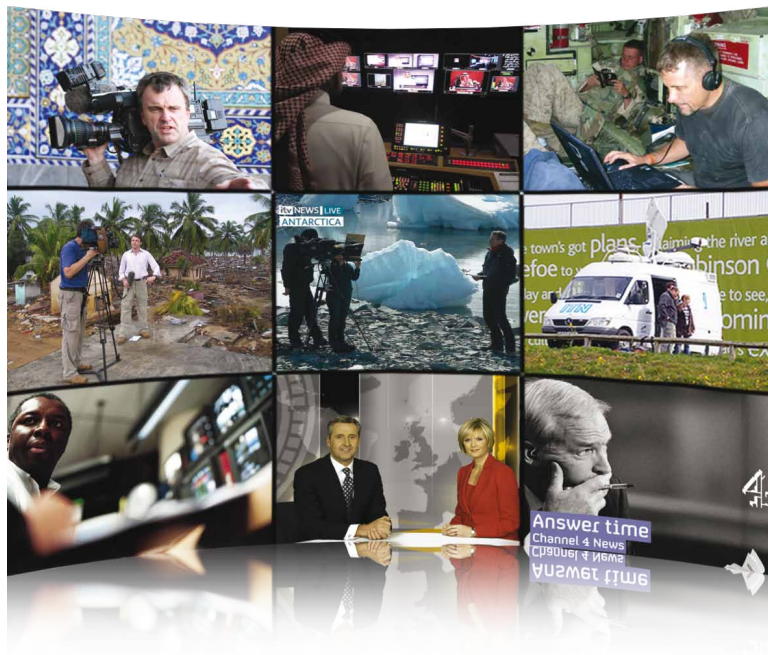


## World leader in news

ITN is one of the most diverse and dynamic content creators in the world. We produce news, entertainment, factual and corporate programming for every media platform from television to online to mobile phones.

We are world leaders in news. Founded in 1955, we produce news programming for ITV, ITV London, Channel 4 and numerous online and new media services. More than 10 million people in the UK get their news from ITN every day.

We operate at the forefront in developments in technology, production methods and creativity in news and have won more than 400 major awards for journalism, design and technical innovation including many RTS, BAFTA and International Emmys.



We can help you improve your news programming

## Our news audit

ITN offers a cost-effective news audit service that leverages its award-winning expertise and understanding of international best practice.

We will identify how you can:

- Improve the quality of your news output
- Make your news service more attractive to viewers
- Produce your news more efficiently and effectively, including at a reduced cost

We will deliver a detailed report based on on-site interviews and surveys. It will form the basis for a development road map for your management team.

## Areas covered by the audit

During the audit, our team covers:

- Programme format and architecture
- Programme look and feel
- Editorial content and graphics
- Use of international news feeds / content
- Onscreen talent (e.g. presenters, reporters)
- Production workflow
- Production techniques
- Technical competencies (studio, ENG)
- Production and editorial skills
- Newsroom organisational structure

## How we complete the audit

The audit is split into four parts:

**Pre-visit preparation** – we send a survey and data request covering key information to benchmark the service and prepare for the visit.

**Audit visit** – the visit takes place over five days on location, with the following structure:

- Management and staff interviews
- Newsroom tour and inspection
- Live programme and past programming review
- Technical area inspection
- Discussion sessions with key staff

**Post-visit analysis** – the team reviews its findings, asks follow-up questions and prepares its audit report. This takes five working days.

**Report delivery and presentation** – report submitted and meeting held to present and discuss findings. As part of our findings we provide clear recommendations on next steps.

## The cost

The ITN News Audit is designed as a low-cost product for a broadcaster to receive a rapid assessment of its performance.

The price includes a low fixed fee and coverage of expenses.

## Contacts

To register an interest and discuss any aspect of the ITN News Audit product please contact Laurie Patten at [laurie.patten@itn.co.uk](mailto:laurie.patten@itn.co.uk) or via the address below.

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## About ITN Consulting

The ITN News Audit product is delivered by ITN Consulting, a division within ITN focusing on support to third parties.

ITN Consulting provides strategic and implementation support to the global media industry. We combine strategic consulting rigour with hands-on industry experience.

Our team has worked for over 100 media clients worldwide on projects including channel launch support, revamp of channels, development of digital businesses, customer marketing services, licence bids, training and regulatory support.

Our clients have included:

