be re-commissioned for 2009.

2008 saw to changes to the structure of the schedule. The first was the return of the *News at Ten*. Not only did this change result in two half-hour news bulletins in the peak schedule, it also created a new shape in peak time as a whole. This included an increased focus on the 9pm hour for drama. It also freed up the 10.30 slot which we used for high quality, acquired programmes and for same-week repeats of first run originations.

The second change to the structure of the schedule was to move *Emmerdale* and *Coronation Street* from Sunday evenings to week-day evenings. This freed up Sunday evenings for popular family entertainment such as *Dancing on Ice* and *Beat the Star*.

Beyond ITV1, ITV has sought to broaden the reach and appeal of the ITV family of channels to help enhance the ITV brand as a whole. By the end of 2008 the ITV family of channels had achieved a SOCI share of 42% with ITV's digital channels enjoying SOCI growth of 24% on 2007.

2008 was also a significant year in building ITV's presence online. Visitors to ITV.com increased by 270% since its re-launch in August 2007. Online services are not only important commercial opportunities for ITV, but represent exciting new ways of connecting viewers with ITV content that we will continue to build on alongside the main ITV1 channel in years to come. 2008 saw the integration of the Online business within ITV's Broadcasting division.

## **Tier 2 arrangements**

### **Independent Production**

Target 25%; achieved 40% qualifying independents

### **Originations**

Target 65% of overall output and 85% of peak time output must be originally produced or commissioned for ITV; achieved 87% all time; 96% peak

### **Out of London**

Target 50% of programmes in both volume and value must be produced outside the M25, excluding News, Acquired and Repeats; achieved 50.4% volume, 50% value

### **European**

Target 50% of overall output must be produced in the EC; achieved 89%.

## **The Programme Offer**

### **News**

ITV News continued to establish its position as a high quality, trusted and authoritative news service, providing an alternative to the BBC and Sky. The service provided viewers with accessible and informative coverage of all the year's major stories from around the UK and the rest of the world.

One of the highlights of the year was the return of *News at Ten*. Broadcasting in direct competition to the BBC's 10pm news, *News at Ten* provided viewers with an attractive alternative in this key slot. We are pleased that over the last few months of 2008 audience figures increased as viewers became familiar with the revised schedule together with improved inheritance from the programmes scheduled in the 9pm slot such as high quality dramas, and popular entertainment such as *I'm a Celebrity Get Me Out of Here*.

In addition to *News at Ten*, ITV continued to provide news bulletins throughout the day with half hour bulletins at 1.30pm and 6.30pm on weekdays plus bulletins during weekends.

ITV News was presented by one of the strongest teams working in broadcast news. Alastair Stewart and Katie Derham presented the lunchtime news while Mark Austin and Mary Nightingale continued as the main presenters of the evening bulletins. Sir Trevor McDonald, Mark Austin and Julie Etchingham presented *News at Ten*. The programmes were supported by a team of specialist correspondents in areas such as politics, business, home affairs, crime, sport and science.

Around the world ITV's senior correspondents covered the year's major international stories. This included: Neil Connery's coverage of the Myanmar cyclone where he was the first journalist to arrive at the scene; John Ray's (China Correspondent) and Bill Neely's (International Editor) coverage of the Chinese Earthquake; coverage of the US elections headed by John Irvine; Bill Neely's coverage of the war in Afghanistan where the UK has the largest number troops after the US; coverage of Russia's incursion into Georgia where ITV news was the first to broadcast from both sides of the front line; and Mark Austin presenting from Mumbai after the terrorist attacks there.

ITV News also continued its undercover reporting from inside Zimbabwe. In November the team broke the story of the cholera epidemic.

ITV's new China bureau covered the 2008 Olympics during which Mark Austin anchored the *News at Ten* from Beijing. ITV also continued its commitment to special news investigations with Lawrence McGinty travelling to the Arctic to report on the threat climate change poses to the polar bear.

In home news, ITV maintained correspondents around the country, including a team based in the North of England. The ITN news team continued to work in conjunction with ITV's regional news teams around the UK. This enabled

ITV to provide strong coverage from a number of locations, such as the Shannon Matthews abduction and the Rhys Jones trial.

ITV provided expert coverage of the credit crunch and economic slowdown with Daisy McAndrew, the new Economics Editor, providing viewers with detailed but accessible reporting and analysis. The political team, based in Westminster, provided coverage and analysis of the Government's response to the economic crisis, speculation over the Prime Minister's future and the crisis in confidence in the Speaker of the Commons.

ITV News has been recognised nationally and internationally. In February the ITV Evening News was again named News Programme of the Year at the Royal Television Society's Journalism Awards. ITV was the only UK broadcaster to be nominated for the International Emmy awards in recognition of Mark Austin's live anchoring from Zimbabwe. Neil Connery's reporting of the Myanmar Cyclone from the Irrawaddy Delta was also short-listed for a Foreign Press Association award.

### **Current Affairs**

In 2008, ITV met its licence commitment to current affairs, including the provision of 35 hours in peak time.

*Tonight with Trevor McDonald* continued to provide the foundation of ITV's current affairs offer, broadcasting in peak time and maintaining its position as the UK's most popular current affairs strand. Throughout the year, its 80 editions included in-depth investigations, campaigning journalism and analysis of stories with a high degree of public interest.

During 2008 *Tonight* devoted several editions to the credit crunch, as well as the banking and inflation crisis. Titles included *How Safe Are My Savings*, *The End of Cheap Food*, *Beat the Property Slump* and *Fuel's Gold*.

Other investigations included *Duchess & Daughters: Their Secret Mission*, in which the Duchess of York and Princesses Beatrice and Eugenie helped expose the poor level of care in state orphanages in Turkey. This was broadcast as the country continued to lobby to become part of the EU, despite concerns about its human rights record. In *Posh Hotels Undercover*, hidden cameras were used to expose poor hygiene and working practices. In a programme that attracted 5 million viewers, *A Rubbish Service* traced what really happens to our household waste once it's been sent for recycling.

Twice over the past year, *Tonight* has raised awareness of political and constitutional debates in an imaginative and eye-catching way. In *England v Scotland*, a referendum was held in the border town of Berwick-upon-Tweed to find out whether residents would be prepared to renounce their English citizenship in exchange for the greater welfare benefits enjoyed by their Scottish neighbours. A majority said "yes". In *EU Decide*, a second referendum was staged giving the people of Luton the opportunity to vote on the Lisbon Treaty: 63% voted against.

Other current affairs programming included *Repossession, Repossession, Repossession*, in which business journalist Jeff Randall dissected the debt crisis that has led to an alarming increase in the number of people losing their homes. In *The Iraq War By Numbers*, war correspondent Rageh Omar returned to the country to see what life was like exactly five years after the American and British-led invasion. And in *Madeleine, One Year On - Campaign For Change*, Kate and Gerry McCann told the full story of their daughter's disappearance, their subsequent arrest by the Portuguese police, and their appalling treatment at the hands of sections of the British media. The two-hour film also highlighted their campaign to introduce an US-style "amber alert system" throughout Europe, in the immediate aftermath of a child's suspected abduction.

The one-off documentary, made to coincide with the anniversary of the Jean Charles de Menezes shooting at Stockwell Tube, was postponed to allow legal proceedings to run their course.

