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New corporate identity launched

New investment from shareholders

ITN today unveils a new corporate identity designed to project the company's emergence as a global multimedia content business, building on its role as the UK's leading commercial news broadcaster.

ITN also announces that it has received new investment of over £1m from its existing shareholders to accelerate the growth in its key multimedia units. Further detail is included in the Operational Update below.

Summary

- From today ITN's business units are as follows: ITN News (which includes ITV News, ITV London, Channel 4 News, More4 News); ITN Source (formerly ITN Archive); ITN On (formerly ITN Multimedia and ITN Radio); ITN Consulting; ITN Factual; Visual Voodoo.
- ITN's new branding gives each division its own identity and colour. It also emphasises the unifying purpose of each business within ITN to deliver the right content to our customers at the right time.
- The new investment will accelerate the growth of the archive business, ITN Source, and the 3G and broadband business, ITN On. Turnover for ITN Source and ITN On has trebled over the past two years and is currently growing at around 35% year on year.
- ITN Source is one of the world's leading commercial providers of moving image content, with over 700,000 hours of footage across a diverse range of collections including British Pathé, Reuters, Granada, Channel 4, Fox News and Fox Movietone. ITN Source performed strongly in 2005. The ongoing digitisation of the business's most popular content will drive further growth and efficiencies in customer service. In January 2006, ITN Source announced a partnership with Google, providing content for its Video Store. In April 2006, ITN announced a project with Sony to create an internet-based access system that will provide desktop access to a large selection of the iconic footage managed by ITN Source.

- The new investment in ITN Source will allow:
 - The launch of a new website which will provide existing and new customers with a comprehensive e-commerce platform, enabling them to view some of the most popular footage digitally prior to purchase. This is a key strategic tool in driving growth into new markets, particularly the US.
 - The creation of a rights clearance service for ITN Source customers, providing them with a one-stop-shop for buying cleared footage.
 - The purchase of High-Definition cameras and video equipment to ensure new key content is future-proofed.
- ITN On is now in partnership with almost all the major mobile operators and agreed new deals with Orange, Vodafone, O2 and T-Mobile. Turnover in the business more than doubled year on year and, with the expected increase in use of 3G mobile phones, the business is well positioned to deliver substantial growth in the next few years.
- The new investment in ITN On will allow:
 - Technical enhancements to the current made-for-mobile news channel to sharpen the pace of the channel and the quality of output.
 - The launch of a new showcase website in the autumn, allowing customer and consumers to view examples of the ITN On packaged content directly.

Mark Wood, ITN Chief Executive, said: "ITN is proud of its hard-won reputation for groundbreaking journalism and technical innovation. We have now also started to develop successful new media businesses which have the potential to deliver substantial revenue and margin growth in the years ahead.

"In a rapidly changing media environment consumers want access to content on an ever-increasing range of platforms and devices. ITN is ahead of the curve in anticipating and meeting these needs and we intend to keep it that way. The fresh and vibrant new company image reflects the energy and vigour which characterises the new ITN and our confidence in the company's ability to grow fast in the future.

"We are pleased that investors have backed our growth strategy with additional funding. The company has the financial strength and the support of its shareholders to exploit changing market trends and customer needs. Together, these developments will help us take another step forward, as we seek to secure our future as an innovative, profitable company."

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Operational update

Corporate identity

Over the last fifty years, ITN has gained a reputation for first-class, ground-breaking television journalism and innovation. Its news-programming has been, and continues to be, outstanding in its class. However, ITN's other businesses have grown substantially over the last five years and are now bringing in significant revenue to the company. While news naturally remains at its heart, the company is investing and building on its opportunities in these other activities.

ITN now creates, packages, aggregates and distributes content to a diverse range of customers. From its news operations creating bespoke news programming; to producing and packaging content specifically for the mobile and broadband platforms; to providing its business partners and consumers with a range of iconic moving imagery; and to its production of factual and entertainment documentaries, ITN's content is tailored to its customers' needs.

In response to this shift in the company's revenue streams and to position more accurately the range of services ITN now provides, it is launching a new corporate identity which underpins its vision of delivering *Right Content Right Now* to its customers.

From today, the businesses comprising ITN will be:

- ITN News (includes ITV News, ITV London, Channel 4 News, More 4 News)
- ITN Source (formerly ITN Archive)
- ITN On (formerly ITN Multimedia, this includes ITN Radio)
- ITN Consulting
- ITN Factual
- Visual Voodoo

ITN appointed Dave, the creative business consultancy, to help it achieve its aggressive growth strategy and capitalise on major technology investment. ITN's new branding gives each of its businesses its own identity, enabling more effective business development to build its presence in new markets. It also emphasises the unifying purpose of each business within ITN to deliver the right content to its customers at the right time.

Investment

ITN also announces today new investment from its existing shareholders in excess of £1m, to accelerate the growth of its archive business, ITN Source, and its 3G mobile business, ITN On. This follows a multi-million pound investment made last year by shareholders which has already funded significant developments in these businesses and which is starting to show results. Turnover for ITN Source and ITN On has trebled over the past two years and is currently growing at around 35% year on year.

