

The image features a large, bright yellow triangle on the left side, which contains the white 'itv' logo. The background of the entire image is a scenic view of two men standing on a wooden log balcony overlooking a lush, green forest with a rocky cliff in the distance. The man on the left is wearing a dark brown jacket and black trousers, while the man on the right is wearing a light-colored patterned shirt and black trousers. Both are smiling at the camera.

April 2026
The ITV Debrief



WELCOME TO

ITV's April 2026 Highlights

Welcome to this month's edition of the ITV Debrief which explores the business' performance across all our linear and addressable channels in April 2026, reflecting ITV's truly cross-platform offering to advertisers.

In terms of reach on the big screen, ITV content was viewed by over 40m adults in April; cementing ITV's position as the biggest commercial TV service in the country.

ITV's mass reach offering in April was complemented by unrivalled levels of engagement with ITV averaging over 800 million viewer hours last month - double the combined total of the SVOD Ad-Tiers.

On the programming front, ITV shows accounted for 99% of commercial TV episodes that surpassed the 3m+ average audience benchmark across April. In total, this milestone was achieved 67 times by ITV shows in comparison with just 1 occasion on the other commercial broadcast and SVOD Ad-Tiers combined. This once again demonstrates ITV's unique ability to deliver mass audiences to advertisers.

The second episode of returning drama Grace arrived on our screens at the start of April and was the month's standout performer; with an average audience of 5m viewers it was the biggest single episode across all commercial TV services.

Another factor in ITV's strong performance last month was the continued success of ITVX. The service consolidated its position as the #1 commercial VOD service in the UK, once again reaching the most adults in a calendar month while also achieving its highest ever streaming hours total for April in what is now the service's fourth year since launch.

**As always, please get in touch
with any questions or feedback.**

KELLY WILLIAMS

Managing Director Commercial, ITV



The image shows four hosts (GK, Joel, Judi, and Sam) in a radio studio setting, wearing black jackets with their names on the chest. They are all smiling and raising their hands in a celebratory gesture. The background features a wall with the word 'HEAVEN' in large, stylized letters and a star. The overall scene is energetic and professional.

itv

Source: Barb As-Viewed | Apr 2026 | Adults 16+ | Reach= 1m in cont.
Barb As Broadcast | Apr 2026 | Individuals 4+ | TV and Online Pre-Broadcast and 1-28 Day | TV-Set Only

40.5M

Average monthly adult reach on the TV-set. **The UK's #1 commercial TV service.**

821m

Average monthly adult TV-set viewer hours. **2x the SVOD Ad-Tiers combined.**

April 2026 Headlines

#1 VOD Service

ITVX had the highest adult reach among all commercial VOD services in April (and every month since the start of 2024 too!).

5m

Average audience for the 2nd episode of Grace. **The biggest Commercial TV episode of April 2026.**