## **Education and Social Action**

In 2008, ITV built on the progress made in 2007 to develop the range of our factual output and to raise our ambitions further into showing landmark programmes in prominent slots – providing a mixed peak time schedule.

Factual programming was rooted in quality journalism, telling important stories in an engaging way, from serious documentaries about issues that affected viewers' lives and reflected the world around us, to more light-hearted, personality-driven pieces. All of ITV's factual programmes were high quality, imaginative, accessible, relevant, and engaged audiences by linking into topical debates that resonated with their everyday lives.

Several peak-time shows tackled the ongoing public concerns about childhood, and indeed adult, obesity. *Britain's Biggest Babies* looked at why the country's babies are getting larger and investigated the theory that a nation of mothers with unhealthy diets are producing a nation of children loving similarly unhealthy food - who are being born big and are staying big. *Too Fat to Toddle* embarked on a brand new initiative – the first ever fat camp for under fives. There were no faddy diets or gimmicky methods of losing weight on offer – just common sense advice about eating less and moving more. And *The Duchess in Hull* saw Sarah Ferguson, The Duchess of York, move into one of the most deprived areas of the country and follow the life of an obese family, discovering along the way what facilities were available nationwide to tackle the issue.

*This Morning* continued to raise and debate many important and current social issues, often offering advice to viewers of all ages via its phone-ins. The issue of alcohol abuse was also tackled in *The Truth About Binge Drinking* in which, under strict medical supervision, former Liberty X singer Michelle Heaton set out to binge drink for 30 days to expose the full impact on health, relationships and work, that regularly drinking too much can wield.

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

- A new government campaign to make women over 30 aware of dangers of drinking
- Government proposals for 'opt out' organ donation
- Do people feel more or less safe if police carry weapons
- IVF in the context of changes to the Embryology Bill
- Whether single mothers have the right to investigate their new partners, in light of proposals to let women access the sex offenders register
- Dementia and euthanasia, in the context of the story of a young paralysed rugby player whose parents helped him commit suicide
- New proposals to combat binge drinking
- Whether it is responsible to educate your children about knives.

Anniversaries of key events brought new perspectives to key events and issues throughout 2008. *Life and Death* on the NHS – broadcast exactly 60 years after the National Health Service was formed – showed how it continues to save lives using the most modern techniques. *The Troubles I've Seen* – timed to coincide with the first outbreaks of sectarian violence in Northern Ireland 40 years ago – interviewed a number of well-known Ulster-born figures to discover what it was like to grow up amid the bombing and shooting. And *The Words of War* – shown on the 90<sup>th</sup> anniversary of the First World War Armistice – told the story of that tragic conflict through the letters, diaries, poems, and newspaper dispatches of the time.

ITV continued its proud association with the *Pride of Britain Awards*, screening a bigger awards ceremony than ever before, that recognised the extraordinary courage and selflessness that ordinary people show in their everyday lives. ITV's own award at this year's ceremony recognised the dedication and excellence of British teachers, following an extensive nomination and voting process throughout the individual ITV nations and regions.

The *ITV Teacher of the Year Award* was an important initiative in 2008. Viewers across the regions were invited to nominate exceptional teachers that have inspired students through their unique approach and commitment.

In October 2008 *X Factor* contenders recorded a single in aid of the charity Help for Heroes and the Royal British Legion that was launched in time for Remembrance Day.

## **Children's**

As outlined in the 2008 Statement of Programme Policy, ITV provided a reduced amount of Children's programming on ITV1 in 2008. Nevertheless,

we continued to show a range of children's programmes, including pre-school (*Jim Jam and Sunny*), drama (*My Parents are Aliens*) and factual (*Art Attack*) as well as entertainment (*Tricky TV*) and animation (*Supernormal*). A substantial proportion of children's programmes on ITV1 were originations. Children's programmes were scheduled across the year with most of these scheduled at weekends.

We also screened a number of films for children (see section below on feature films). The ITV1 children's offer was complemented by the CITV channel, which continued to flourish growing its share year on year. CITV is now the 4<sup>th</sup> highest ranking children's channel.

Children's programming on ITV1 is under significant pressure and continues to under-perform both commercially and in terms of viewer numbers. In 2008 audiences to children's programmes continued to decline – the average share of all children's programmes shown on ITV1 was 6.4%. Both the current economic downturn and the decline in the value of our licences are exacerbating this pressure. This makes it increasingly difficult to justify children's programming on ITV1 in its own right but also has knock-on effects to subsequent programmes in the schedule.

### **Religion and other beliefs**

In 2008, ITV1 provided a slightly reduced amount of religious programming. Nevertheless we maintained our commitment to a broad variety of subject matter that linked religious topics to the world around us.

Highlights included a one hour documentary, *The Vicar of Baghdad*, which profiled Anglican Canon Andrew White, whose parish lies in one of the world's most dangerous trouble spots, and who works with Muslim clerics to try to bring peace to the country.

*A Match made in Heaven*, looked at the trials and tribulations of young Muslims, Christians and Jews looking for love through religious dating agencies.

In the ten-part *Faith In the Frame* series, presenter Melvyn Bragg led a detailed discussion about some of the most celebrated and iconic religious works of art.

ITV broadcast two acts of worship: one at the start of Advent with the theme of forgiveness, the other Midnight Mass from Alder Hey children's hospital.

### **Drama**

High quality UK-produced drama was at the heart of ITV1's peaktime schedule. We set out to attract new viewers by providing a range of drama that provided something of interest for everyone. We aimed to build on the successes of 2008 with particular emphasis on running series in the 9pm slot.

The soaps continued to command large audiences with *Coronation Street* remaining the UK's most popular programme averaging 9.5m viewers across 2008. Beyond the soaps, returning favourites had huge success. *Lewis* and *Wild At Heart* were the 3<sup>rd</sup> and 4<sup>th</sup> most watched dramas broadcast on any channel in the first half of 2008. These were both returning series, which demonstrates their importance in providing familiar and fixed points in the schedule which encourages viewers to stay tuned in to watch new titles. Other popular returning drama programmes included *Poirot*, *Marple*, *Trial and Retribution*, *The Commander*, *Blue Murder* and *Foyle's War*. ITV also brought back a number of successful programmes which were launched in 2007, including *Kingdom* and *Primeval*.

Originality and innovation were themes running through a range of ITV1 drama in 2008. *Moving Wallpaper* and *Echo Beach* were a first in British broadcasting - the double drama. *Moving Wallpaper*, a stand-alone drama, was based on the set of a soap opera and starred Ben Miller as the egotistical producer Jonathan Pope. *Echo Beach* was the soap itself and was shown straight afterwards.

ITV also focused on expanding the range of styles and storylines with more contemporary drama in the schedule. *The Fixer*, a high paced crime thriller starring Andrew Buchan and Tamzin Outhwaite achieved critical acclaim. It returns for a second series in 2009 as state-sponsored hit man John Mercer continues his work on the dark side of the law.

Both *The Fixer* and *Moving Wallpaper* were notable for attracting younger viewers and both have been re-commissioned.

