



07:00, 23 January 2026

## **STV Group plc Pre-close Trading Update and Notice of Results**

### ***Full Year 2025 Group revenue and adjusted operating profit in line with guidance***

STV Group plc ("STV", the "Group") today provides a trading update for the year ended 31 December 2025.

- Group revenue is expected to be towards the top end of the guidance range of £165m-£180m, with adjusted operating profit in line with current consensus of £11.4m.
- Q4 Total Advertising Revenue (TAR) is expected to be down c.10% year on year, with full year TAR also down c.10%, reflecting the continued impact of the challenging macroeconomic climate on the advertising market. These market conditions have continued into early 2026.
- The year-end net debt position is expected to be towards the lower end of the guidance range of £45-50m.
- Actions announced in September to protect profitability will deliver a £2.5m cost reduction in 2026 as planned. These savings are incremental to the previously announced target of £5m run rate by the end of 2026.
- STV Studios closed the year with an order book of £33m (Aug-25: £40m) following continued delivery of programmes to commissioners in a sector where activity remains subdued. There have been no cancellations notified.
- STV has established its new Audio business as planned, with STV Radio successfully launched this month to an early positive response from the advertising market and audiences.

Rufus Radcliffe, Chief Executive of STV Group plc, said:

*"STV will deliver a full year 2025 in line with current expectations. The macro-uncertainty of H2 2025 has continued into early 2026 with subdued advertising and commissioning markets persisting, although the upcoming 2026 FIFA World Cup provides an important event for advertisers and viewers alike. We are on track to realise previously identified cost savings to protect profitability and provide balance sheet resilience."*

*"Our award-winning Studios team continues to feed a strong pipeline of new potential projects alongside delivery of returning series; and our new growth venture, STV Radio, is off to a promising start. We are also exploring the strategic options that are emerging given the rapidly evolving media landscape."*

### **Notice of Results**

The Group's full year results for the year ended 31 December 2025 will be announced on 17 March 2026.

Ends.

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