



**ITV Plc**  
Media

Company	
Country	United Kingdom
Number of Employees	8'100
Web	www.itv.com

Share	
Market cap (mil)	4'812
Currency	GBP
High 52 week	1.3
Low 52 week	1.0
Last Price	1.2

Key Data	2004	2005E
Sales (mil)	0	2'053
EPS	0.00	7.61
P/E Ratio	N/A	15.54

Source: Bloomberg / August 18, 2005

Sales in	
Alcohol	No
Armaments	No
Firearms	No
Tobacco	No
Gambling	No

Source: IRRIC, SAM Research

**Company Description**

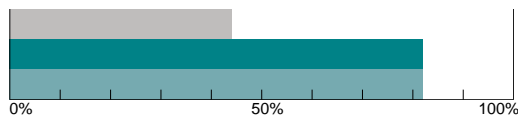
ITV is one of UK's leading media companies owning all of the regional Channel 3 licenses in England and Wales, accounting for over 90% of ITV1 advertising revenues. It also owns the digital channel ITV2 and stakes in pay-TV channels and Internet ventures. ITV's production arm comprises the largest commercial television production company in the UK and one of Europe's largest program distributors. ITV owns the market leading cinema screen advertising businesses in the UK and the Republic of Ireland and has similar joint ventures in Continental Europe and the United States.

**Sustainability Performance**

Corporate sustainability is integrated into the strategic thinking of ITV, positioning the company as clear leader within the industry. ITV's capabilities in the economic dimension are above average in its industry. This is underlined by a strong performance in corporate governance as well as risk and crisis management. Apart from this, ITV has detailed standards and codes for business conduct and broadcasting content catering to various segments of the customers in multi-languages. In the environmental dimension, ITV scores significantly above the industry average with a clear outperformance in eco-efficiency, environmental management and reporting. Moreover, ITV performs among the best in the social dimension, particularly in labor practice indicators, social reporting, ethical conduct and editorial policy, following the Ofcom standards and advertising regulations code.

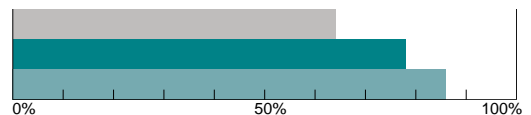
**Sustainability Scores**

**Total Score**

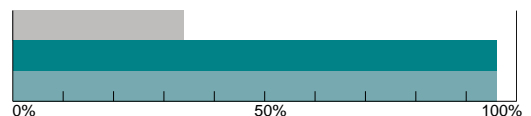


■ DJSI sector average on a global basis  
■ ITV Plc  
■ Best company on a global basis within DJSI sector

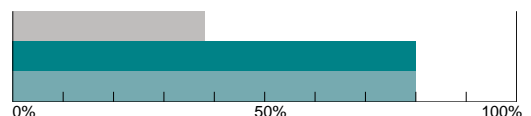
**Economic Dimension**



**Environmental Dimension**



**Social Dimension**



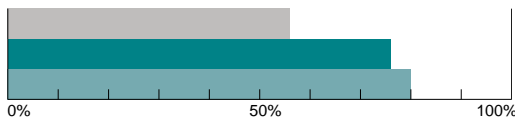
### Industry Driving Forces

In an increasingly competitive environment, customer loyalty will be the measure of success, and quality of content, state-of-the-art technology, a talented, creative and motivated workforce the key drivers. Social aspects such as non-discrimination of the workforce and cultural sensitivity toward clients and communities remain at the center of public attention and scrutiny. Given the power of media companies to shape public opinion, accountability, transparency, and the protection of children are also key aspects. The issue of intellectual content management, piracy and copyright protection present some of the key challenges to certain parts of this industry.

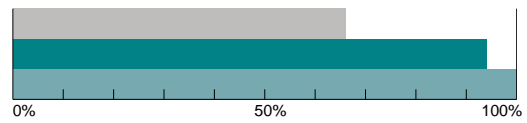
### Company Performance for selected Criteria

#### Economic

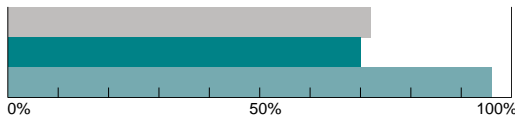
##### Codes of Conduct/Compliance/Corruption & Bribery



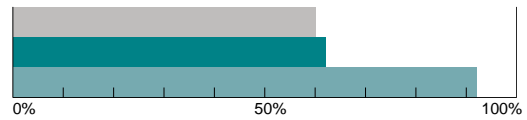
##### Risk & Crisis Management



##### Corporate Governance

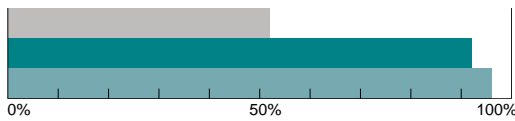


##### Customer Relationship Management

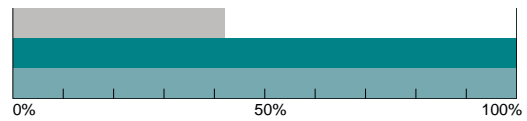


#### Environmental

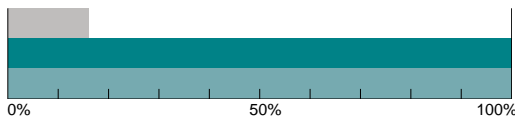
##### Environmental Policy/Management



##### Environmental Reporting

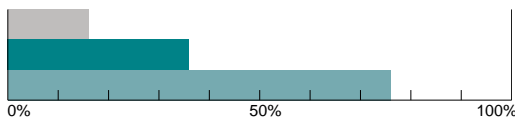


##### Environmental Performance (Eco-Efficiency)

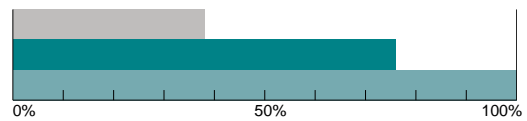


#### Social

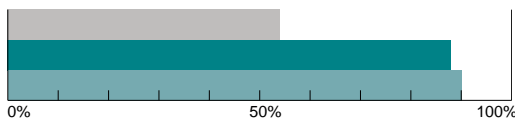
##### Human Capital Development



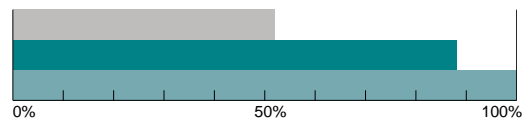
##### Protection of Children



##### Labor Practice Indicators



##### Ethical Conduct



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"Corporate Sustainability is a business approach to create long term shareholder value by embracing opportunities and managing risks deriving from economic, environmental and social developments."

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