



ITV'S INITIATIVE FOR AN ECO-FRIENDLY FUTURE

ITV is actively pursuing a greener future with its commitment to achieving Net Zero carbon emissions by 2030. This initiative is a key component of ITV's Social Purpose strategy, which aims to address climate change and promote sustainability. The company plans to significantly reduce emissions across its operations, including buildings, energy use, and business travel. Additionally, ITV is encouraging sustainable practices in content production by requiring albert certification for all program makers. This certification ensures that productions are environmentally responsible.

ITV's dedication to sustainability is further demonstrated by its investment in renewable energy, waste reduction, and a sustainable supply chain, showcasing its leadership in the media industry's transition towards a more sustainable future.



LOCAL COUNCILS ACT AGAINST 'HARMFUL' OOH

Sheffield City Council has continued the growing trend of councils banning billboard adverts for junk food, gambling, vaping, and polluting products by banning them from its local media. The ban will apply to all authority-owned hoardings, online media, and sponsorship opportunities. The move aims to "set a tone" and "gently encourage others to follow." The policy could be eased to help local small and medium-sized businesses, and discussions could take place regarding the advertising of third-party events. The main aim is to "influence operators to bring their policy as close as possible to the council's." The ban is expected to come into force next month. This is the latest in councils increasingly being more restrictive on advertising that they allow on their estates with Cambridgeshire CC, Coventry CC and Basingstoke and Deane all having some additional restrictions on what can be advertised on their land. TFL in London has very tightly enforced HFSS regulations (High Fat, Salt and Sugar).

Four will continue to monitor and advise clients on regulations around their campaigns.



2023 RISE IN ATTRACTION ATTENDANCE

According to the [Association of Leading Visitor Attractions \(ALVA\)](#), 2023 witnessed a resurgence in visitor numbers for many UK attractions. The British Museum reclaimed its position as the most-visited UK attraction, welcoming 5,820,860 visitors in 2023. This marked a 42% increase compared to 2022. The allure of the Coronation also played a significant role in boosting visitor numbers at several other iconic sites, with visits to Westminster Abbey increasing by 49%, Windsor Castle by 66% and Buckingham Palace welcomed 501,499, visitors reflecting a 75% increase during its summer opening. However, whilst the total number ALVA sites in 2023 reached 146.6 million, representing a 19% increase from the previous year, this still marked an 11% decline compared to the pre-pandemic year of 2019.

At Four, we work with a range of media partners that not only raise awareness and consideration of an event or destination but can quantify footfall to justify investment. More information on our work is available on request.



BBC TAPS INTO PODCAST PROFIT POTENTIAL

The [BBC plans to introduce advertisements on some of its podcasts](#) for UK listeners, aiming to generate greater revenues. While ads will appear on smaller podcasts hosted on third-party platforms, BBC Sounds will remain ad-free as well as those discussing news and current-affairs. BBC Studios already sells ads on BBC podcasts outside the UK and generates incremental revenue from streaming services like Amazon's Prime Video and Netflix. Meanwhile, BBC Sounds recorded an impressive 1.6 billion plays last year. While the BBC aims to bolster its financial support, the introduction of ads on podcasts remains a topic of contention with potential implications for the wider media landscape.

Critics argue that introducing ads on BBC podcasts could distort competition and as the BBC is a trusted brand, its reputation for high-quality content is at stake. Advertisements must align with the BBC's values and not compromise editorial integrity – striking the right balance between ads and content quality is essential. This commercial introduction would provide advertisers and brands with even great audible choices and play on the trusted nature of BBC content. This has also led some competitors to suggest that [increase in competition will reduce in falling revenues](#) for the industry but it does represent greater choice for advertisers. Ultimately, the quality of content and audio experience will be the determining factors of success.

We shall keep you updated as more information becomes available alongside dates when advertisers could access the inventory.

TOGETHER WE MAKE A DIFFERENCE