

ITV extends interactive services partnership with Fonix into its 10th year

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ITV PLC, the UK's leading commercial broadcaster, has entered into an agreement to extend its partnership with Fonix PLC, continuing a long-standing relationship focused on delivering mobile interactive services across ITV's portfolio of programmes since 2017.

Under the extended agreement, Fonix will continue to power mobile carrier billing across ITV's competition portfolio, while supporting SMS payments and interactive services across a range of flagship programmes, including I'm a Celebrity Get me out of Here, Love Island, Britain's Got Talent, Good Morning Britain, This Morning and ITV Sport.

Leveraging its Campaign Manager platform, Fonix provides secure, scalable SMS engagement infrastructure alongside real-time data insights, helping ITV enhance audience participation and deliver more dynamic, engaging viewer experiences.

Peter Mossman, Director of Production and Strategic Delivery at ITV, said:

"Our partnership with Fonix has played an important role in shaping our interactive services. As audience behaviours continue to shift, it's vital that we work with partners who can combine reliability with innovation. Fonix brings both, and we're excited to continue building on what we've achieved together."

Rob Weisz, CEO of Fonix, added:

"Extending our work with ITV reflects the strength of the relationship we've built together, as well as a shared ambition to keep improving the viewer experience. Interactivity continues to play a key role in broadcast, and we're proud to provide the technology and insight that helps ITV engage audiences at scale."

About Fonix

Founded in 2006, Fonix is a leading provider of mobile payments and messaging solutions, enabling businesses to connect, engage, and transact seamlessly through mobile technology.

Fonix helps organisations across media, charity, entertainment, and enterprise sectors drive revenue and enhance audience engagement.

Headquartered in London, Fonix is a fast-growing, innovation-driven company, trusted by industry leaders such as ITV, Bauer Media, RTÉ, Global, Comic Relief, and BBC Children in Need. With a strong focus on technology and consumer experience, Fonix continues to shape the future of mobile payments and interactivity.

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