

ITV Studios appoints new EVP, Commercial Strategy, Global Partnerships, Tom Clark

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ITV Studios has appointed Tom Clark, a senior commercial executive with over 20 years of experience in growing digital media and entertainment businesses, to the new role of Executive Vice President Commercial Strategy, Global Partnerships. He will join the team, which monetises ITV Studios' portfolio of some of the world's most successful travelling entertainment formats, as well as

maximising commercial opportunities from the group's scripted and non-scripted IP, on 2 October reporting to Ruth Berry, Managing Director, Global Partnerships, ITV Studios.

In this newly created role, Tom will be responsible for leading Global Partnerships' commercial strategy, working closely with the sales, digital and brand licensing teams to develop new revenue streams. He will also oversee the insights team and play a key role in looking at ways to leverage data emanating from ITV Studios' growing suite of AVOD/FAST channels, as well as ensuring ever-increasing synergies between the business' global sales and commercial activities.

Tom joins ITV Studios from Airbnb where he held the position of Director, Experiences Commercial Operations. During his tenure, Tom headed up the global team responsible for the strategic growth and operational management of Airbnb Experiences global marketplace.

Prior to this role, Tom was Commercial Director at PRS for Music and previous to that, held a number of roles at The Walt Disney Company over twelve years, rising to Vice President and Head of Digital Media Distribution EMEA. Tom supported the launch of Disney's first global direct-to-consumer subscription video offering in the UK, which has evolved to become Disney+. Earlier in his career, Tom played a pivotal role in the transition of Shazam from a text service to an integrated multi-platform app, which became the fourth most downloaded on the App Store shortly after launch.

Ruth Berry, Managing Director, Global Partnerships, ITV Studios said, "In the incredibly fast-paced global content and distribution business we face new challenges and huge opportunities every day. Tom's aptitude for identifying sustainable new revenue streams, particularly in the digital sphere, and interpreting data will be invaluable as we continue to grow and adapt."

Tom Clark, EVP, Commercial Strategy, Global Partnerships, added, "ITV Studios has a world-class portfolio and is perfectly positioned for new opportunities in the continually evolving media landscape. I am delighted to be joining Ruth and the team to build on ITV Studios' innovative ambitions and reinforce their commercial success."

ITV Studios proudly represents iconic scripted and non-scripted programming brands from producers within the ITV Studios group as well as selected independents including the dramas Line of Duty, Vigil, Nolly and Significant Other,

as well as the landmark natural history series A Year on Planet Earth. ITV Studios' portfolio of world-class brands includes The Voice (sold to 73 countries), Love Island (27 countries), The Chase (19 countries), Come Dine With Me (46 countries), Hell's Kitchen (25 countries) and I'm A Celebrity...Get Me Out Of Here (17 countries) which formats continue to sell in new territories and attract mass audiences.

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About ITV Studios

ITV Studios is a creator, producer and distributor of world-leading programmes that people can't get enough of. We connect millions of people every day and shape and reflect the world they live in, we are More Than TV.

ITV Studios is home to some of the best creative minds, crafting over 6,700 hours of original programming across more than 60 production labels. Our global footprint spans 13 countries including the UK, US, Australia, France, Germany, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 90,000+ hours to broadcasters and platforms around the world.

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