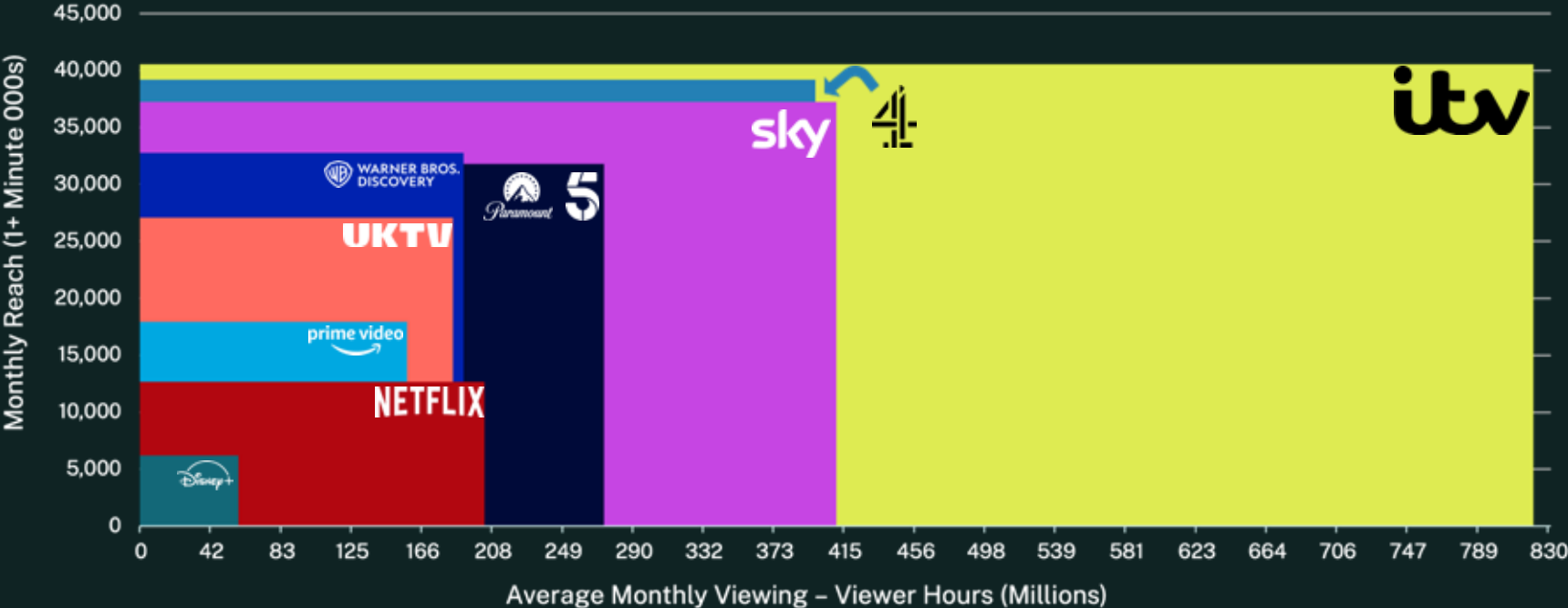
99%

Of commercial TV episodes with an average audience of 3m+.

ITV continues to be the home of programming for mass audiences.

ITV had the highest monthly reach and viewing on the TV-set among all commercial TV services in April

TV-set only: Adults – average monthly viewing hours vs average monthly reach 1+ (000s)

