



---

# Sky Acquires ITV in Major British TV Restructure

## Description

Sky has completed a £1.6 billion deal to buy ITV's television network operations. ITV announced this to its shareholders, making this important British broadcaster part of the NBCUniversal entertainment group.

This deal comes as traditional television companies, like Paramount and Warner Bros., are merging to stay competitive against streaming services such as Netflix and YouTube. ITV has been in talks about this sale since November.

Sky will pay £1.2 billion right away and another £200 million by mid-2028, depending on ITV's advertising earnings. ITV's production division will not be included in the sale. However, Sky will sell its show producer, Love Productions, back to ITV for £200 million.

The two companies are expected to share viewers effectively, as their combined TV and streaming audience reached 18.3% in May. Sky's CEO described the deal as important for British media, assuring that ITV will remain a public service broadcaster.

ITV, known for hits like Love Island, generates £2 billion in revenue and has a strong streaming service called ITVX. The deal will take time to be fully approved but is seen as a significant step in the industry.

---

## Vocabulary List:

1. **operations** //,ɑpə'reɪʃənz// (noun): work and activities a company does regularly
2. **shareholders** //ʃɛr,həʊldərz// (noun): people who own shares in a company
3. **broadcaster** //brɔd,kæstə// (noun): company or person that sends TV or radio
4. **streaming** //stri:mɪŋ// (adjective): watching video or audio over the internet
5. **audience** //ˈɑdiəns// (noun): people who watch or listen to a show
6. **revenue** //ˈrevə,nu// (noun): money a company gets from its work

## Comprehension Questions

### Multiple Choice

1. How much did Sky pay right away for ITV's television network operations?



- Option: £1 billion
- Option: £1.2 billion
- Option: £1.6 billion
- Option: £200 million

2. What percentage of the combined TV and streaming audience did Sky and ITV reach in May?

- Option: 15.2%
- Option: 17.5%
- Option: 18.3%
- Option: 20%

3. Which company is ITV now part of after the deal?

- Option: Warner Bros.
- Option: NBCUniversal
- Option: Paramount
- Option: Netflix

4. How much is Sky expected to pay depending on ITV's advertising earnings?

- Option: £100 million
- Option: £200 million
- Option: £500 million
- Option: £1 billion

5. What is the name of ITV's strong streaming service?

- Option: ITV Prime
- Option: ITV Play
- Option: ITVX
- Option: ITV Plus

6. Which show is ITV known for that is mentioned in the content?

- Option: Big Brother
- Option: Love Island
- Option: The Voice
- Option: The Chase

### True-False

7. Sky's deal to buy ITV's operations is worth £1.6 billion.



8. ITV's production division is included in the sale to Sky.
9. Sky plans to sell Love Productions back to ITV for £200 million.
10. Sky's CEO believes the deal is unimportant for British media.
11. The deal is expected to be approved immediately.
12. ITV generates £2 billion in revenue.

### Gap-Fill

13. Sky has completed a £1.6 billion deal to buy ITV's television network operations, making this important British broadcaster part of the \_\_\_\_\_.
14. Sky's CEO described the deal as important for British media, ensuring that ITV will remain a \_\_\_\_\_ service broadcaster.
15. ITV has been in talks about this sale since \_\_\_\_\_.
16. Sky is expected to pay another £200 million by mid-\_\_\_\_\_.
17. The combined TV and streaming audience of Sky and ITV reached \_\_\_\_\_ in May.
18. The deal will take time to be fully \_\_\_\_\_ but is seen as a significant step in the industry.

### Answer

**Multiple Choice:** 1. £1.2 billion 2. 18.3% 3. NBCUniversal 4. £200 million 5. ITVX 6. Love Island

**True-False:** 7. True 8. False 9. True 10. False 11. False 12. True

**Gap-Fill:** 13. NBCUniversal 14. public 15. November 16. 2028 17. 18.3% 18. approved

### CATEGORY

1. Business - LEVEL2

### POST TAG



1. British TV
2. ESL learning
3. esl news
4. ITV
5. Level 2
6. sky

**Tags**

1. British TV
2. ESL learning
3. esl news
4. ITV
5. Level 2
6. sky

**Date Created**

2026/07/06

**Author**

aimeeyoung99

ESL-NEWS.COM