



Authorised Auditing Companies

(ITV Addressable Advertising Data)

Authorised Auditing Companies

Advertisers are notified that as of 28 July 2025, (save as otherwise instructed in writing by ITV) the auditing companies listed below (**Authorised Auditing Companies**) are authorised to access and report on limited ITV addressable advertising data (as detailed further below).

- Slik Media Limited
- Sparkfast Limited t/a Auditstar
- MediaSense Communications Limited
- PricewaterhouseCoopers LLP
- ECI Management AB
- Ebiquity Associates Limited
- Twenty Three Media Limited
- Abintus Consulting Limited

Permitted Reporting

Access by Authorised Auditing Companies to ITV addressable advertising data is limited to the following data sets:

- Impressions by campaign flight, and within that, by traded audience
- Top 10 programmes in which disclosed clients' campaigns were delivered
- Gross budget by campaign flight, and within that, by traded audience

Updated 28 July 2025