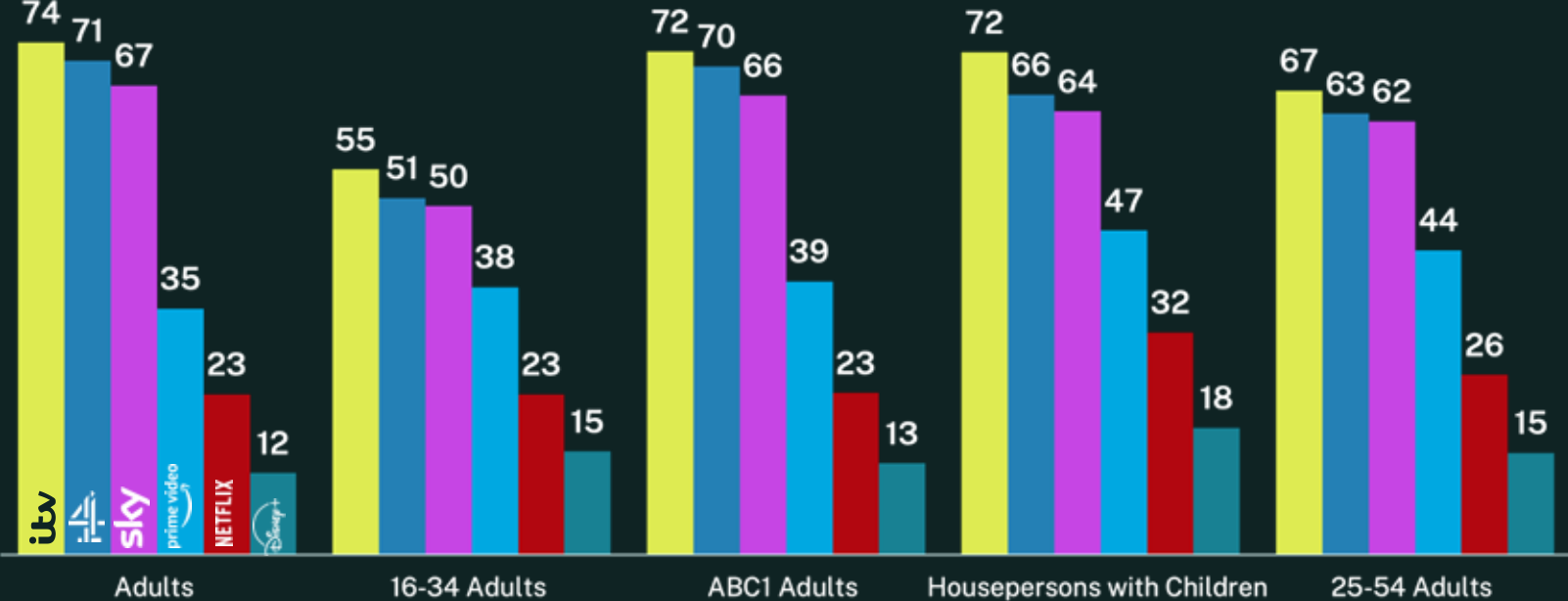


Source: BARB | April 2026 | Online Multiple Screens Network | As Viewed | TV Set Only| All Adults 16+
Barb only measures Video sharing Platform and SVOD usage via home router.



ITV had the highest monthly reach of all commercial TV against key traded audiences in April 2026

Average monthly 1+ reach (%)

