



itv

May 2026
The ITV Debrief



WELCOME TO

ITV's May 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 May of 2026; reflecting ITV's truly cross-platform offering to advertisers.

In terms of reach on the big screen, across all our channels ITV reached just under 40m adults on the TV-set in May – cementing ITV's position as the biggest commercial TV service in the country.

ITV's mass reach offering in May was also complemented by unrivalled levels of viewing with ITV achieving 762 million monthly viewer hours this month, almost double the combined total of the SVOD Ad-Tiers.

In terms of programming, ITV shows accounted for 100% of commercial TV episodes that surpassed the 3m+ average audience benchmark across May. In total, this milestone was achieved 52 times by ITV shows. No other commercial broadcast or SVOD Ad-Tier achieved this feat, once again demonstrating ITV's unique ability to deliver mass audiences to advertisers.

New drama Believe Me, based on the true stories of the survivors of John Worboys, arrived on our screens in May and was the star performer of the

month. With an average audience of 4.4m viewers across its 6 episodes, Believe Me was not only the top performer of the month but also the second biggest drama title of the year so far across all commercial TV.

Another factor in ITV's strong performance in May was the continued success of ITVX. The service further consolidated its position as the #1 commercial VOD service in the UK, once again reaching the most adults in a calendar month. This is a continuation of a streak that goes all the way back to the start of 2024 - a fantastic achievement in what is now ITVX's fourth year since launch.

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

KELLY WILLIAMS

Managing Director Commercial, ITV



itv

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

39.5M

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

762M

Average monthly adult TV-set viewer hours. **1.8x the SVOD ad-tiers combined.**

May 2026 Headlines

#1 VOD Service

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

4.8M

Average audience for the 3rd episode of Believe Me. **The biggest Commercial TV episode of May 2026.**

