



Delyth Jewell MS  
Chair of the Senedd's Culture, Communications, Welsh Language, Sport, and International  
Relations Committee  
Senedd Cymru  
Bae Caerdydd  
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31st March 2026

Dear Chair,

I am writing to respond to your correspondence following ITV's appearance before the Senedd's Culture, Communications, Welsh Language, Sport and International Relations Committee on 15 January 2026.

As outlined during our evidence session, we are incredibly proud of our role as a PSB and the value we offer to all our audiences, including in Wales. We spend more on original UK content than anyone other than the BBC, with very substantial production outside London and with independent producers, across a wide range of genres including accurate and impartial national and internal news.

ITV is also the only commercial broadcaster in Wales to provide high quality national news, as well as delivering a range of current affairs and factual content for viewers. We are proud to offer plurality to the BBC, and are incredibly proud of the 400+ hours of content we make for Welsh audiences every year. That content earned us the UK wide National RTS Best Nations and Regions News award in 2025, and the RTS Best Nations and Regions Factual Programme in 2026.

In an increasingly fragmented market, and with linear advertising continuing to decline, as we outline below, Ofcom themselves have highlighted the real risks to the sustainability of PSB. Whilst budgets have not increased, and we cannot commit to them doing so in this market, we have sustained employment in Wales and new technology and other efficiencies have enabled us to provide an even better and broader service than ever before, including expanding our reach across social media platforms, despite that not being part of our licence obligations.

Each year ITV spends £120m on its UK, international, nations and regions news, and has recently made a further £20 million investment in bringing its studios and galleries in the Nations and Regions up to date to better serve our audiences. Furthermore, ITV News is investing in a new app, due to be launched later this year, which will update and refresh our digital offering; all of which shows our ongoing commitment to our licences and to providing accurate and impartial news to our audiences.

ITV very much values its relationships with the wider creative sector in Wales, and we were pleased to outline our continued efforts in this area during January's evidence session. It is

important to note that there has been significant increases year on year from 2023 in the amount spent and the number of hours of network content sourced from Wales. Projected figures for 2025 anticipate a spend of around 1.3%, an increase on 2024's figures.

In part this reflects our efforts to strengthen and widen relationships with producers in Wales and we were pleased to have facilitated two fantastic days of engagement in conjunction with *Creative Wales* in November 2024 to encourage greater collaboration between ITV and the vibrant screen sector in Wales. Several productions were commissioned and produced in Wales as a direct result of this activity. We hope to repeat this active outreach in 2026/ 27 as part of our ongoing effort in this area. ITV's Commissioning team also have regular, ongoing dialogue with Welsh producers through their own Commissioning briefings and ad hoc commissioner meetings.

Current and recent ITV Network productions in Wales include an upcoming four-part true crime drama *Believe Me*, produced by Etta Pictures (part of ITV Studios). The drama was filmed in Cardiff and has been produced with the support of Creative Wales. Another production that is currently being filmed in and around South Wales is *The Party*, a thriller starring Luke Evans based on the best-selling Elizabeth Day novel. Produced by World Productions (part of ITV Studios), this production has also been produced with the support of Creative Wales. We're also pleased to announce that filming will commence in Wales later this year for another major drama commissioned by ITV Network. *Majesty* is a six-part Tudor period drama focusing on the young Elizabeth I in the court of Henry VIII, and will be produced with funding secured from Creative Wales.

As part of ITV's commitment to deepening its relationships with independent production companies in Wales and across the UK's Nations and regions, its development initiative *Amplify: The Regions* is now in its second year and includes two production companies from Wales - *Bright Branch Media* based in Cardiff, and *Osprey Television* in Deeside. Another Welsh production company, *Hello Deer*, was part of the first cohort of the initiative in 2024. The project matches production companies with a commissioner at ITV to discuss genre briefs and the chosen companies given 5k funding up front to develop ideas to pitch.

ITV's coverage of sport in Wales should also be highlighted and celebrated in the context of this discussion. Sport is a vital part of Welsh national identity and ITV is proud to play a valuable part in the cultural moments that bring people together. ITV's commitment to and coverage of the Six Nations rugby championship is a clear example of ITV's contribution to Welsh audiences. It's also worth noting that ITV's informal but longstanding arrangement with S4C has allowed them to broadcast live sporting events of global importance through the Welsh language - an unique and vital offering to viewers in Wales.

Ahead of what promises to be the most important election in a generation, ITV Cymru Wales has a strong slate of trusted and impartial content scheduled for viewers between now and May's Senedd Election. This will include a live debate, breaking news, in-depth interviews, analysis and expert opinion on all services and devices ahead of polling day on Thursday 7 May. *Wales Decides 2026: The Debate* will be hosted by ITV Cymru Wales' Political Editor Adrian Masters and will be broadcast on Sunday, April 19th between 8pm and 10pm on ITV Cymru Wales and You Tube. National Correspondent Rob Osborne will also present five 30

minute programmes during the election campaign profiling the leaders of all of the main political parties in Wales.