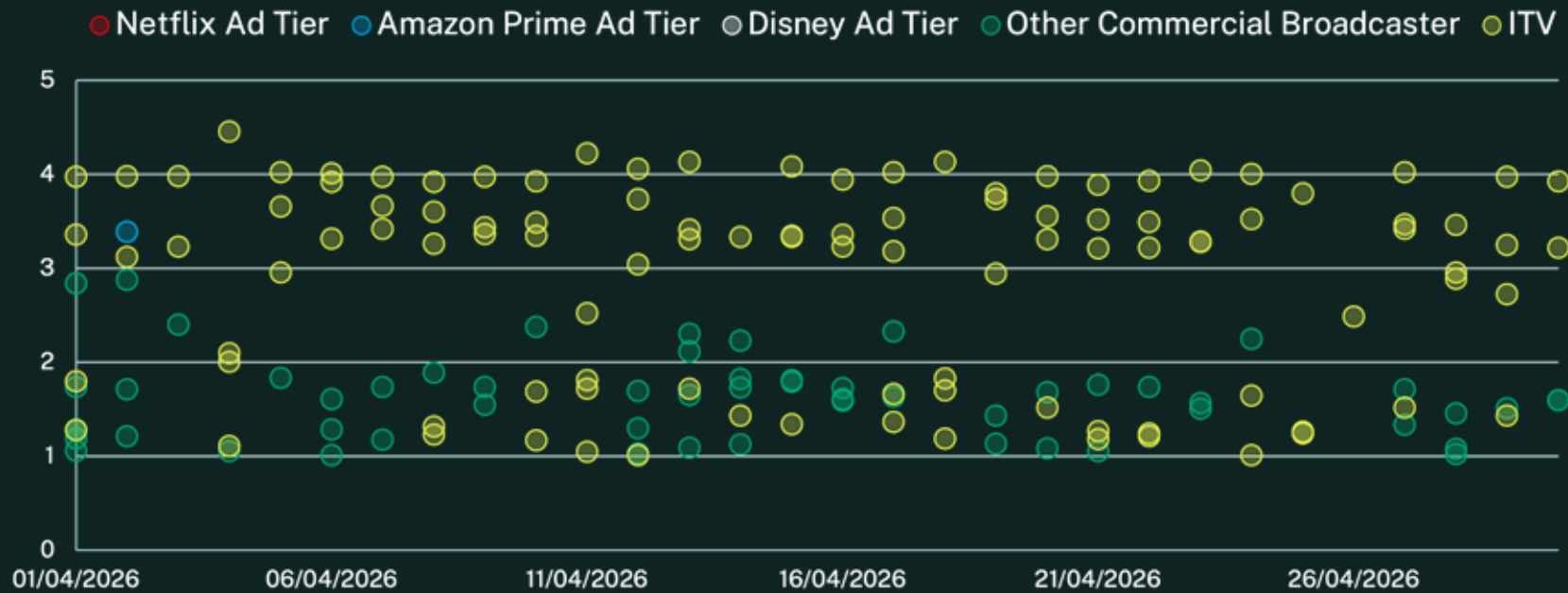


Source: Barb | April 2026 | Online Multiple Screens Network | As Viewed | All Devices | SVOD Ad Tier