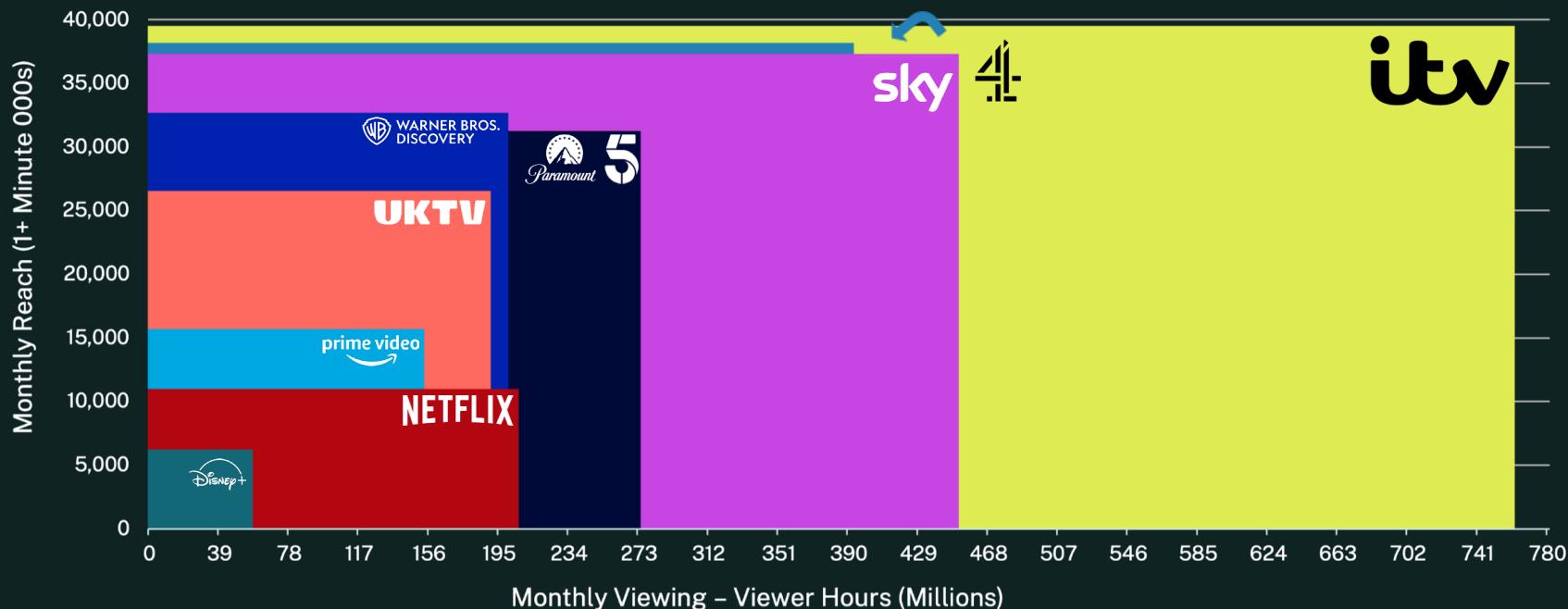
100%

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 May

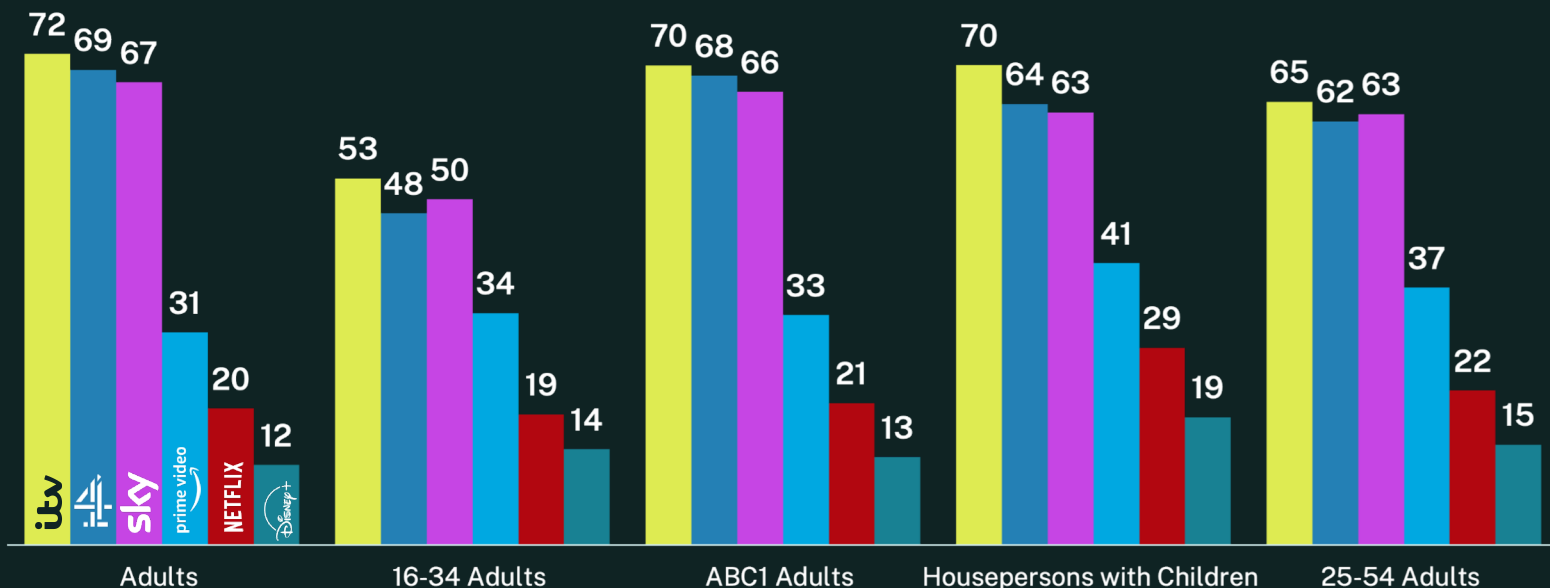
TV-set only: Adults – average monthly viewing hours vs average monthly reach 1+ (000s)



Source: BARB | May 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.

