

ITV announces new Management Board members

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ITV today announced that Magnus Brooke, Director of Policy and Regulatory Affairs, and Dan Colton, Group Strategy and Transformation Director, will join the company's Management Board with immediate effect.

The appointments follow the announcement of ITV's restructure of its broadcast business and completes its review of governance to ensure ITV and its divisions are structured to deliver the company's More Than TV strategy as well as managing other strategic issues including the future of Public Service Broadcasting.

Carolyn McCall, ITV CEO, commented on the appointments:

“It’s clear that ITV faces a rapidly changing operating environment and that’s why we have restructured our operating divisions to ensure they can respond to challenges and take advantage of the opportunities for ITV.

“Delivering our strategy and accelerating our transformation into a digitally led media and entertainment company while working with Ofcom and Government to modernise the regulatory framework within which we operate are our two biggest, strategic challenges and that’s why Magnus and Dan have been appointed to the Management Board.

“Both have already demonstrated their knowledge and ability within ITV and have regularly attended and contributed to Board meetings. I’m now pleased to be able to welcome them to the Board.”

Magnus Brooke responded to the news:

“I’m very excited to be joining the Management Board as we tackle important market and policy challenges and make the case for a modern regulatory framework fit for TV in the online era.”

Dan Colton reacted to the announcement:

“I’m delighted to be joining the Management Board and looking forward to delivering ITV’s ambitious strategic vision and driving our transformation agenda.”

There will be no other changes in Magnus and Dan’s respective teams.

ITV announced last year that it is to restructure its broadcast business to better reflect and serve changing viewing habits. ITV is establishing a new Media and Entertainment Division with two new business units - Broadcast and On-Demand. Just as the ITV Studios division currently does, the Media and Entertainment division will have full P&L responsibility for all its activities, costs and revenue. Both Divisions will be supported by leaner central support services.

The Broadcast business will continue to deliver ITV’s USP of mass simultaneous reach. ITV’s main channel provides 95% of commercial audiences over 5 million and will remain the home of award-winning drama, the biggest entertainment shows, sport that grips the nation and ITV’s hugely popular news and daytime shows.

The On-Demand business unit will be the focus of digital product development and growth for ITV. It will grow ITV’s online offering by providing new content

that appeals to audiences who already do most or all of their viewing on demand and will serve it to them in whatever way they want to access it. This unit will include Hub, Hub+ (the ad free version of the Hub) and BritBox – the digital video subscription service created by the BBC and ITV which brings together the very best in past, present and future British programming.

Earlier in 2020, ITV Studios reorganised its international distribution and commercial business, which strengthened its position as a creator, producer and distributor of world-leading programmes.

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Notes to Editors:

Magnus Brooke Biography

Magnus joined ITV in 2006 and was promoted to his current job of Director of Policy and Regulatory Affairs in 2007, joining the Management Board in February 2021. Magnus has responsibility for ITV's policy and regulatory strategy and advocacy including interaction with UK and European regulators, government and parliamentary committees. Magnus is a non-executive director of the news provider ITN as well as of a number of ITV subsidiaries and JVs. From 2014-19 Magnus was Chairman of the Board of the Brussels based Association of Commercial Television in Europe which represents Europe's commercial broadcasters to the EU institutions. Prior to joining ITV he was Head of the BBC Director General's Office for both Greg Dyke and Mark Thompson. He began his career as a solicitor specialising in regulatory and competition law at City of London law firm Ashursts, where he also trained.

Dan Colton Biography

Dan joined ITV as Strategy Implementation Director in 2018. He was promoted to Group Strategy and Transformation Director in 2020 and joined the Management Board in 2021. Dan is responsible for developing and implementing ITV's group strategy as well as driving ITV's transformation agenda. Before joining ITV Dan was a Management Consultant with the Boston Consulting Group, defining strategies for global media businesses based in the UK and internationally, and prior to that he started his career at Deloitte.

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