

ITV and Twitter sign multi-year partnership with expanded content offering for UK audiences

Published Tue 31 May 2022



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ITV and Twitter have today announced a new multi-year content partnership in the United Kingdom, which will bring the best of the broadcaster's output to the platform alongside new bespoke content activations.

The partnership will bring over 1,200 real-time highlights from one of Europe's largest content providers to Twitter, including must-watch events that get the country talking such as Love Island or I'm a Celebrity... Get Me Out of Here!

With more than [41 million tweets about football in the UK](#) since the start of 2022, and as the countdown to the FIFA World Cup in Qatar continues, fans on Twitter will be brought even closer to the game's global showpiece through real-time highlights during matches and clips from ITV's coverage throughout the tournament.

Over the next two years, Twitter users will be able to engage with the moments that matter from across ITV Sport's programming, including the Rugby World Cup and Emirates FA Cup.

Through Twitter Amplify, which allows advertisers to align their ads with premium video content, sponsors will be able to harness and leverage ITV's extensive content offering whilst utilising Twitter's targeting tools.

Over the course of the partnership, the Twitter Next team will produce a selection of activations across ITV's schedule. These build upon the success of earlier on-platform campaigns around some of the UK's most Tweeted-about shows such as [Love Island Bingo](#) and Casa Amor Predictions.

"Both Twitter and ITV are at the heart of so many conversations across the UK, so being able to bring the biggest cultural and sporting moments to users on an even greater scale is incredibly exciting," said **Theo Luke, Senior Director, Global Content Partnerships at Twitter.** *"Since the start of our partnership with ITV back in 2018, we've been incredibly impressed by the creativity of their editorial unit alongside the commercial aptitude and collaboration of their sales teams. Through Twitter Amplify and the addition of Twitter Next activations to this partnership, advertisers will have even more opportunities to engage with the very best of ITV's programming in even more impactful ways."*

Pathman Ruthirapathy, Digital Partnerships Controller at ITV: *"We're really excited about continuing ITV's long-standing partnership with Twitter. The Twitter Amplify product will be available on some of the nation's most loved and talked about shows including the FIFA World Cup, Love Island and I'm A Celeb."*

"Over the years Twitter has been a powerful tool in driving conversations and engaging fans around some of our favourite TV moments. This is a fantastic opportunity for advertisers to reach new audiences and extend their relationship with ITV's content."

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About Twitter, Inc.

Twitter is what's happening and what people are talking about right now. To learn more, visit about.twitter.com and follow @Twitter. Let's talk.

About ITV

ITV is an integrated producer broadcaster consisting of ITV Studios and Media & Entertainment.

ITV Studios is a world-class international creator, producer and distributor. It is the largest commercial producer in the UK, one of the largest producers in Europe and one of the largest independent unscripted producers in the US.

Through ITV Studios we create, own and distribute high-quality content for broadcasters and platform owners around the world. Our footprint spans 13 countries, and we have 60 labels supplying over 200 channels and 90,000+ hours of active content in our catalogue.

In Media & Entertainment we commission brilliant programmes in a full range of genres, including a wealth of entertainment formats, high-quality drama, must-watch sporting events, impactful factual and award-winning current affairs and journalism. We make this available to audiences through our family of channels, the biggest commercial network in the UK, and through ITVHub, Europe's biggest ad-funded streaming service. In late 2022 we will launch ITVX, which will be the new ad-funded free streaming home for ITV and new programme premieres. This will also feature a subscription option, for audiences who want to watch ad-free, and get access to BritBox UK.

Worldwide, ITV has several SVOD services including BritBox International which is available in the US, Canada, Australia, and South Africa and The Nordics, and we have 3.6 million global subscriptions, up over 38% since 2020.

ITV's Social Purpose is to shape culture for good. It is an integral part of how ITV sets and delivers its business goals, and has four focus areas: Better Health, Diversity & Inclusion, Climate Action and Giving Back.

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