

Dear ITV customer,

We are writing to update you of an impending change to the way in which we communicate about CRR offers for protected airtime contracts with ITV.

As a sales team, we have been contacting you to provide you with CRR offers for any protected contracts on an annual basis. Driven by our desire to make sure that we are working in the most efficient way and that we are tailoring any contact more specifically and in a way that is relevant to your business, we have decided to only to contact you in future about CRR offers for 'active' protected contracts, being contracts that relate to the purchase of ITV main channel airtime in the current 24 month period (ie. the current year and the prior year).

Each CRR offer will of course remain open (subject to changes in the audience ratchet mechanism for share of broadcast deals), until a new agreement is reached, in line with our obligations under the CRR undertakings.

Accordingly, for media buyers who continue to purchase airtime on ITV main channel, the CRR offers will work as usual and you will receive annual offers. For media buyers with protected contracts that are no longer 'active' (as described above), you will no longer receive an annual CRR offer, but you may at any time pick up conversations with us to return to ITV on your protected terms, and if you are looking to negotiate a new deal, then we will offer fair and reasonable terms.

The change will be implemented from October 2021 and does not change your rights under CRR.

We would be happy to discuss the above further if you wish, so please feel free to contact your ITV representative.

Many thanks