We aimed to build on the popularity of both classic and modern literary adaptations re-introduced in 2008. *He Kills Coppers*, Jake Arnott's epic follow up to *The Long Firm*, featured a stellar cast including Rafe Spall, Kelly Reilly and Maureen Lipman. It was a stylish crime narrative concerned with the moral legacy of Flying Squad corruption in 1960s London and the infamous murder of three Met officers. ITV's adaptations achieved great critical acclaim, helping to shift perceptions of ITV1.

The important Autumn season saw a run of shows demonstrating the quality and range of ITV1 drama. Guy Andrews' *Lost in Austen* was a beautifully filmed, time-travelling take on a literary classic – a new departure for ITV1. Monday night thrillers were a successful feature of the season: *Place of Execution* starring Greg Wise and Juliet Stevenson explored the disappearance of teenager Alison Carter which rocked the rural community of Scardale in Northumberland in the 1960s; *The Children* by Lucy Gannon starring Kevin Whately and Lesley Sharp was a provocative three part drama which explored the devastating effects of divorce on one family.

New drama shown on ITV1 in 2008 also included original treatments of modern life. *Harley Street*, a glossy new medical series and *Rock Rivals*, based on the stormy marriage of two judges on a TV talent show. While they

didn't deliver large audiences, they were important in sounding a different note amongst the darker crime dramas.

ITV1 drama featured some of the UK's finest acting, writing and production talent. On screen ITV successfully mixed established and familiar faces such as David Jason, David Suchet, Amanda Burton, Kevin Whately, Sean Bean, Caroline Quentin with younger/new acting talent such as Rafe Spall, Kelly Reilly, Andrew Buchan, Jemima Rooper, Gemma Arterton, Connie Fisher and Hannah Spearritt.

Newer writers like Guy Andrew and James Graham delivered for the network alongside more experienced names like Lynda La Plante and Ashley Pharoah.

ITV worked with a broad range of production companies. Kudos (*The Fixer*, *Moving Wallpaper*); Carnival (*Midnight Man*); Company Pictures (*Wild At Heart*, *The Palace*); La Plante Productions (*Trial and Retribution*, *The Commander*); Mammoth (*Lost in Austen*); Greenlit Productions (*Caught In A Trap*, *Foyle's War*) and ITV Productions.

## **Entertainment and Comedy**

### *Entertainment*

Throughout 2008 Entertainment continued to be a hugely significant part of the ITV1 schedule, enabling ITV to bring audiences together around big, mass appeal events. While the big hits can be a challenge to create, ITV succeeded in sustaining and consolidating the leading position of the big household name shows such as *X Factor* and *I'm a Celebrity* which continued to gain in popularity. *X Factor* audiences were up 18% in volume and 22% in audience share on 2007. The 2008 series proved to be the best ever averaging a massive 10.7m viewers – quite something for a five-year old show. *I'm A Celebrity*, with its best cast ever, also achieved a 5% increase year on year.

The smash hit of 2007, *Britain's Got Talent*, returned. 13.8 million people watched *Britain's Got Talent* final on ITV1, the highest viewing figure of any programme broadcast in the first half of 2008. It was the biggest rating for a non-sport show for a decade.

*Dancing on Ice* continued to delight - it was nominated for three RTS craft awards, and won in one. *Saturday Night Takeaway* returned with its seventh series.

We also returned the popular quiz formats *Who Wants to be a Millionaire* and *All Star Family Fortunes*. We also added a third: the successful revival of the much-loved TV classic, *All Star Mr & Mrs* which has been re-commissioned for a second series

ITV also continued to seek new ideas in order to offer the greatest possible range of entertainment formats. *Duel* was a high pressure game show that achieved modest ratings. While we have decided not to re-commission, will continue to experiment with similar formulae.

We continued our policy of bringing the world's greatest talent to the screen with *Divas II* and *Here Comes the Boys*. We also screened major shows with *Take That* and *Girls Aloud*.

In November a unique line-up of comedy giants took to the stage to celebrate the 60<sup>th</sup> birthday of HRH The Prince of Wales. These included Rowan Atkinson, Bill Bailey, John Cleese, Jon Culshaw, Joan Rivers and Robin Williams.

*Britannia High* was an original idea blending drama with entertainment to create great family viewing, although the audience figures were not what we hoped. For the first time we showed the 1<sup>st</sup> episode the week before on itv.com which went some way to attracting new viewers. We also broadcast a documentary programme on the red button immediately afterwards.

### *Comedy*

2008 was the year in which comedy really bedded down as a core part of the ITV1 schedule. Comedy is always difficult to get right but we are broadly pleased with the results which broaden the offer and appeal of ITV1. Building on experiments in 2007, ITV now has a comedy "backbone" consisting of situation comedy in the shape of *Benidorm*, stand-up - *Al Murray* and chat – *Harry Hill's TV Burp*, all of which achieved excellent ratings in 2008.

*Benidorm* received both National Television and TV Quick Awards for best comedy. *Harry Hill's TV Burp* is now established as one of ITV's most popular entertainment shows.

*Headcases*, a satirical 3-D animation series went to air and was successful enough to be re-commissioned for a 2<sup>nd</sup> season in 2009.

Comedy drama was also a key strand of the ITV1 schedule. This included *Bike Squad*, a one-off piece written by *Drop the Dead Donkey* writer Guy Jenkins and *Clash of the Santas*. *May Contain Nuts*, based on John O'Farrell's novel about pushy parenting, will be going out in spring 2009.

### **Arts**

The *South Bank Show* continued to be the centrepiece of ITV's arts coverage and enjoyed another successful year. Its eclectic range and ability to cover subjects catering for a wide variety of tastes and interests is demonstrated by a sample of 2008's programmes covering subjects as diverse as: in popular music The Streets and Billy Joel; from stage and screen Kevin Spacey, James Bond and Robbie Corbett; and from the literary world Gore Vidal and Sarah Waters.

We continue to look for arts programmes that are capable of attracting mass audiences. For example, we broadcast a programme in peak which explored the 10 years of musical background to the hit musical, *Mamma Mia*. This programme had exclusive access to all the key actors in the film, musical and to Abba themselves.

The *South Bank Show* awards again honoured the year's best arts talent, including theatre, opera, film, television, literature, popular music and visual art. The outstanding achievement award was presented to JK Rowling by Lord Attenborough and this year's awards promise to be even better.

*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. It also looked at a more unexpected tradition of writing in the country – a hidden hoard of diaries, letters and memoirs, written by ordinary people.

Finally, the story of the First World War was told in a special programme marking the 90th anniversary of the end of the conflict. *Words of War* drew on a rich variety of source material, including letters, diary extracts, contemporary satire, poetry and songs which were woven together with archive footage and photography.

## **Feature Films**

While feature films are not one of the core elements of the ITV1 schedule, during the year around 400 films were shown across the different dayparts. Film premieres in 2008 included *Constantine*, *Harry Potter and the Goblet of Fire*, *Shaun of the Dead*, *King Kong*, *Charlie and the Chocolate Factory* and *Nanny McPhee*. Other films shown included *Van Helsing*, *Wimbledon* and *You've Got Mail* plus a number of films of particular appeal to children including *Casper*, *Free Willy*, *Babe* and *Beethoven*.

Together these catered to a wide range of interests and attracted a broad audience to the channel.