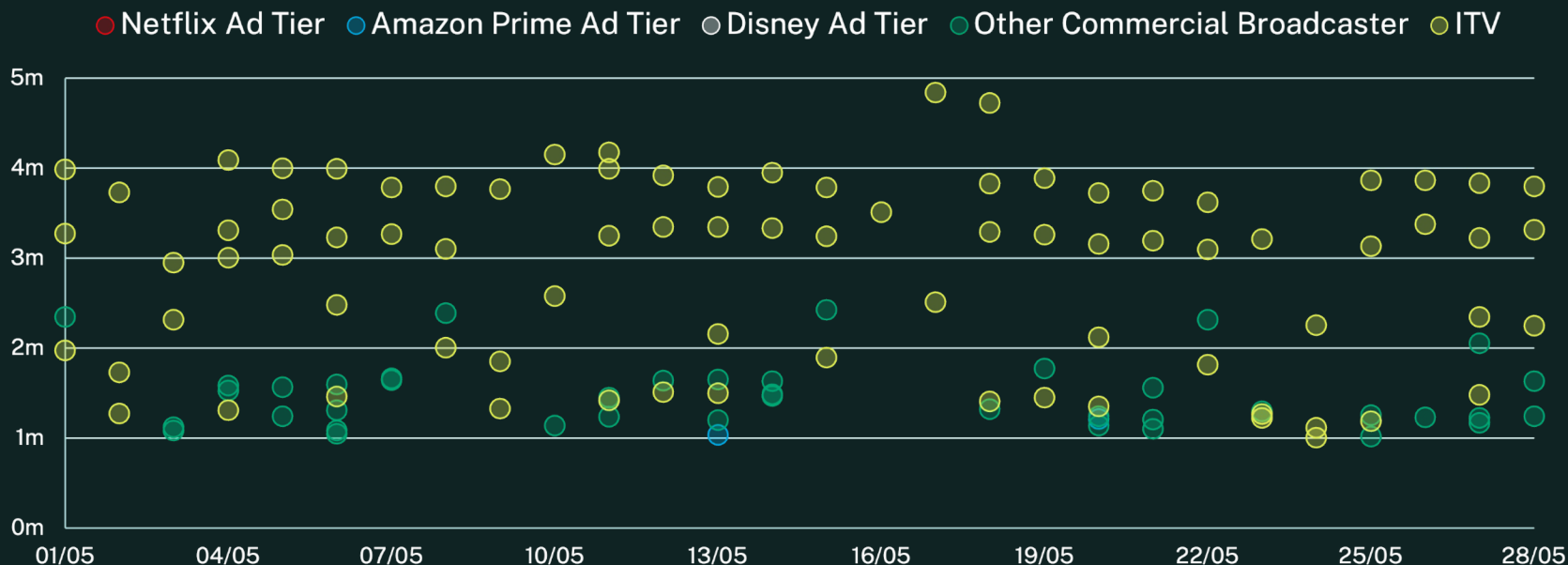
ITV had the highest monthly reach of all commercial TV against key traded audiences in May 2026

Average monthly 1+ reach (%)



ITV had a constant supply of mass audiences throughout May 2026

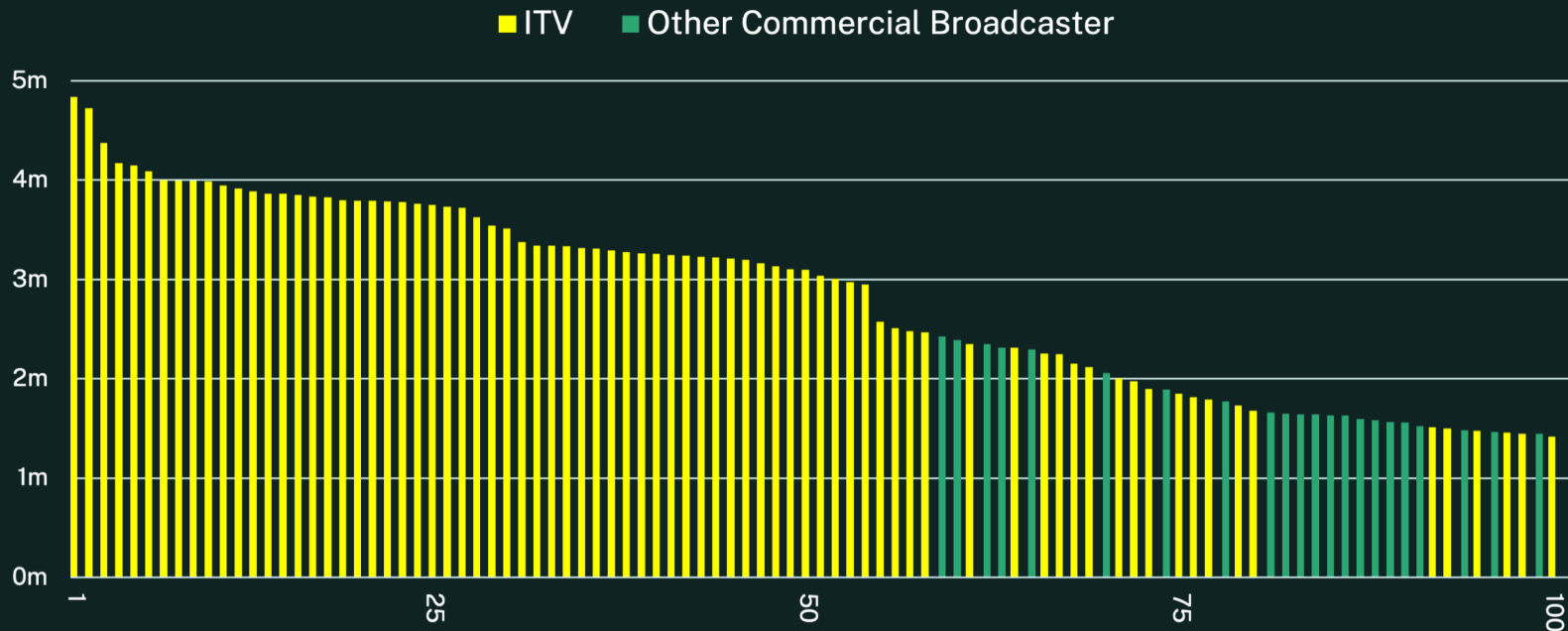
Episodes with individuals 4+ audience > 1m average viewers