ITV had a constant supply of mass audiences throughout April 2026

Episodes with individuals 4+ audience > 1m average viewers

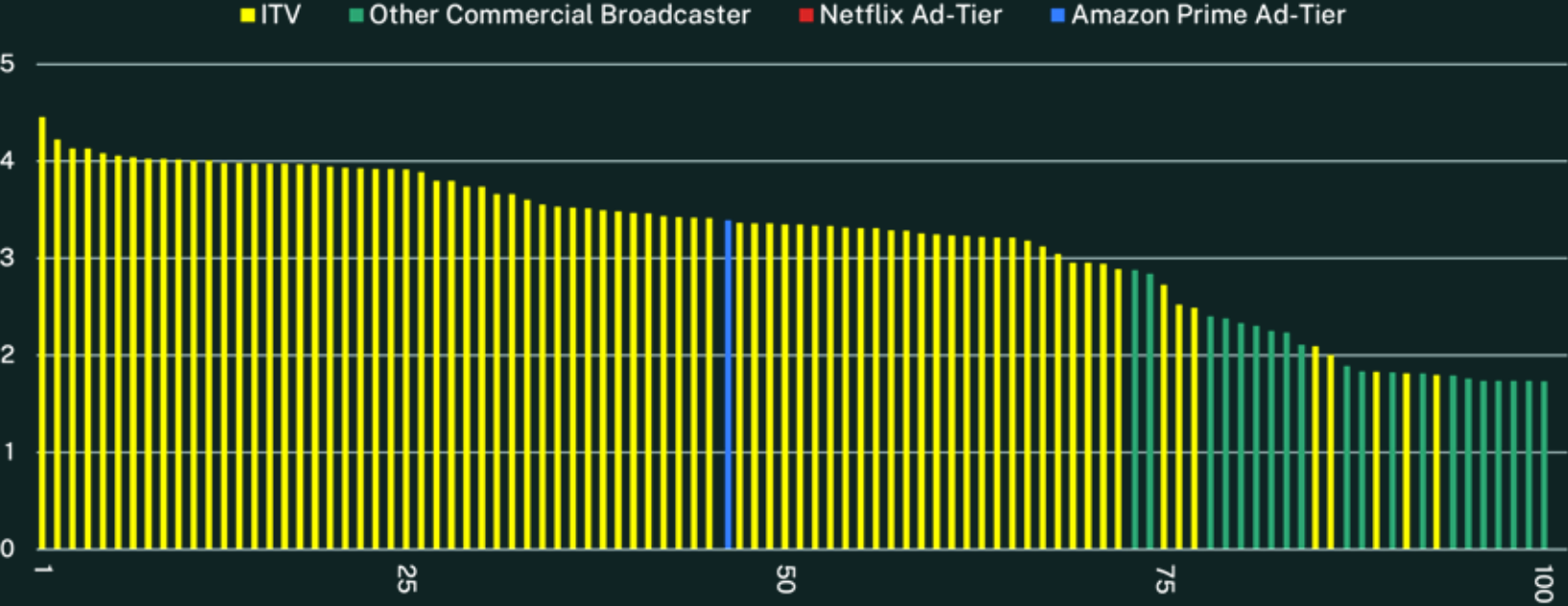


Source: Barb | April 2026 | Online Multiple Screens Network | Individuals 4+ SVOD Ad Tiers TV Set Only based on First 7 Days of Availability As Viewed up to 06/05/2026 Broadcaster based on All devices C7, Online 1-7 and All Devices+Pre-TX As Broadcast.



ITV accounted for 79 of the top 100 commercial TV episodes in April 2026

Top 100 commercial TV episodes of April 2026 (average audience millions)


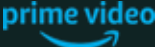



Source: Barb | Apr 2026 Online Multiple Screens Network | Individuals 4+ SVOD Ad Tiers TV Set only based on First 7 Days of Availability As Viewed up to 06/05/2026. Broadcaster based on All devices C7, Online 1-7 and All devices+Pre-TX As Broadcast.