On the 8th May, Andrea Byrne and Adrian Masters will host a special programme with the results of the election, featuring live feeds from all of the counting centres all across Wales. The programme will host a roster of experts and insiders to provide comprehensive analysis and insight including Cardiff University's Dr Jac Lerner, former Plaid Cymru Leader Leanne Wood, former Secretary of State for Wales Stephen Crabb MP and former First Minister of Wales, Lord Carwyn Jones. These programmes will sit alongside our ambition for our daily news coverage, with a particular focus on informing and engaging younger viewers on our digital platforms.

All of the above content clearly highlights the enormous contribution to public service broadcasting in Wales - no other commercial player is matching this contribution. But this contribution should not be taken for granted. As Ofcom warned just last year, if no action is taken by the UK Government, *"the very existence of the PSBs – who are the main providers of PSM – will be threatened."*

We recognise your concerns about the level of ITV's spend in Wales on network productions over the last few years. Investment in UK originated TV content is under acute pressure as the content market becomes truly global, and we compete with global players many times our scale. Despite the boom in production beyond the PSBs, it is still mainly the PSBs that continue to support investment in content at scale right across the UK.

In order to maximise investment in content, ITV needs to operate as efficiently as possible. This is why we have implemented a large scale cost saving programme in recent years and delivered £253m of permanent cost savings since the start of 2019.

Unlike the publicly-funded BBC and publicly-owned Channel 4, ITV is not in a position to commit to individual production quotas for each of the UK's Nations. Successive Governments have prioritised policies to increase competition to PSBs for viewing and revenue, and the value of the benefits that fund commercial PSB have been in decline over the past decade. As Ofcom has made clear, the result is that the PSB system is already under threat and further support will be needed even just to sustain the current levels of obligations.

Despite a tough environment, we are continuing to work hard to evolve and adapt to create and deliver brilliant content to audiences when and how they want it. Our streaming service ITVX continues to go from strength to strength, and we are proud to have our own ITV Cymru Wales Rail prominently on ITVX's homepage that allows us the opportunity to showcase the very best of our content for audiences in Wales and across the UK - including programming, news and trusted journalism. You can find many of our most popular programmes and series such as *Vanished Wales*, *Tails from the Shelter*, *Coast and Country* and *Sharp End* on the ITV Cymru Wales rail on ITVX, alongside our daily news programme *Wales at Six*.

Additionally, as part of ITV's distribution and commercial partnership, all of our Nations & Regions news programmes are also available on *YouTube* after transmission, on a dedicated news channel called 'ITV News in Full'.

In response to the Committee's concerns regarding network news reporting of devolved policy issues, we can assure you that ITV News takes the coverage of devolved issues very seriously and has made a deliberate, long-term editorial investment to ensure both Welsh and UK-wide audiences are properly informed about decisions taken in Wales. Our dedicated Wales Correspondent Rhys Williams works closely with the team here in Wales to ensure accurate reporting of devolved policy issues, as well as bringing Welsh language speaking to his network news coverage from time to time, which is to be welcomed and celebrated.

We also recently welcomed a group of ITN & ITV News Network to the Senedd for the day to learn more about the electoral changes and logistical challenges that will be facing journalists in this upcoming and unprecedented election. They had the opportunity to meet key representatives from each of the political parties in Wales, to understand more about their policies and priorities ahead of May's election.

ITV's social media content and digital news platforms reflect devolution across the UK by providing tailored coverage of devolved policy issues alongside national UK politics. ITV News maintains the same standards of accuracy across social media posts as on TV and other digital outputs.

ITV also makes a significant contribution to media literacy through our huge investment each year in accurate, impartial and trusted news and current affairs. We ensure that this is available to people through content and services that suit them - broadcast bulletins, long and short form news on ITVX, or our youth-focused social media offer *The Rundown*. This offers an important counter to the volumes of mis- and disinformation online.

ITV Politics' account on TikTok is the biggest political account on its platform with over 550m views last year alone. Of those 550m views, more than 75% came from under 34s. Specifically in ITV Cymru Wales we have a new reporter with a digital focus who is currently concentrating full time on the election, providing information, explaining manifestos and more. She has a platform on ITV Cymru Wales' social media channels, as well as the wider ITV Politics Tiktok account. It should also be noted that ITV Cymru Wales have been producing content for S4C's *Hansh Dim Sbin* brand for a number of years across social media platforms, directly reflecting devolution to new and younger audiences through the medium of Welsh.

We hope that the Committee recognises the important contribution ITV makes, in the round, to the cultural, economic and political life of Wales. We also welcome the fact that members continue to champion the important role that Public Service Broadcasting plays in Wales and would also urge you to do all you can to ensure its future sustainability.

Your Sincerely,

Zoe Thomas  
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ITV Cymru Wales

Magnus Brooke  
ITV's Group Director of Strategy, Policy & Regulation