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

ITV accounted for 78 of the top 100 commercial TV episodes in May 2026

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



Source: Barb | May 2026 Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set only based on First 7 Days of Availability As Viewed up to 06/06/2026. 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+
	91	52	6
Other Commercial Broadcasters	43	-	-
	2	-	-
NETFLIX	-	-	-
	-	-	-

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

May 2026's top series on ITV

	PROGRAMME TITLE	AVERAGE AUDIENCE PER EPISODE (MILLIONS)
1.	BELIEVE ME	4.4m
2.	CORONATION STREET	3.9m
3.	BRITAIN'S GOT TALENT	3.8m
4.	EMMERDALE	3.3m
5.	SECRET SERVICE	3.0m
6.	WHO WANTS TO BE A MILLIONAIRE?	2.5m
7.	A TASTE FOR MURDER	2.3m
8.	THE 1% CLUB	2.3m
9.	SOCCER AID FOR UNICEF	2.1m
10.	BRADLEY & BARNEY WALSH: BREAKING DAD	1.9m

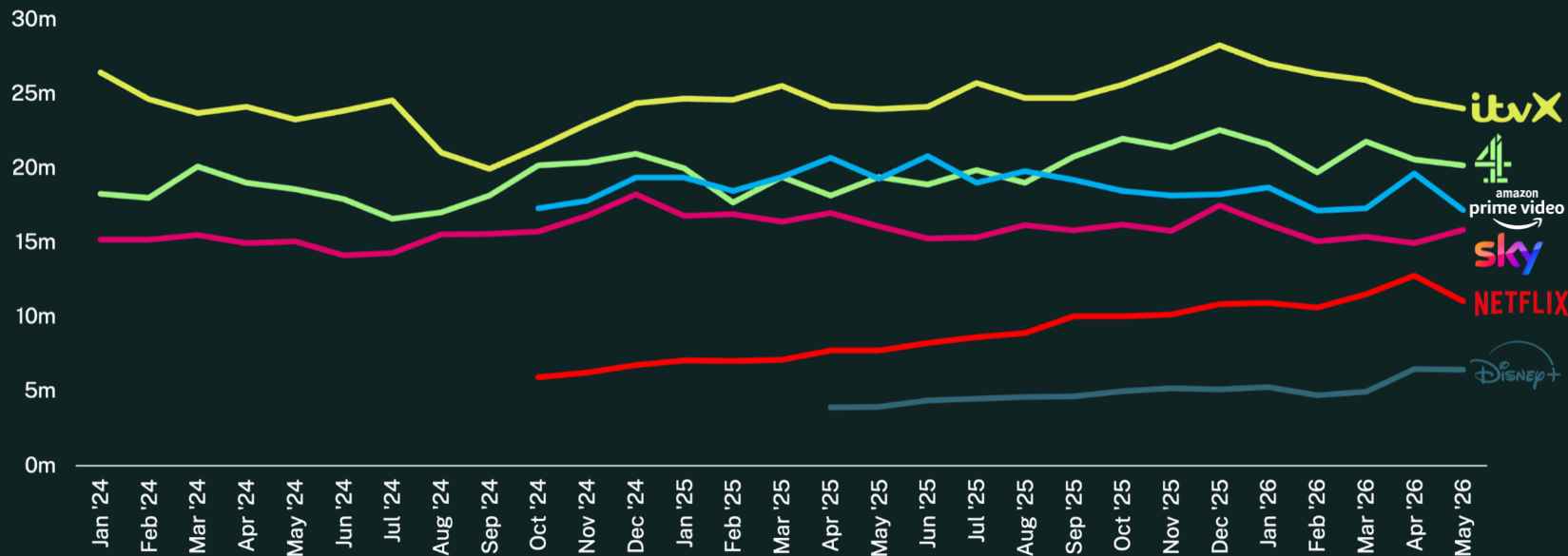
Source: Barb/As Broadcast. Average Audience 000s. TV and Online Prebroadcast and 1-7 day all devices. Individuals 4+