## **Sport**

2008 was another year of great significance and success for sport on ITV. ITV1 broadcast a wide variety of premium sporting events including the UEFA Champions League, England football internationals, Euro 2008, and the Formula 1 World Championship. These events helped deliver mass audiences to the channel and went some way to demonstrate that live, free-to-air sports coverage can cut through in a very fragmented market – bringing viewers together behind the shared experience of a live event.

Again we worked hard to make the events and presentation entertaining and informative to appeal equally to both diehard and occasional fans. Our coverage included well known and respected presenters such as Steve Rider

and Craig Doyle, explanatory features and graphics and expert analysis to guide viewers through the intricacies of the sports.

The UEFA Champions League provided plenty of excitement, with two British teams, Manchester United and Chelsea, meeting in the final for the first time. The game was watched by a peak audience of 14.6 million – making it the most watched sporting event of the year. Despite the lack of involvement of home nations, ITV's coverage of Euro 2008 did well too, with audience figures for some games peaking at over eight million viewers and games consistently attracting over 20 percent of the available television audience. Such viewer interest demonstrated the increasing global appeal of football.

2008 also saw the launch of ITV's coverage of the world's most historic football competition, The FA Cup. For the first time ever, coverage of the initial extra-preliminary rounds was broadcast on ITV.com before the first and second rounds kicked off in November, live on ITV1. ITV Sport ensured that these early rounds, featuring non-league and lower league teams, were given the same volume and quality of coverage that would be experienced when the Premier League teams enter the competition.

We also launched a return to England's football internationals broadcasting the National team's first competitive home game under new manager, Fabio Capello, against Kazakhstan. In addition to the qualifying campaign for the 2010 World Cup, ITV also broadcast coverage of an international match against Germany in Berlin and agreed a deal to show highlights of matches not broadcast live on free-to-air television.

ITV enjoyed a spectacular final year to its coverage of Formula 1. Following his trailblazing arrival to F1 in 2007, young British superstar Lewis Hamilton was engaged in a hugely exciting battle for the world championship with Ferrari's Felipe Massa. The race for the title came down to the final race in Brazil where, in a rain soaked final lap, Lewis Hamilton secured the fifth place he required to become the youngest ever world champion. For the second successive year, ITV Sport's coverage of Formula 1 was the recipient of a BAFTA award – for coverage of the 2007 Canadian Grand Prix.

Over seven million viewers tuned in to watch ITV Sport's critically acclaimed coverage of the 2008 Boat Race. The extensive outside broadcast operation demonstrated ITV's continued commitment to technical excellence with over 28 land-based cameras and a further eight water and airborne cameras used to transmit coverage of the race, which was won by Oxford in appalling weather conditions.

Having broadcast a number of boxing matches on ITV4, ITV1 was also able to broadcast live coverage of boxer, Carl Froch's win over Jean Pascal to secure the WBC super-middleweight world title. ITV's coverage included analysis from renowned experts such as Barry McGuigan, Duke McKenzie, and John Rawling.

## **Off Peak**

## *Daytime*

Daytime continued to be a key priority for ITV1 in 2008. We set out to build on improved performance we had achieved in 2007 by changing the architecture and introducing a number of new programmes.

To provide consistency and familiarity for viewers, the mornings remained the home of chat and lifestyle. In this vein the schedule returned much loved brands: *Jeremy Kyle*, *This Morning* and *Loose Women* across the whole year.

In the afternoons our focus was on broadening the audience. The afternoon schedule blended factual, drama and entertainment, designed to suit the needs of a wide range of viewers and provide strong inheritance into the early evening. Several new afternoon brands were introduced in 2008, including *House Guest* and *Spin Star*, both of which played to solid audiences. Many of the strands introduced for the afternoons in 2007 returned, including *Golden Balls*, *Britain's Best Dish* and the *Alan Titchmarsh Show*.

We had varied success with the 3.30pm to 5pm slot. We experimented with drama repeats from 4pm to 5pm but are now looking at more originations in this slot. January saw the launch of a new daytime soap, *The Royal Today*, which was shown at 4pm but viewing figures were not what we had hoped and so the drama was moved to 3.30pm. We are also scheduling more factual in this slot, for example *Rosemary Schragers' School for Cooks*, also an originated programme.

December 2008 saw a first in the daytime schedule: the showing of *Evacuees Reunited*, fronted by Michael Aspel, at 5pm. This exploration of social history told the personal stories of a number of evacuees, tracing back the stories of their lives. We showed five episodes and are considering further similar programmes in this slot.

At weekends we focussed on serving the broadest audience while providing viewers with consistency in the schedule. The weekend schedule comprised a wide range of films, much-loved ITV1 drama repeats and opportunities for viewers to catch up on key ITV1 peak time shows.

The late night schedule largely featured repeat and acquired material. For example, in the midnight slot we scheduled *Nightwatch*, a series of programmes from our regional archive which has proved popular.

## **Additional Matters**

### **Programmes reflecting the lives and concerns of different communities and cultures**

In 2008 ITV1 continued to reflect the lives and concerns of its viewers throughout the UK by showing programmes that have a strong sense of regional setting and portraying life in different communities. Some 50% of

UK produced programmes (which make up the vast majority of the ITV1 schedule) are commissioned from outside the capital. In addition to *Coronation Street* and *Emmerdale*, which are both very much rooted in their regions, a number of dramas in 2008 reflected different communities in the UK. Examples include *Doc Martin* (West Country), *Kingdom* (Norfolk), *Echo Beach* (Cornwall) and *Lewis* (Oxford). *Written Britain* celebrated the beauty and diversity of the British landscape through the written word.

The ITV1 schedule has also reflected the ethnic diversity of the British population. In 2008 we achieved the objective of ethnic representation on screen broadly matching the UK population profile. This has tended to be through incidental characters and storylines within mainstream programmes, rather than niche programming attempting to cover ethnic diversity in standalone pieces. For example, *Coronation Street* continues to deliver strong storylines for its regular, minority ethnic characters. The latter half of 2008 saw the beginning of a strong storyline around Dev's businesses and romantic life, and the introduction of a new Asian family into the Street. During 2008 the show also featured a wheelchair user in a number of episodes in a guest role.

The *X Factor* featured a number of contestants from minority ethnic groups, including the winner, Alexandra Burke. In fact, the documentary series *A Match Made in Heaven*, went behind the scenes in three of the most popular religious dating agencies, exposing the reality of modern-day dating for Britain's young Muslims, Jews and Christians.

At the end of 2008, the smash hit *I'm a Celebrity* cast was not only ethnically diverse but also gender balanced including a number of gay and lesbian participants. February saw *Emmerdale's* first civil partnership between two gay men.

In daytime, items on *This Morning* regularly reflected the concerns of society. In 2008 items included: Alison Hammond meeting Sister Frances who dedicated her life to fundraising for the provision of care for children with a life limiting illness. During the Wonder Woman slot, Alison also met Nina Barough who has helped raise more than £13 million for breast cancer charities. The hosts also talked to woman badly affected by postnatal depression.

### **Access services for deaf and hard of hearing, and blind and visually impaired viewers**

ITV has continued regular dialogue with relevant charities and interest groups about its provision of access services during the course of the year, including the RNIB and RNID. ITV has also been involved in the setting up of the British Sign Language Broadcasting Trust.

ITV exceeded all its access service requirements in 2008, including subtitling, audio description and signing, ensuring that programmes were as accessible as possible to all viewers.