ITV was the only TV service that delivered large volumes of mass audiences in April

Number of episodes with 1m+ average audience

	1m+	3m+	4m+
	106	67	12
Other Commercial Broadcasters	57	-	-
	1	1	-
NETFLIX	-	-	-
	-	-	-

Source: Barb | Apr 2026 | Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set only based on First 7 Days of Availability As Viewed up to 06/05/2026
Broadcaster based on All devices C7, Online 1-7 and All devices+Pre-TX As Broadcast.



April 2026's top series on ITV

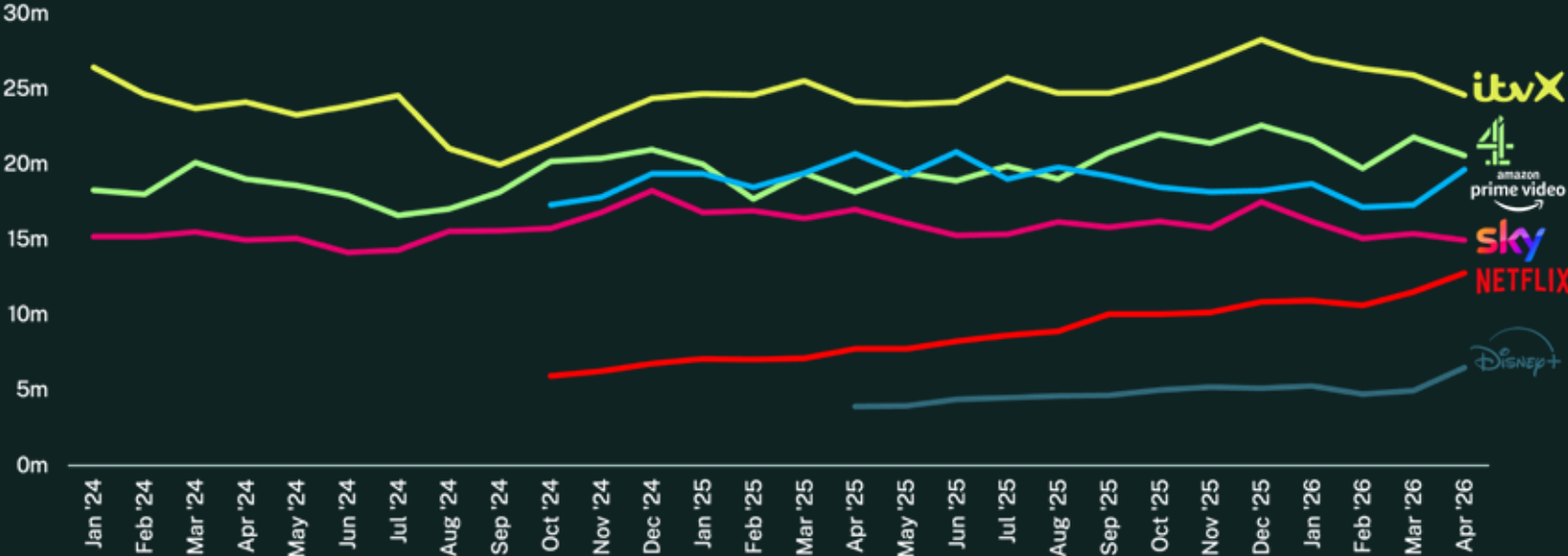
	PROGRAMME TITLE	AVERAGE AUDIENCE PER EPISODE (MILLIONS)
1.	BRITAIN'S GOT TALENT	4.1m
2.	GRACE	3.9m
3.	CORONATION STREET	3.9m
4.	I'M A CELEBRITY... SOUTH AFRICA	3.5m
5.	EMMERDALE	3.2m
6.	SECRET SERVICE	3.2m
7.	A TASTE FOR MURDER	2.7m
8.	WHO WANTS TO BE A MILLIONAIRE?	2.5m
9.	CELEBRITY CATCHPHRASE	1.8m
10.	CELEBRITY SABOTAGE	1.7m



