

ITV completes genre-based structure for Content Commissioning team with the creation of Reality and Acquisitions department

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ITV has today announced changes in the Media and Entertainment content commissioning division, bringing in complete genre-based commissioning to support ITV's move to one content budget across platforms, as well as the recently announced digital first windowing strategy.

As ITV moves to a complete genre-based commissioning structure, Paul Mortimer will now head a commissioning department, as Director of Reality and Acquisitions. He will be tasked with commissioning in this important genre for younger audiences, and will also have overall responsibility for acquisitions, as ITV looks to ramp up content hours in the run up to ITVX's launch.

The Drama, Comedy, Entertainment and Factual Entertainment teams will also continue to commission for ITVX and for ITV, ITV2, ITVBe and CITV.

Commissioner of Love Island and The Cabins Amanda Stavri will move to Paul's team, as will Peter Tierney, who focuses on younger skewing shows. Paul will continue to oversee the acquisitions team, including Head of Acquisitions Sasha Breslau and Acquisitions Manager for Film and Kids, Darren Narthey. Given his specialist experience in this area, Paul will also continue to be Controller of ITV2, CITV and ITVBe, with responsibility for the teams who programme these channels.

Paul Mortimer said: "ITV's move towards genre-based commissioning across all our platforms has produced some exciting opportunities for many in the Content Team, including myself.

As we ramp up our activity in third party acquisitions, I'll be working with our expanded team to source programming from new and existing partners and looking at a range of deals that should benefit our suppliers as much as they will ITV.

The newly formed Reality Programming team, together with increased investment in the genre, will give Producers new opportunities to work with us on content proven to drive engagement on streaming services as well as channels. As we look to commission for ITVX primarily, building on the success of 'Love Island' and our other reality brands, Amanda and Pete and I will be actively searching for the next big formats that target younger audiences especially and we can't wait to get started."

Rosemary Newell, ITV's Content Director said:

"It's a really exciting time for ITV's content commissioning team, and with our move to one content budget, the teams across genres are now focused on commissioning for audiences, across all platforms, however they choose to watch, rather than simply for slots in the schedule.

I'm delighted that Paul is going to head this new commissioning department, looking after the genres that he is passionate about, working with Amanda and Pete and producers to bring new and exciting ideas to ITV platforms, as well as keeping fresh our big successful brands."

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