

ITV and Pact agree pivotal terms of trade deal for streaming era

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ITV and Pact have today announced a pivotal new terms of trade deal fit for the streaming era. The new terms put audiences front and centre, ensuring they can view their favourite ITV shows whenever and wherever they want, whilst also ensuring that the UK's independent producers continue to thrive.

Under the new terms, producers continue to own the underlying IP to their ideas, whilst benefiting from a more favourable net position, streamlined processes and enhanced tariffs - particularly for independent producers new to ITV. The new terms will also help maximise exposure for producers' programmes by giving ITV the flexibility to improve the availability and discoverability of programmes across ITV1 and ITVX - in all the ways viewers expect, including premiering on ITVX without the need to negotiate rights separately, show by show.

The new terms recognise that the old world of primary linear rights and secondary on demand rights no longer meets audience needs. ITV will now have a more flexible, platform-agnostic rights framework to help supercharge its streaming strategy, with the needs of the viewer at its heart. It will allow ITV to enhance ITVX with flexible windowing, improved series stacking and increased box set availability - delivering all previous series of a title on ITVX and allowing viewers to catch up from the beginning in its entirety before a new series starts. The new terms apply to programmes with an intended transmission on ITV1.

ITV negotiations were led by Jonathan Vandermeer, Director of Rights Strategy in conjunction with Tom Graham, Director of Legal & Business Affairs, Content, Rights & Marketing and Emma Smithies, Head of Legal & Business Affairs.

Kevin Lygo, Managing Director, Media & Entertainment ITV said:

“At ITV viewers are at the heart of everything we do and so we are delighted to have reached a new agreement with Pact. The new deal will help supercharge ITVX, ensuring that audiences can watch more of the brilliant British content they love, whenever and wherever they want. It will also ensure that ITV continues to play its crucial role as a public service broadcaster supporting the UK’s thriving independent production community.”

Pact’s Director of Legal and Business Affairs, Max Rumney, said:

“The new deal with ITV shows that the terms of trade are still effective for both broadcasters and indies 20 years on from their introduction in 2003. This agreement contains enhanced tariffs and allows indies to benefit from an enhanced share of international revenue at the same time as helping ITV to support their public service remit, providing audiences with quality British content.”

[end]

Notes to Editors

As a public service broadcaster, ITV is required to ensure at least 25% of qualifying commissions on ITV1 are made by independent producers. ITV is required to publish an Ofcom-approved code of practice setting out the principles it will apply when agreeing terms for the commissioning of these independent productions. This obligation applies as long as ITV remains the holder of one or more Channel 3 licences. ITV intends to make changes to its code of practice to

reflect the new agreement with PACT. These changes are subject to Ofcom approval.

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Viewer enquiries

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