Almost all the ITV1 schedule is subtitled, including all programmes in peak time. Audio description was provided for many of ITV's dramas, where there is greatest value to viewers.

During the course of the year, ITV has also continued to improve the provision of subtitling on its digital channels, ensuring that brand extensions of ITV1 programmes (e.g. *The Xtra Factor*) have all carried subtitles. There has also been a drive to deliver more subtitling in peak time on the digital channels, particularly on ITV3.

ITV, in conjunction with other broadcasters and the RNIB, participated in the hugely successful co-ordinated on-air awareness campaign for Audio Description which has encouraged more people to take up the service.

### **Repeats**

ITV does not have a formal repeats policy. The bulk of the ITV1 schedule consisted of first run original programme. Some drama repeats were shown in the afternoons, late at night and at weekends but the peak time schedule was made up almost entirely of new UK originated programming.

### **Interactive and text based services**

As our audiences move online, we have worked to move with them, continuing to entertain while taking advantage of new technology to allow viewers to be content creators, as well as consumers. The common thread through all that we do is the ability to engage people in large numbers nationally and locally, through entertainment, drama, comedy and news.

2008 was a golden year for ITV.com. Visitors to the site have increased by 270% since its re-launch on August 2007. Video consumption has exploded on the site, driven in part by the success of popular programmes on ITV1. For example, page impressions for the *X Factor* section were up 267% on 2007. *I'm a Celebrity* has seen a 211% increase in video views compared to 2007. ITV Player, the 30 day catch up services, has also seen a rapid rise in users with the average number of plays per month increasing by 251% since the start of the year. Viewing of catch up content has been evenly spread across the genres, with key titles from the soaps, drama, entertainment and comedy all featuring in the list of most popular videos.

Viewers were also given the chance to have direct input in programmes. We worked hard to ensure that this happened in a way that treated viewers fairly at all times by building reliable, compliant systems. *X Factor* voting ran at twice 2007 levels. Activity behind the Red Button also flourished, with a rise this year since April of 45%, to 3.2 million users.

## **Promotion of media literacy**

ITV sought to ensure that it provided viewers with clear information about the content of programmes, through programme listings and, where appropriate in on-air announcements.

With the continued growth of [www.itv.com](http://www.itv.com), ITV recognised the importance of providing viewers with information about the programmes they chose to watch online. ITV's guidance mechanism continued to be popular with viewers, providing them with information about the content of the programme, warnings if material might be unsuitable, and allowing activation of PIN protection to avoid children being able to access programmes originally broadcast after the watershed.

ITV continued its involvement in a number of groups concerned with media literacy, including the Broadband Stakeholders Group and ATVOD. In addition, ITV continued to support the work of Media Smart, the service provided to schools to help children understand how advertising works.

## **Public input**

ITV's Viewer Services handled comments and complaints from viewers, all of which were dealt with as appropriate by both viewer services and compliance teams. Viewer feedback is taken seriously by the programme teams and is made available to all staff via the ITV intranet so that the whole company is able to see how viewers have reacted to programmes.

ITV also carries out regular audience research through a regular large scale survey to canvass opinion on ITV programmes and on-screen talent which helps inform the commissioning and production process.

## **Training**

Economic realities and advances in technology mean that 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.

However, we remained involved in several training initiatives designed to increase the number of skilled people in our industry. For example, we contributed £230,000 to the Skillset TV Freelance training fund and made a significant contribution to the Nations and Regions Production Fund.

2008 was 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 last year of the Fund, thirteen executive producers took part in the Executive Producer Scheme, attending monthly master-classes from ITV's senior commissioning, commercial and consumer teams.

We also continued to run training programmes for all staff working on ITV productions to address the problems that arose in relation to trust and compliance in 2007.

## **Draft Statement of Programme Policy 2009**

### **Overall strategy and themes for the year**

High quality, UK originated content will continue to lie at the heart of everything ITV does. ITV1 will continue to be the destination channel for new, UK-made content – it is what viewers expect.

There is little doubt that the impact of the economic downturn will be severe in 2009 with significant falls in advertising revenue forecast. The twin challenges of achieving creative success while generating a commercial return in this climate will be huge.

However, the large majority of programmes shown on ITV1 in 2009 will continue to be brand new to screen, made in the UK for a UK audience. ITV will remain the leading commercial broadcaster investing in original UK content across a range of genres. In the context of an increasingly competitive market, together with the economic downturn, this is a very significant commitment – but one we believe is essential to deliver the programmes that audiences demand.

The ITV1 schedule in 2009 will feature some of the very finest acting, writing and production talent working in the UK today.

We will still endeavour to provide high quality and diversity within the schedule. Despite audience fragmentation, viewing habits in 2008 demonstrated the continuing popularity of big TV events. ITV will aim to bring viewers together for more “must see” TV experiences across the genres in 2009.

A core part of ITV’s programme policy for 2009 will be to build on the successes of 2008, whilst endeavouring to keep the schedule fresh and appealing. At the same time, due to the severe financial pressures we face, we are having to re-engineer the schedule in order to achieve a better return on our investment. This will involve a shift in the programme mix towards entertainment, a genre which has always been the cornerstone of the ITV schedule. However, we are also committed to long-running and continuous drama as well as factual properties that are returnable in future years. Building on the successful move of entertainment to Sunday evenings, we also plan to trial showing more entertainment on weekday evenings.

2009 will be the year that ITV1 becomes the destination channel for football – the Nation’s favourite sport. Our football portfolio will include live England internationals, Champions League and The FA cup matches – until 2012.

Finally, ITV will continue to work to restore trust on broadcasting after the revelations that affected the whole sector in 2007 and 2008.

## **Tier 2 arrangements**

### **Independent production**

ITV will seek to meet its obligation to source 25% of qualifying programmes from the independent sector.

### **Originations**

At least 65% of the schedule overall, and 85% of the peak time schedule will be original commissions.

### **Out of London**

ITV will commission at least 35% (by value and volume) of original UK network commissions from outside the M25.

### **European**

At least 50% of the ITV1 schedule will be made up of programmes of European origin.

### **Significant Changes**

In line with its licence obligations ITV has consulted with Ofcom over proposals with respect to both its children's programming and religious programming output for 2009 which Ofcom might regard as involving significant changes. Details of these proposals are set out in the relevant sections below.

## **The Programme Offer**

### **News**

High quality national and international news, produced by ITN, will continue to occupy a place at the centre of the ITV1 schedule, providing competition to output from the BBC and Sky.

One year on from its return, *News at Ten* will continue to be the jewel in the ITV News crown. The programme will continue to provide an attractive alternative to viewers with a news programme that is authoritative and engaging. While Trevor McDonald announced his retirement from *News at Ten*, the programme will continue to be presented by an experienced team, well known to viewers in the shape of Mark Austin and Julie Etchingham. We are planning to introduce a number of innovative new ideas for presentation as well as using Mark Austin and Julie Etchingham on location.

In addition to *News at Ten*, ITV will continue to provide news bulletins throughout the day, with half hour bulletins at 1.30pm and 6.30pm on

weekdays, and bulletins during weekends. Lunch time news will continue to be presented by Alistair Stewart and Katie Derham, with Mark Austin and Mary Nightingale presenting the Evening News at 6.30pm.

Despite the restructuring to ITV regional news, news gathering capacity in the regions remains strong. The restructured regional news service will continue to work in conjunction with a number of ITV national news bureaux around the UK to ensure that the major stories from around the UK are covered wherever and whenever they happen.

Internationally ITN will maintain bureaux in key locations around the world – in Tel Aviv, Brussels, Beijing, Johannesburg and Washington DC. ITV will also ensure it has access to agency pictures to supplement its own material.

In addition to a highly experienced and respected presenting team, specialist correspondents will contribute to ITV News programmes, including in the areas of economics, politics and science.

Special attention will be paid in 2009 to the first few months of Barack Obama's US Presidency, and the volatile nature of UK politics as we approach the next General Election.

## **Current Affairs**

ITV will meet its licence commitments to current affairs in 2009, including programmes in peak time. ITV current affairs will seek to explore issues that matter to a wide range of viewers in an engaging and accessible way.

*Tonight* will continue to form the backbone of ITV1's current affairs offer, providing a combination of consumer-led stories, investigations and analysis of topical events. *Tonight* will remain at the heart of peak and we expect it to continue as the most popular current affairs programme on any channel. The roster of reporters, including Sir Trevor McDonald, Fiona Foster, Jonathan Maitland and Morland Sanders will continue to bring in-depth reports, exclusive interviews and agenda-setting investigations.

Beyond *Tonight*, ITV will seek to cover a range of other topics relevant to current events. *In the Line of Fire* is a two part series given unprecedented and unique access to the Metropolitan Police's elite firearms unit - MET CO19 – during a year that gun crime in the Capital continued to rise.

*Doctors And Nurses At War*, will follow NHS trauma surgeons, paramedics and nurses who have volunteered for three-month's service with the British Army in Afghanistan. It will reveal the tension and drama of one of the world's busiest emergency wards, but it will also show the professionals learning how to deal with injuries and medical dilemmas in the middle of a warzone.

*Dishing the Dirt* explores varying and sometimes shockingly low standards of hygiene in food outlets - from restaurants to theme parks to cruise ships.

We will also show a three-part series on Holloway Prison, the largest women's prison in Europe. Filming over 6 months to explode tabloid myths – showing what it's really like.

## **Education and Social Action**

2009 will see the launch and development of the cross-industry and government campaign to improve the nation's health and fitness. As a founding member of the Business4Life movement, ITV will be supporting the Change4Life campaign both on-screen and online.

Early in 2009 ITV will be running a national on-screen campaign to encourage viewers to pledge to lose weight, eat more healthily and take more exercise. Launching with a big entertainment event in January, *The Feelgood Factor* will run for eight weeks nationally and regionally, tracking viewers' progress in meeting personal pledges to lead healthier lives. It will be supported by ITV's most popular shows and their stars, complemented by a major online support campaign at [www.itv.com](http://www.itv.com), a peak-time show at the midway point, and ending with a final Saturday evening show in March.

In a more direct and personal account of obesity, the well-known actress Claire Sweeney, will explore the true nature of being fat in Britain today. *Claire Sweeney: My Big Fat Diet* will see an initially fit and healthy Claire attempt to pile on the pounds to discover for herself the personal and social consequences of being overweight. She will be advised by doctors on the effects of weight gain and how this could affect her health, which will be regularly monitored throughout filming.

*The Truth About Beauty* will draw attention to society's obsession with looks and uncover the dangers of always wanting to look better, thinner and younger. Three celebrities will explore just how women attempt to achieve physical perfection and each will undergo an enlightening journey to discover the true price of beauty, including a look at the influences on impressionable young girls.

The natural world will be an important focus for several new programmes in 2009. *Billy Connolly: Journey To The Edge Of The World* will see the comedian embark on a rare and remote journey through the treacherous Northwest passage from the Atlantic to the Pacific made possible by the fact that climate change now means that, for a few weeks in the summer, the ice recedes and makes the crossing more accessible.

In *Storm Rider*, award-winning film maker Chris Terrill goes into the heart of the world's greatest storms to explore the unique human experiences that they throw up. Without a film crew in tow, Chris will very personally risk his life in three different situations: chasing storms with thrill-seekers; experience life with communities in the path of tempests; and learn from people who work with extreme weather on a daily basis.

A landmark documentary series for ITV will see the well-known actor Martin Clunes embark on an epic journey around the coast of Britain. In *Martin Clunes: Islands of Britain* the nation will learn about the stunning, wild, curious and culturally diverse islands which amount to at least 1,000 in total.

ITV's twice-weekly flagship current-affairs series, *Tonight*, returns in 2009 to celebrate its 10<sup>th</sup> anniversary, continuing to bring in-depth reports on topical social issues. And *Jeremy Kyle* will continue in 2009 to encourage people to confront the impact of their behaviour on their families, friends and wider society and to recognise their personal responsibilities across a wide range of often controversial and compelling issues.

## **Children's**

In the autumn of 2008, prior to preparing the statement of programme policy, ITV approached Ofcom regarding a proposal to reduce the amount of children's programming on ITV1 in 2009. This reduction is necessary in the light of the acute economic pressure and structural change affecting commercial PSB in the UK, together with declining viewing figures for children's programming on ITV1.

As digital switchover completes over the next few years, the value of the regional channel 3 licenses will decline precipitously. ITV is also experiencing very substantial reductions in overall revenue due to the economic downturn together with the effects of CRR. These economic pressures make it increasingly difficult to justify sustaining PSB content which does not deliver a commercial return.

Furthermore, it is not clear that children's programming on ITV1 delivers significant public value. Ofcom's own analysis confirms that children's viewing of children's programmes on the terrestrial channels has fallen very dramatically while viewing on dedicated channels has increased exponentially. Children's programming has continued to under-perform in terms of audience on ITV1 and it is also increasingly unclear what value children's programmes on ITV1 provide given the explosion of choice for children, including on ITV's own digital children's channel – CITV.

In these circumstances ITV plans to broadcast a reduced amount of children's content in 2009, primarily at weekends and with a focus on transmission in Autumn/early winter and Easter. ITV1 anticipates that within the overall total a range of sub-genres will be provided including pre-school, factual and drama. The vast majority of ITV1's children's programmes will be UK originations and a significant proportion will be first run originations.

## **Religion and other beliefs**

In the autumn of 2008 ITV approached Ofcom regarding a proposal to reduce the amount of religious programming on ITV1 in 2009. Again, this reduction is necessary in the light of the acute economic pressure and structural change

affecting commercial PSB in the UK, together with declining viewing figures for religious programming on ITV1.

Together with the rapid decline in the value of the channel 3 licenses, ITV is also experiencing significant declines in overall revenue due to the worst advertising recession in decades. The effects of CRR are exacerbating this trend. These pressures make it increasingly difficult to justify sustaining PSB content which does not deliver a commercial return.

Religion is not only an area of the schedule where commercial provision is becoming increasingly unsustainable, it is also an area of declining importance to audiences. Ofcom itself recognises that audiences attach less significance to religious programming and watch in smaller numbers. These trends have been clearly observable on ITV1 in 2008.

In these circumstances ITV is planning to reduce the volume of religious programming on ITV1 in 2009. ITV plans to schedule one act of worship and a reduced number of hours of other religious output which will comprise 50% new material and 50% repeats.

