

Its responsibilities include:

- the awarding and policing of licences for domestic (commercial) television services - terrestrial, satellite and cable,
- the power to impose financial penalties, shorten or revoke licences granted to broadcasters should licensees fail to comply with the terms of those licences or the programme promises made within them,
- the ITC also grants non-domestic licences to broadcasters transmitting into the UK from overseas, such as BSkyB. This licence obliges the broadcaster to comply with certain codes, such as those governing sex and violence on TV, religious advertising, and the EC Directive's programming quotas. The ITC can impose financial penalties or revoke the licence if the broadcaster does not comply with these rules,
- unlike its predecessor the Independent Broadcasting Authority (IBA), the ITC does not have the right of preview of programmes prior to transmission,
- the drawing up and monitoring of codes regarding programming and advertising carried by its licensees,
- conducting audience research.

1990 Broadcasting Act

This laid the groundwork for many of the changes which are now taking place in UK television. In particular, the Act legislated for the following major changes:

- regulatory body the IBA, was to be replaced by the (and the Radio Authority), which would combine responsibility for both terrestrial commercial channels, and domestic cable and satellite services.
- Whereas the IBA had been both regulator and the official broadcaster for the ITV network, the ITC was to be a "light touch" regulator, and the individual companies would be broadcasters in their own right. One result of this was once they became broadcasters, the ITV companies would, from 1993, have to comply with the Restrictive Trade Practices Act. This led to a long period of uncertainty as the companies were forced to agree new "networking" arrangements, resulting in the creation of a centralised commissioning and scheduling system.
- it introduced the process of the highest bid auction for the 16 ITV licences and imposed one year moratorium on takeovers from the beginning of the licences on 1 January 1993,
- Channel 4 was to be separated from ITV, and sell its own airtime, although there would be a safety net in place whereby ITV would provide top-up Channel 4 funding should the