

press release

16 November 2010

The Share Centre recommends investors tune in to ITV

- ITV announce an 11% rise in revenue to £1.456bn
- ITV remain overly cautious for 2011
- The Share Centre currently lists ITV as a 'buy' for investors seeking growth

Nick Raynor, investment advisor at The Share Centre explains why he recommends growth seekers take a closer look at Britain's biggest commercial broadcaster.

"News that advertising revenue rose 16% for the first nine months of 2010 is really very positive for ITV, and although this has been played down by remaining cautious for 2011, we feel these results show ITV has turned a corner.

"The venture in to HD versions of ITV2, ITV3 and ITV4, coupled with new deals for the talent shows X Factor and Britain's Got Talent, are all positive signs that it can continue to grow into 2011. We also like ITV's focus on reducing net debt by concentrating on cash and cost cutting.

"It is important for investors to note that this is a recovery play which is also at the higher end of the risk spectrum. However, we feel ITV seem overly cautious and recommend investors seeking growth tune in."

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Risk Warnings:

Investing in general, and the products and services mentioned above may not be suitable for all: if in doubt, individuals should seek independent financial advice. The value of investments and the income from them can go down as well as up and investors may not get back their original investment. Past performance is not a reliable indicator of future performance.

The bases and levels of taxation relating to ISAs, CTFs and SIPP's are subject to change and the value of these tax allowances may depend upon the circumstances of the individual.

About The Share Centre:

The Share Centre was established in 1990 to provide value-for-money share services for private investors. Its range of services includes buying and selling shares (by Internet, telephone and post) and a comprehensive share administration and safe custody service. Tax-efficient investment 'wrappers' including ISAs, CTFs and SIPP's are also available.

The Share Centre's Advice team provides comment on market sectors, individual shares and funds on www.share.com. Access is available to customers and registered users of the site. Registration is free. To understand how our Advice team arrive at their views please read our [Investment Research Policy](#)

In addition, account customers can receive individual telephone advice on UK-listed shares and on funds traded via the CoFunds trading platform.

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