

ITV appoints Deep Bagchee as Chief Product Officer

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ITV can today announce that it has appointed Deep Bagchee as its first ever Chief Product Officer.

Deep, who joins ITV from The Economist Group, will lead the company's future strategy across all of its digital products and services and will join later this year.

Deep was previously Chief Product Officer at The Economist Group, where he led both the digital product and design teams across The Economist and the Economist Intelligence Unit, creating a new digital product and design org and product vision and strategy. Before that he was SVP Product and Technology at CNBC in New York where he led a three year digital transformation, growing both subscription services and video performance. He was also a Board member of

DCN in New York - the largest premium digital content trade association in the United States.

At ITV, the new role of Chief Product Officer will see Deep setting and executing ITV's on-demand product roadmap and strategic vision, identifying opportunities to drive growth and innovation across all of ITV's digital products, both organically and through partnerships with other broadcasters and platform providers. He will be responsible for leading ITV's digital product strategy and delivery across the current and future suite of digital products, including ITV Hub, ITV Hub+, BritBox and ITV Win, the online competitions portal, with ambitious future plans in the newly created on-demand division.

Rufus Radcliffe, ITV Managing Director, On-Demand said:

"Since establishing our new Media and Entertainment Division, with On-Demand as a new business unit, we have been focusing on our digital product development and the growth of our direct-to-consumer offering. Working alongside our excellent product teams, the role of Chief Product Officer will help join up our product expertise across our SVOD and AVOD propositions as well as apps, and our future digital product ambitions. With Deep's track-record of creating and leading world class product teams, I'm really looking forward to welcoming him to ITV."

Deep Bagchee said:

"I'm really excited to be joining the talented teams at ITV at such a pivotal time, having been a fan of its programming and shows for many years. Building great products requires many ingredients - from creativity to commercial sense and customer focus, and ITV's track record in these areas gives us a great platform upon which to build new digital experiences and businesses."

[end]

About ITV

ITV entertains millions of people and shapes culture. We are a leading media and entertainment company, with the largest free-to-air commercial television network in the UK and a global production and distribution business, with over 55 labels. Creativity, quality content and engaging audiences in the UK and around the world, is at the core of everything we do.

We reach over 40 million viewers every week with our programmes on ITV's family of channels, as well as the ITV Hub, which has over 34 million registered users.

ITV Studios produced 8,400 hours of original programming last year. 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 45,000+ hours to more than 300 broadcasters and platforms..

ITV has several SVOD services with over 3 million subscribers worldwide, including BritBox UK, BritBox International which is available in the US, Canada and Australia, and ITV Hub+ (the ad-free version of the ITV Hub with download functionality).

BritBox UK has the largest collection of British box sets and is controlled and managed by ITV, with the BBC as a strategic and equity partner, Channel 4 and Channel 5 as content partners, and EE and BT as distribution partners.

The international BritBox SVOD service is a joint venture with the BBC and provides local audiences with an unrivalled collection of British box sets and original series all in one place.

Press Contacts

laura.wootton@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>