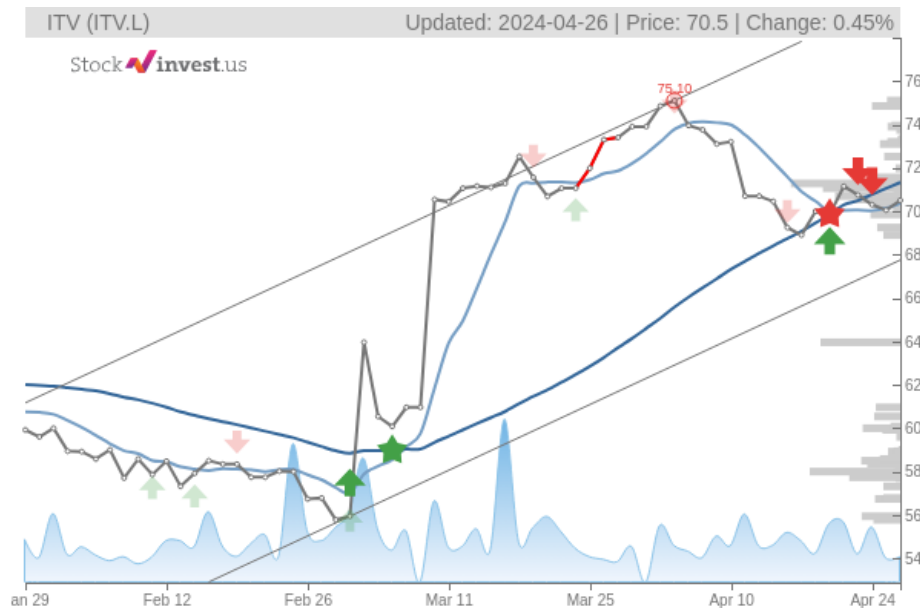


ITV (Fri, Apr 26, 2024)

Sell candidate since Apr 26, 2024

StockInvest.us
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Vilnius, LT-01109
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score: **-4.18**
#17716/ 30083

Trend:	Buy
MV Long:	Sell
MV Short:	Buy
Pivot:	Sell
Volume:	Buy
MACD:	Sell

Tech commentaries:

The **ITV** stock price gained **0.642%** on the last trading day (Friday, 26th Apr 2024), rising from **£70.05** to **£70.50**. During the last trading day the stock fluctuated **1.23%** from a day low at **£70.09** to a day high of **£70.95**. The price has fallen in 7 of the last 10 days and is down by **-0.28%** for this period. Volume has increased on the last day along with the price, which is a positive technical sign, and, in total, **253 thousand** more shares were traded than the day before. In total, **5 million** shares were bought and sold for approximately **£380.71** million.

The stock lies in the middle of a wide and strong rising trend in the short term and a further rise within the trend is signaled. Given the current short-term trend, the stock is expected to rise **30.70%** during the next 3 months and, with a 90% probability hold a price between **£88.55** and **£104.48** at the end of this 3-month period.

There are mixed signals in the stock today. The **ITV** stock holds a buy signal from the short-term Moving Average; at the same time, however, the long-term average holds a general sell signal. Since the longterm average is above the short-term average there is a general sell signal in the stock giving a more negative forecast for the stock. On further gains, the stock will meet resistance from the long-term Moving Average at **£71.33**. On a fall, the stock will find some support from the short-term average at **£70.37**. A break-up through the long-term average will give another buy signal, while a fall below the short-term average will add another sell signal and strengthen the general signal. A sell signal was issued from a pivot top point on **Thursday, April 04, 2024**, and so far it has fallen -6.13%. Further fall is indicated until a new bottom pivot has been found. Furthermore, there is currently a sell signal from the 3 month Moving Average Convergence Divergence (MACD). Volume is rising along with the price. This is considered to be a good technical signal.

On the downside, the stock finds support just below today's level from accumulated volume at **£63.96** and **£58.00**. On the upside the stock meets some resistance just above today's level from accumulated volume at **£70.70**, **£71.06** and **£71.28**.

This stock has average movements during the day and with good trading volume, the risk is considered to be medium. During the last day, the stock moved **£0.86** between high and low, or **1.23%**. For the last week, the stock has had daily average volatility of **1.85%**.

ITV holds several negative signals and we believe that it will still perform weakly in the next couple of days or weeks. We, therefore, hold a negative evaluation of this stock. Due to some small weaknesses in the technical picture we have downgraded our analysis conclusion for this stock since the last evaluation from a Hold/Accumulate to a Sell candidate.

Risk: Medium

Evaluation: Sell Candidate

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