News

Relationships with its news customers are strong. ITN was delighted to secure a new five year contract with Channel 4 which includes the rollout of new server-based technology and the overhaul of the newsroom. ITN will work closely with the Channel, complementing its own strategy by providing news content on as wide a range of platforms as possible.

ITV has also invested additional funds into newsgathering, extending reporting operations and establishing a Beijing bureau.

The quality of ITN's news coverage was recognised at the Royal Television Society's journalism Awards for 2005, with ITN sweeping the board with eight wins. David Mannion, editor-in-chief of ITV News, won the prestigious Judges' Award in recognition of his passion, drive and energy. ITV News picked up two further gongs for the Evening News and its coverage of the Pakistan earthquake. Channel 4 News won five awards, taking the honours in the Best Journalist, Young Journalist and Specialist Journalist categories as well as the Home News award for the Attorney-General scoop.

ITN Source

The new investment in ITN Source will see:

- The launch today of a new website which reflects the new name and branding. From September, this website will provide existing and new customers with a comprehensive e-commerce platform, enabling them to view some of the most popular footage digitally prior to purchase. This is a key strategic tool in driving growth into new markets, particularly the US.
- The creation of a rights clearance service for ITN Source customers, providing them with a one-stop-shop for buying cleared footage.
- The purchase of High-Definition cameras and video equipment to ensure new key content is future-proofed.

Earlier this year, ITN Source started building its major digital library of moving imagery. This will come on stream for customers in the autumn, although news content will be stored in a fully digital format from the end of this month. This development means it is able to offer digitisation services to business partners and the collections that ITN Source represents.

ITN Source also opened a new sales office in Sydney in January and will be opening in Germany later this year, expanding its international presence in key markets.

In October 2005, ITN Source brought in a new Customer Relationship Management system. This is giving the sales team far greater insight into what people are buying and has streamlined the customer relationship, helping the business work better with our traditional broadcast customers but also with new audiences.

ITN On

ITN On has taken the lead in pioneering the delivery of video content to the mobile platform, producing and packaging news, sport, entertainment and other video content specifically tailored for mobile and multimedia platforms. ITN On is now in partnership with almost all the major mobile operators and agreed new deals with Orange, Vodafone, T-Mobile and O2 this year. Turnover in the business more than doubled year on year and, with the expected increase in use of 3G mobile phones, the business is well positioned to deliver substantial growth in the next few years.

The new investment will see:

- Technical enhancements to the current made-for-mobile news channel to sharpen the pace of the channel and the quality of output.
- The launch of a new showcase website in the autumn, allowing customers and consumers to view examples of the ITN On packaged content directly.

The partnership deal signed with Google earlier this year, providing a variety of content direct to consumers via Google's Video Store, was a key collaboration between ITN On and ITN Source to drive growth in the online market. This deal also enabled ITN to access the US

consumer market for the first time. There have been over one million hits on ITN content available on the Video Store since January.

ITN On also packages and produces content for broadband and this year signed a deal with MSN to supply news and a variety of entertainment content for its new video channel, MSN Video. In May, there were over two million hits on ITN content on MSN's platform. ITN On has an established relationship with Yahoo! and the search engine Blinkx.

ITN Consulting

At ITN there is a dynamic team of specialists to manage and deliver practical solutions to numerous broadcasters around the world. ITN Consulting helps its clients in specific areas such as redesigning the on-air look of a channel, enhancing content or transferring from analogue to digital server technology. It also offers complete solutions combining a range of skills and disciplines. Services include: branding & graphics; editorial policy & management; newsgathering & production; and training.

ITN Factual

ITN Factual is ITN's documentary-making unit, making programmes for all major UK broadcasters, as well as international clients such as Discovery and National Geographic, for which Factual made the recent, highly regarded Reign of Terror series. Since 2000, ITN Factual has produced more than 490 hours of programming, including Al Murray's "Road to Berlin", "The British Upper Class", "North West Passage", "Tony Robinson's Titanic Adventure" and "Europe's Richest People".

Visual Voodoo

Visual Voodoo produces factual entertainment and, since its creation in 2000, it has established a reputation for popular, controversial, cutting edge programming across a wide range of UK channels. Tony Moss, former Head of Factual Entertainment at the BBC, took over as Head of Programming at the beginning of 2003. Recent projects include the hugely successful X Rated strand on Channel 4 and the Angus Deayton "Help Your Self" series on ITV1. Visual Voodoo was recently commissioned to produce two more episodes of the ratings winner "Dumb Britain" for ITV.

Notes to editors:

ITN's shareholders are ITV plc (40%), United Business Media (20%), Daily Mail & General Trust (20%) and Reuters (20%).

Revenue breakdown

	2000	2005
News	89%	75%
ITN Source (archive)	5%	14%
ITN On (multimedia)	0.5%	4%
Production	5%	6%
Other	0.5%	1%