## **Drama**

A broad range of popular, high quality, UK produced drama will remain at the heart of the ITV1 peak time schedule – from the soaps to new and returning series and standout event dramas.

ITV will continue to diversify its drama portfolio, building on the successes of 2008, interleaving returning series with new drama. Our strategy is to introduce more contemporary and modern drama alongside the established popular series – combining the familiar with the fresh. We will focus more on returnable series that have the potential to grow over time with less emphasis on single pieces. We will continue to place an emphasis on the critical 9pm slot by ensuring it is used for returnable, contemporary pieces.

ITV will be bringing back some of the successful launches from 2008, including *The Fixer* and *Moving Wallpaper*. *The Fixer* sees the action step up several gears while *Moving Wallpaper* will star Kelly Brook and Alan Dale in fictional producer, Jonathan Pope's latest production, a zombie horror flick called *Renaissance*.

We will also be returning some of our most popular series such as *Primeval*, *Kingdom*, *Doc Martin*, *Lewis* and *Wild at Heart*.

We plan to continue to build ITV1's reputation for excellent first run drama to attract new audiences to the channel while introducing existing audiences to new titles. In *An Englishman in New York* John Hurt will reprise his iconic role as Quentin Crisp in this beautifully filmed "sequel" to the *Naked Civil Servant*. *The Prisoner*, a six-part reinvention of the 1960s classic cult thriller starring Ian McKellen, will explore 21<sup>st</sup> century anxieties about liberty, security and surveillance.

Originality will remain a theme at the heart of ITV1 drama. *Collision* is a compelling new drama created by Anthony Horowitz for ITV1 about a group of people involved in a major road accident and the impact on their families, friends and colleagues. *Married, Single, Other*, is a contemporary relevant drama about relationships, produced by Andy Harries. Ed Whitmore writes six part identity fraud thriller *ID* while award-winning writer, Lynda La Plante launches a new female detective in *Above Suspicion* starring Kelly Reilly. *Whitechapel* is a darkly atmospheric new thriller set in 2008 starring Rupert Penry Jones where someone is carrying out copycat Jack the Ripper murders. Gripping three-parter *Unforgiven* by Sally Wainwright is the story of a convicted murderer, Ruth Slater, who comes out of prison searching for the sister she left behind 15 years previously.

ITV will also continue its commitment to factual drama with new titles including *U be Dead*, the true story of a dangerous stalker written by Gwyneth Hughes.

ITV will again seek to appeal to the family audience and build on the move into Saturday early-evening family drama. Philip Glenister (*Life on Mars*, *Ashes to Ashes*) will star in a fantastical new drama series, *Demons*, that puts a contemporary spin on the legacy of Bram Stoker's *Dracula*.

Building on the success of the Austen season in 2007 we will introduce a number of new literary adaptations which are an important part of a broad, mixed portfolio. This will include a new adaptation of *Wuthering Heights* starring Tom Hardy as Heathcliff. *Affinity* is a darkly gothic Victorian thriller adapted by Andrew Davies from the novel by Sarah Waters novel and stars Zoe Tapper and Anna Madeley. *Compulsion*, adapted from Jacobean tragedy *The Changeling* will be shown in 2009 and stars Ray Winstone and Parminder Nagra.

On and off screen ITV1 drama will feature some of the finest acting, writing and production talent. Some of our onscreen talent includes John Hurt, Ian McKellen, Harriet Walter, Rupert Penry-Jones, Freema Agyeman, Suranne Jones, Cynthia Nixon, Ben Miller, Kelly Brook, Alan Dale, Mackenzie Crook, Richard Wilson, Sarah Lancashire, Julia McKenzie, David Jason, Douglas Henshall, Tamzin Outhwaite, David Morrissey, Stephen Fry, Hermione Norris, Laurence Fox, Caroline Quentin, Kevin Whately, David Suchet, John Nettles, Paterson Joseph, Martin Freeman and Tara Fitzgerald.

There will also be a host of new talent including Charlotte Riley, Hayley Attwell, Tamsin Egerton, Ruth Wilson, Jody Latham, Holliday Grainger, Jamie Campbell-Bower and Jamie Bamber.

Writing talent will include Lynda La Plante, Bill Gallagher, Chris Chibnall, Anthony Horowitz, Adrian Hodges, Sally Wainwright, Ben Court, Caroline Ip, Brian Fillis, Peter Bowker, Andrew Davies, Tony Jordan, Gwyneth Hughes and Ben Richards.

ITV will also be working with a broad base of production companies including La Plante (*Above Suspicion*, *The Commander*, *Trial and Retribution*), Kudos (*Law & Order: UK*), Shine (*Demons*), Impossible (*Primeval*), Red (*Unforgiven*), Carnival (*Whitechapel*), Mammoth Screen (*Wuthering Heights and Lewis*), Greenlit Productions (*Collision*), Company (*Wild At Heart*), Leopardrama (*An Englishman in New York*), ITV Studios and Parallet (*Kingdom*).

## **Entertainment and Comedy**

### *Entertainment*

Entertainment will continue to be a hugely important part of the ITV schedule. In what will be a very challenging economic climate ITV's primary focus has to be to maintain our major event programming. Our top event shows will be back in 2009: *Britain's Got Talent*, *The X Factor*, *Dancing on Ice* and *I'm a Celebrity*. These will continue to be star driven with Ant and Dec, Simon Cowell, Louis Walsh, Cheryl Cole, Dannii Minogue, Amanda Holden, Phillip Schofield and Holly Willoughby.

Our popular quiz formats, *Who Wants to be a Millionaire* and *All Star Family Fortunes* will also return.

*Beat the Star* will return for a second series on Sunday evenings. Presented by Vernon Kay it will see a member of the public take on a celebrity in a series of challenges that test both their mental and physical ability.

ITV will continue to seek and experiment with new ideas. In 2009 we will show a new quiz in prime time– the *Colour of Money* hosted by Chris Tarrant

Piers Morgan will return to ITV1 with a new talk show *Life Stories* in which he will grill some of the biggest celebrity names about their lives. Each programme will be devoted to one special celebrity guest allowing the conversation to be intimate, in-depth and emotionally-charged.

Finally, *The Krypton Factor*, one of Britain's most iconic shows, will return to ITV1 in 2009 with a 21<sup>st</sup> Century makeover. Living up to its tradition as one of the most ground breaking games on TV, *The Krypton Factor* will make full use of the latest technology to bring a state-of-the-art look to the new incarnation of the series.

### *Comedy*

Comedy will continue to bed down as a core part of the ITV1 schedule. Popular situation comedy shows *Mumbai Calling* and *Benidorm* will return, as will the satirical 3-D animation series *Headcases*.

Double BAFTA winning *Harry Hill's TV Burp* will continue into 2009 with four episodes bringing together the best of Harry Hill gags, skits and sketches from previous series. Later in the year there will be a new series with Harry Hill

treating viewers to further collections of hilarious clips, quips and amusing nuggets from the best of the week's TV.

*Al Murray* will also return with a brand new character-comedy sketch series that will introduce viewers to a whole host of new comic characters and situations.

