

Reference: 02174175

Information Requests  
[information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk)

23 March 2026

## Freedom of Information request: Right to know request

Thank you for your request for information about ITV competition winners.

We received this request on 16 March 2026 and we have considered your request under the Freedom of Information Act 2000.

### Your request & our response

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*I am writing to make a request for information under the Freedom of Information Act 2000 regarding the compliance and oversight of televised competitions broadcast by ITV (including but not limited to Good Morning Britain, Lorraine, This Morning, and Loose Women).*

*Following previous Ofcom investigations into the handling of postal entries (specifically the 2020 ruling regarding "administrative errors" in ITV's competition entry systems), I would like to request the following data for the last four full calendar years (2022, 2023, 2024 & 2025):*

*1. Winner Statistics: Of the total number of winners across all ITV prize competitions in this period, how many individuals entered via the free postal entry route?*

This information is not held by Ofcom.

*2. Entry Volume: What was the total volume of entries received via the free postal route compared to the total volume of paid entries (SMS, Phone, and Web) for these competitions?*

This information is not held by Ofcom.

*3. Audit Data: Has Ofcom received any reports or identified any further "omitted" or "unprocessed" postal entries from ITV during these three years?*

Ofcom has not received any information of this kind.

Yours sincerely,

Information Requests

**Request an internal review**

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress. Please email the Information Requests team ([information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk)) to request an internal review.

**Taking it further**

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).