itvX

ITVX has been the #1 commercial VOD service for adult reach every month since the start of 2024

Monthly 1+ reach (%)

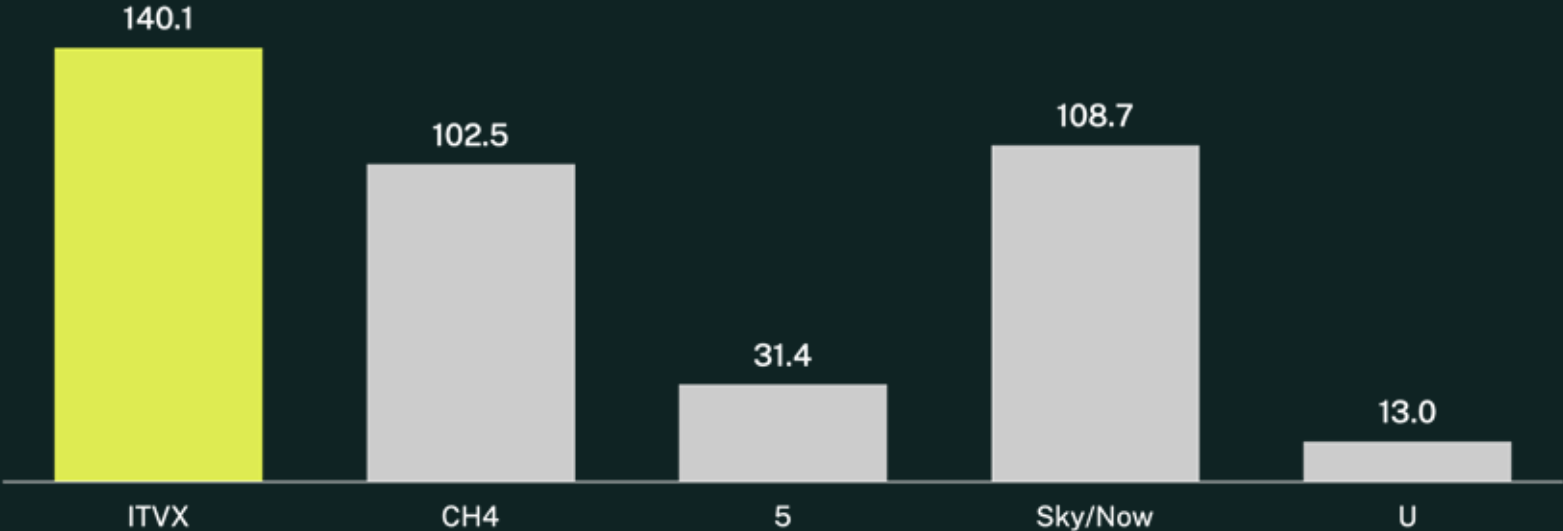


Source: Barb | Jan 2024-Apr 2026 | Online Multiple Screens Network | Adults 16+



ITVX had the highest levels of viewing of all commercial BVOD services in April 2026

Viewer hours (millions)
As viewed all devices

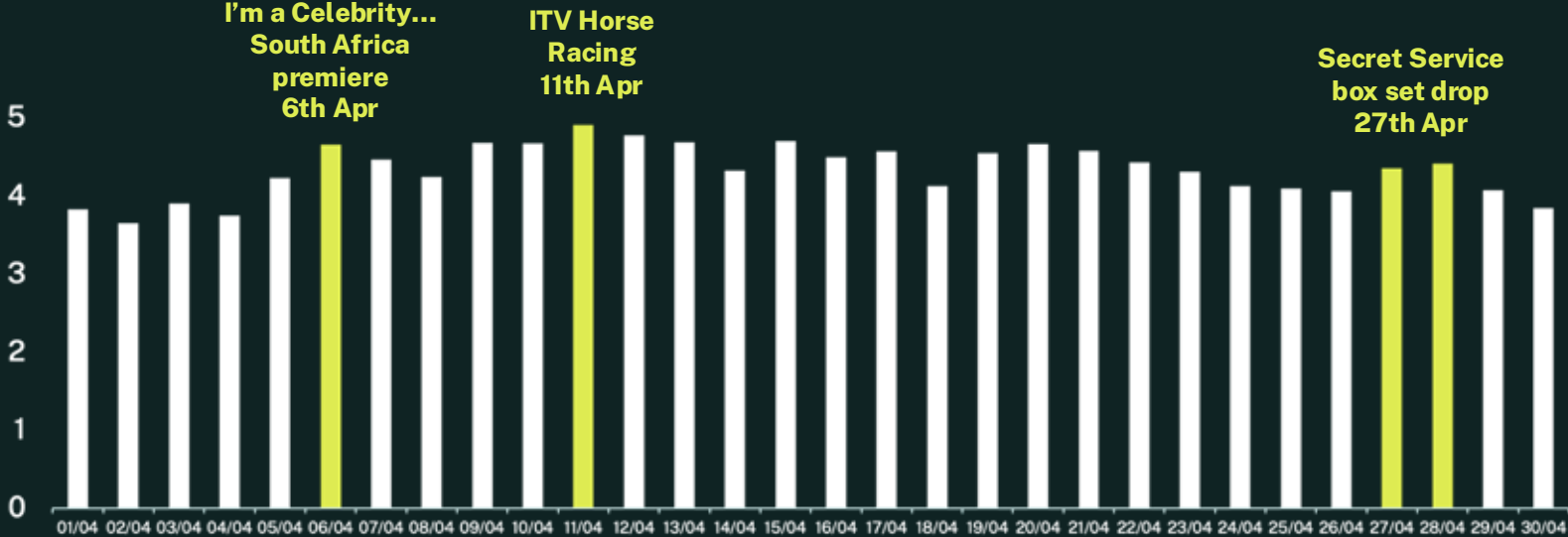


Source: Barb | As Viewed | All Devices | Adults 16+ | Apr 2026 | VOD Provider=ITVX



I'm a Celebrity... South Africa, ITV Racing and new drama Secret Service contributed to a successful April for ITVX

Daily streaming hours (millions)



