

# ITV plc - Company Profile and SWOT Analysis

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## Abstracts

ITV plc %li%Company Profile and SWOT Analysis

### Summary

ITV plc %li%Company Profile and SWOT Analysis, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### Key Highlights

ITV plc (ITV or 'the company') is the commercial television network in the UK. It operates a family of channels, creates, owns, and distributes content across traditional television broadcasting, and on its family of free-to-air channels. The company delivers its content across multiple platforms, including ITV Hub; ITV's website, itv.com; pay providers such as Virgin and Sky; and through direct content deals with services such as Amazon, Hulu, and Netflix. The company offers format licenses, program distribution rights, advertising, subscriptions, and SDN services. It has operations in the UK, the US, the Netherlands, Germany, France, Italy, Australia, Spain, Israel, and Nordics. The company is headquartered in London, Greater London, the UK.

### Scope

Detailed information on ITV plc required for business and competitor intelligence needs

A study of the major internal and external factors affecting ITV plc in the form of a SWOT analysis

An in-depth view of the business model of ITV plc including a breakdown and examination of key business segments

Intelligence on ITV plc's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about ITV plc, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

### Reasons to Buy

Gain understanding of ITV plc and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess ITV plc as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on ITV plc's business structure, strategy and prospects.

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