## **Arts**

The *South Bank Show* will continue to form the centrepiece of ITV's arts coverage and will cover a wide range of subjects in 2009. It will return with a film about the influence of the Cambridge Footlights on TV and radio comedy. On the 250<sup>th</sup> anniversary of Handel's death, the *South Bank Show* will celebrate the composer's greatest oratorio, *The Messiah*.

Other subjects for the *South Bank Show* in 2009 will include *The Tempest*, director Peter Kosminsky, scriptwriter William Goldman, Africa's greatest writer Chinua Achebe, British actress Julie Walters and a film looking at the extraordinary success of Disney Pixar animation.

## **Feature Films**

While feature films are not one of the core elements of the ITV1 schedule, ITV1 will continue to schedule feature films in 2009, across peak time, late evening and weekend daytime. Films to be shown in 2009 will include *Ice Age 2: The Meltdown*, *Casino Royale*, *Alexander*, *A Cinderella Story* and *United 93*.

## **Sport**

Live free to air sport is important in bringing people together for the shared experience of events. Rather than spread ourselves thinly across different sporting events, our focus between now and 2012 will be on premium, live football – the nation's favourite sport.

We have invested significantly in securing a fantastic football portfolio on ITV1 which will include live England internationals, Champions League and FA Cup matches until 2012. In 2009 viewers can look forward to high quality ITV1 coverage of all these events.

The UEFA Champions League again promises to provide plenty of excitement with a number of English teams likely to continue through to the knockout stages of a competition which has seen English representation in the final for the last four years. ITV will also be the home of the FA Cup Final – one of the most historic occasions in world sport; and will continue to follow England's journey towards qualification for the 2010 World Cup in South Africa. Live coverage of matches will be complemented by expert analysis and explanation using the latest technologies. Steve Rider will continue to be the main face of ITV football sharing presenting duties with Matt Smith and Craig Doyle, alongside a range of expert analysts. ITV's commentary will

continue to be provided by the award winning Clive Tyldesley, Peter Drury and Jon Champion.

We are tremendously proud to have broadcast The Boat Race over the last four years. ITV Sport's award-winning coverage of the historic event has been well received by both critics and viewers alike. Whilst we have decided not to renew our contract for The Boat Race, the 2009 race will again be the subject of extensive build up and analysis.

We will also no longer cover Formula 1 but are glad that the sport will continue to be broadcast free-to-air on the BBC.

## **Off-Peak**

### *Daytime*

For 2009 we plan to build on the growth achieved in 2008. The themes for Daytime in 2009 will be to reflect the regions, to broaden the viewer demographic and focus on leisure activities. This will drive growth in the amount of UK originated programming shown Off Peak.

New series of *The Alan Titchmarsh Show*, *Britain's Best Dish*, *Golden Balls*, *60 Minute Makeover* and *Dickinson's Real Deal* are planned. Names such as Alan Titchmarsh and Jasper Carrott appearing in the afternoon schedule demonstrate our continued commitment to quality, raising the bar for daytime. We also plan to introduce further new brands in 2009. *Taste the Nation*, produced by the same team as *Britain's Best Dish*, is a new contest which will pit county against county as amateur cooks battle to win the cup for their region. We will also introduce *The Biggest Loser*, a new weight-loss show.

At the weekends we plan to build on growth in 2008 by continuing our focus on catering for the broadest possible ITV1 audience. Films, catch ups and drama repeats will occupy the core of the schedule. We are also hoping to deliver a couple of innovative weekend themes in the schedule that will engage and entertain viewers.

## **Additional Matters**

### **Programmes reflecting the lives and concerns of different communities and cultures**

ITV will continue to reflect the lives and concerns of all its viewers through its programming. Many programmes shown will have a strong regional flavour and will portray life in different communities.

Programming will also continue to reflect cultural diversity. For example, in drama *The Changeling* will feature a predominantly Asian cast, updating the story about a young Asian girl finishing University and struggling with her father's desire for an arranged marriage.

Central characters and storylines reflecting minority ethnic groups and issues around disability will continue to feature in some of ITV's most popular and regular series, including *Coronation Street* and *Emmerdale*.

### **Access services for deaf and hard of hearing, and blind and visually impaired viewers**

ITV will continue to maintain regular dialogue with interest groups, including the RNIB and RNID, and will remain involved in the British Sign Language Broadcasting Trust.

ITV will seek to ensure that its programmes are as accessible as possible for all viewers. As such, ITV will seek to meet all its access service commitments to provide subtitling, signing and audio description. Subtitling and AD will continue to be provided by the ITFC and signing by our award-winning specialist signing facility in Gateshead, Signpost.

Almost all programmes will carry subtitling on ITV1 and we will seek to ensure that AD is provided for those programmes of most benefit to viewers, particularly drama and films in peak time. We will continue to show a broad range of signed programmes in consistent slots – for example the signed films on ITV1 every Friday night.

ITV will continue to ensure that there is consistency of subtitling provision on the digital channels and with a continued emphasis on peak time provision on ITV3 where there is a particular demand from viewers.

ITV SignPost will continue to be a major UK provider of on-screen British Sign Language, including through [www.signpostbsl.com](http://www.signpostbsl.com), which will morph later this year into [www.bsl.tv](http://www.bsl.tv), [www.itvbabysign.com](http://www.itvbabysign.com), a free website linked to itv.com which helps all new parents to learn to communicate pre-lingually with their children, and [www.signedstories.com](http://www.signedstories.com), a multi-million pound project to address the poor literacy of deaf children nationwide.

### **Repeats**

ITV does not have a formal repeats policy. The bulk of the schedule will consist of first run original programme. Some drama repeats will be shown late at night and at weekends but the peak time schedule will be made up almost entirely of new UK originated programming.

### **Interactive and text based services**

ITV will continue to develop its interactive services. [www.itv.com](http://www.itv.com) will continue to offer viewers an alternative way to access ITV programmes. We are also working with the BBC and BT to develop an internet connected television platform – the Canvas venture. This will allow viewers to access TV channels as well as a range of on demand and interactive services, including the broadcasters' catch-up services, from their TV set.

## **Promotion of media literacy**

ITV will continue to ensure that programme information is provided, including listings guides and TV and online programme guides. Where appropriate ITV will signal clearly which content might be unsuitable for younger or more vulnerable viewers.

In addition, ITV will continue to schedule any potentially unsuitable material for younger viewers after the watershed, and provide verbal warnings about content that viewers might find unsuitable or upsetting.

As viewing increasingly takes place online through [www.itv.com](http://www.itv.com), ITV will continue to be focused on ensuring that appropriate information about programmes is provided in a way that fits with consumer behaviour. We will continue to flag content on [www.itv.com](http://www.itv.com) with the 'G' for guidance icon to alert viewers to material that was originally broadcast after the watershed or that might not be suitable for children. Users of the website will continue to be able to activate pin protection to prevent children from accessing potentially unsuitable material at any time. ITV will continue to be actively involved in the Board of ATVOD.

## **Public input**

ITV will enable viewers to comment or complain about ITV programmes, by phone, post and email. ITV is committed to responding to all communication from viewers. Viewer feedback will also be made available internally to help inform the commissioning and scheduling process.

## **Training**

Economic realities and advances in technology mean that 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. However, we will continue to support a number of initiatives designed to increase the number of skilled people in our industry.