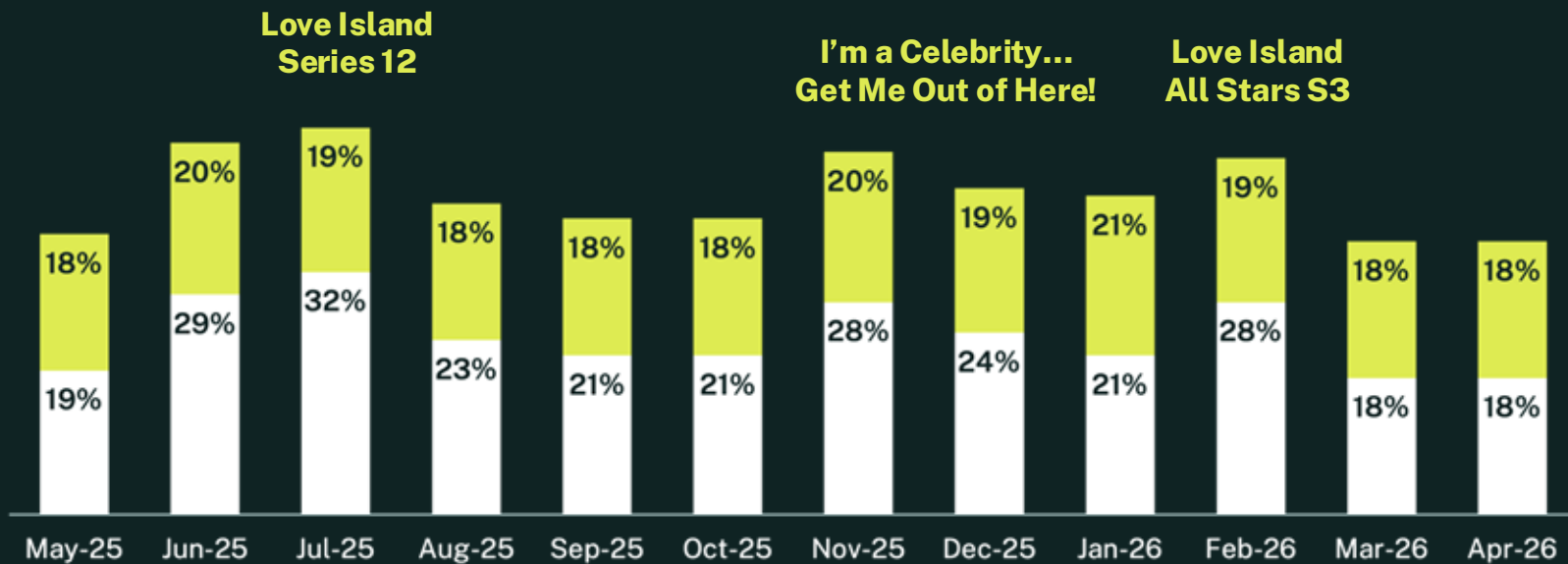
Source: ITV Insights Group, Content & Performance Analytics. ITVX | First Party Data (Owned & Operated) Apr 2026



Young audiences continued to drive streaming hours on ITVX in April 2026

% Total monthly streaming hours

● 16-44s ● 16-34s



April 2026 top titles on ITVX

	PROGRAMME TITLE	NO. OF SERIES VIEWED	NO. OF EPISODES VIEWED	STREAMING HOURS (MILLIONS)
1.	I'M A CELEBRITY... SOUTH AFRICA	2	32	15.4m
2.	CORONATION STREET	5	416	9.1m
3.	EMMERDALE	4	612	7.6m
4.	GRACE	6	20	7.3m
5.	GOOD MORNING BRITAIN	1	32	5.4m
6.	THE AFFAIR	3	32	5.1m
7.	BRITAIN'S GOT TALENT	1	9	4.1m
8.	THIS MORNING	1	32	3.4m
9.	MIDSOMER MURDERS	24	138	2.6m
10.	THE CHASE	4	528	2.5m