



Interactive services at ITV offer the viewer exciting and varied solutions designed to compliment the in-show experience as well as provide an additional level of value to the customer. These services enable a more direct dialogue and relationship between the broadcaster and viewer which further serves to enhance the overall experience.

ITV's Interactive services are delivered by ITL, an in-house service provider, set up to provide interactive services for circa 15 production companies including ITV studios. The lifecycle of competitions, votes, feedback services and charitable appeal events are managed from concept to delivery via experts within Commissioning, Production, Service Delivery and Operational teams. As always transparency, compliance and entertainment sit at the heart of everything we do across ITV's schedule.



Annually, we offer our viewers the opportunity to enter over 500 competitions within ITV productions including Good Morning Britain, This Morning and Saturday Night Takeaway alongside day time shows such as Tipping Point, Dickinson's Real Deal and The Cube. Entrant routes are offered via premium rate SMS and Telephone lines alongside a free entry option.



Vote shows continue to attract large audiences whilst creating loyal followers keen to engage with the show and have their say in the outcome.

Originally delivered via SMS and Fixed Line, ITV have been at the forefront of introducing new entry mechanics including Voice Shortcodes and In-App voting.

Working with our charity partners ITV deliver two major donation services in Text Santa and Soccer-aid by utilising in-show promotions of SMS, fixed line and call centre solutions. Each show is editorially unique providing differing challenges in encouraging viewers to engage but both continue to generate significant participation.

