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ITV PLC SWOT & PESTLE ANALYSIS

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Company Name : ITV plc

Company Sector : Media and Entertainment

Operating Geography : United Kingdom, Europe, Global

About the Company :

ITV plc is a British free-to-air television network and was launched in 1955. It is also known as Channel 3 and is headquartered in London. The company is an integrated producer broadcaster (IPB) which creates, owns and distributes high-quality content all over the world through various platforms. The Broadcast division is the largest free-to-air commercial channels in the UK that provides linear television and on-demand content through its ITV Hub, ITV's OTT service and through other pay providers such as Sky and Virgin. The ITV main channel includes ITV2, ITV3, ITV4, ITVBe, and CITV. The company also provides subscription video-on-demand (SVOD) services through various platforms such as BritBox, BritBox International, and ITV Hub+. As of December 2020, the company has approximately 2.6 million subscriptions across its SVOD services, and 33 million registered user accounts on the ITV Hub. As of early 2021, the company has approximately 6,273 employees. In July 2022, ITV signed an agreement with Glasgow-based Anime Ltd, the UK's largest independent anime licensor. This agreement will make ITVX the free-to-air home of a diverse range of anime television series and films totaling over 500 episodes and 200 hours.

ITV's unique selling proposition or USP lies in being 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. ITV's aim is to be "a leading creative force in global content production."

Revenue :

£ 3,453 million - FY ending 31st December 2021

£ 2,781 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for ITV plc is given below:

Strengths	Weaknesses
<p>1.Second largest broadcasting company of UK with more than 22% of views share</p> <p>2.ITV Studios is the largest commercial producer of UK and among the top producers in Europe.</p> <p>3.ITV is the largest commercial TV channel of UK with 6 channels.</p> <p>4.Strong distribution network with more than 90% population reach of UK.</p>	<p>1.Failure to stream important live event of World Cup sights low competence.</p> <p>2.Complaint of poor performance and negative public impression of ITV-Hub</p>
Opportunities	Threats
<p>1.Declining reputation of biggest rival BBC.</p> <p>2.Acquisition of money-saving firm can boost the company's brand image.</p> <p>3.New rule by UK's government can significantly shield the company from massive global competitors.</p>	<p>1.OTT platform Britbox has high risks both in terms of strategy and competition.</p> <p>2.Advertising business can see a long-term revenue dip due to changing market.</p> <p>3.Risk of cyberattacks poses huge threat to company as well as individual privacy.</p>

PESTLE Analysis :

The PESTLE Analysis for ITV plc is given below:

Political	Economical
1.Post-Brexit deal between UK and EU	1.Impact of foreign exchange risks on results
Social	Technological
1.Changing viewing habits in the pandemic 2.Promotion of diversity and inclusion on screen 3.Mental health awareness programs	1.Data analytics in media and entertainment industry 2.Artificial intelligence for personalised experience
Legal	Environmental
1.Restriction on advertising of High Fat Salt and Sugar products in UK 2.Impact of review of Gambling Act 2005 on advertisements	1.Initiatives towards reduction in carbon footprint 2.Waste management and recycling

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