

Our Standards and Governance

We produce content to entertain a wide range of audiences and doing this in a transparent and accountable way is a fundamental part of how we do business.

We're regulated by Ofcom, who are responsible for licensing all UK commercial television stations. In accordance with the conditions of our broadcasting licences, we follow the [Ofcom Broadcasting Code](#). The code sets out the principles and practices required for compliance with all relevant legislation including guidance on impartiality, protection of under 18s, religion, fairness, privacy and advertising. The licences also specify standards and quotas for subtitling, audio description and signing and also regional (outside of London) programme making. We have a comprehensive compliance and risk management framework to govern our legislative and regulatory obligations, to find out more about this visit the [ITV Plc](#) website. Our policies outline what we expect of our colleagues and suppliers, including a Code of Conduct, Anti-Bribery Policy, Equal Opportunities Policy, Environmental Management Policy and Appeals & Social Action Guidelines, available in the Resources section.

Our Operational Risk Steering Group manages and considers a number of existing and emerging operational risks and ensures that the business addresses them appropriately. This includes the considerations of risks in relation to Health and Safety, Child Protection, Business Resilience, Data Protection, Insider Dealing, Whistleblowing, Anti-Bribery and Corruption, Information Security, Fraud, Technology and Cyber risk.

We have a dedicated compliance team who work closely with our commissioning and programme teams to ensure compliance with the Broadcasting Code. Our compliance team provides training for all employees involved in programming and interactive services. The team reviews all pre-recorded programmes before their first broadcast, and are involved in the planning and conduct of live programming.

Our interactive online content, live voting in shows and viewer competitions generate tens of millions of interactions each year. We ensure that this element of our viewer's experience is compliant, transparent and managed fairly. Each event goes through a number of approval, testing and checking stages, from initial planning, to transmission and then post-transmission requirements, such as the delivery of prizes to competition winners. Our performance in this area is subject to third party verification as a condition of our broadcast licence from Ofcom.

A growing area of our business is video on-demand content. We want to not only meet, but to go beyond our regulatory requirements, achieving the same robust standards on-line as we do on-air, something that we believe is essential for the continued growth and success of our digital content platforms. Our compliance team works closely with commissioning and programme teams to ensure that online content complies with Ofcom and the dedicated body [ATVOD](#), who co-regulate video on demand content. Safeguards that have been put in place to protect vulnerable people, in particular children, include “G for Guidance” labelling, a symbol that appears as users move the cursor over an on-demand programme’s icon to give guidance as to the appropriateness of content such as “this programme contains strong language”, and a PIN access control system that allows parents to restrict where necessary children’s access to on demand programmes.

As a commercial broadcaster, generating revenue via advertising through broadcast and increasingly online, is a key part of our business. Our programming is primarily funded by television advertising revenues. We have a responsibility to ensure that the content of advertisements is accurate and does not cause unnecessary offence, and that our audiences find the quality and scheduling of advertisements acceptable. We exercise responsible judgement on the scheduling of advertisements and have internal processes that enable us to determine the appropriate balance between advertising material and programmes. We fully support the [UK Code of Broadcast Advertising \(BCAP Code\)](#) which gives detailed requirements of advertisements so as not to mislead, or cause serious or widespread offence. Together with other major commercial broadcasters, we helped to establish [Clearcast](#), an independent company to help advertisers ensure that their TV commercials comply with the [BCAP Code](#).

We take our social responsibility very seriously and as such pay particular attention to sensitive categories such as advertising that may appeal to vulnerable people and children, and the advertising of products that include alcohol, gambling, loans and foods that contain high levels of fat, salt and sugar.

Product placement is an established revenue stream and helps bring realism to our programming, portraying a world that is recognisable and relevant. We want to be entirely transparent in our use of product placement and adhere to [Ofcom’s regulations on product placement](#). This means we are compliant in the types of programming that can contain product placement and that we inform our viewers whenever product placement occurs by displaying a specific logo for three seconds at the start and end of the programme, and after any advertising breaks.