A man with dark hair and a serious expression is looking out of the open window of a car at night. He is wearing a red jacket over a striped shirt. The scene is dimly lit, with some blurred lights visible in the background. The overall mood is intense and dramatic.

itvX

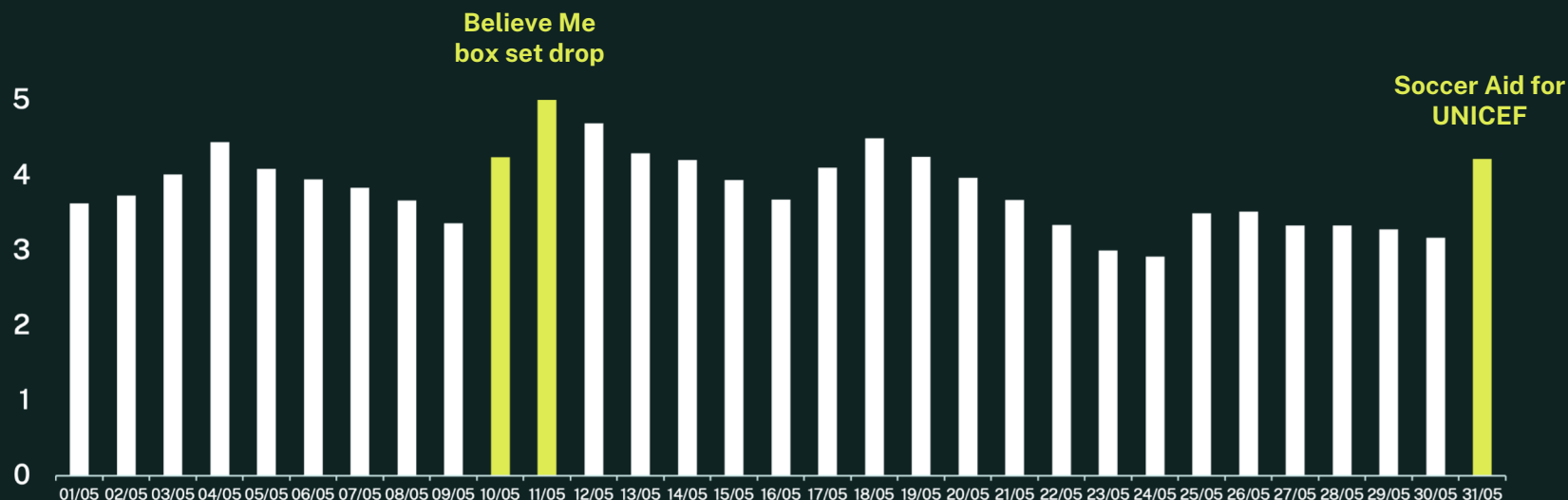
ITVX has been the #1 commercial VOD service for adult reach every month since the start of 2024

Monthly 1+ reach (%)



Soccer Aid, Britain's Got Talent and new drama Believe Me contributed to a 15% year on year increase in streaming hours on ITVX in May

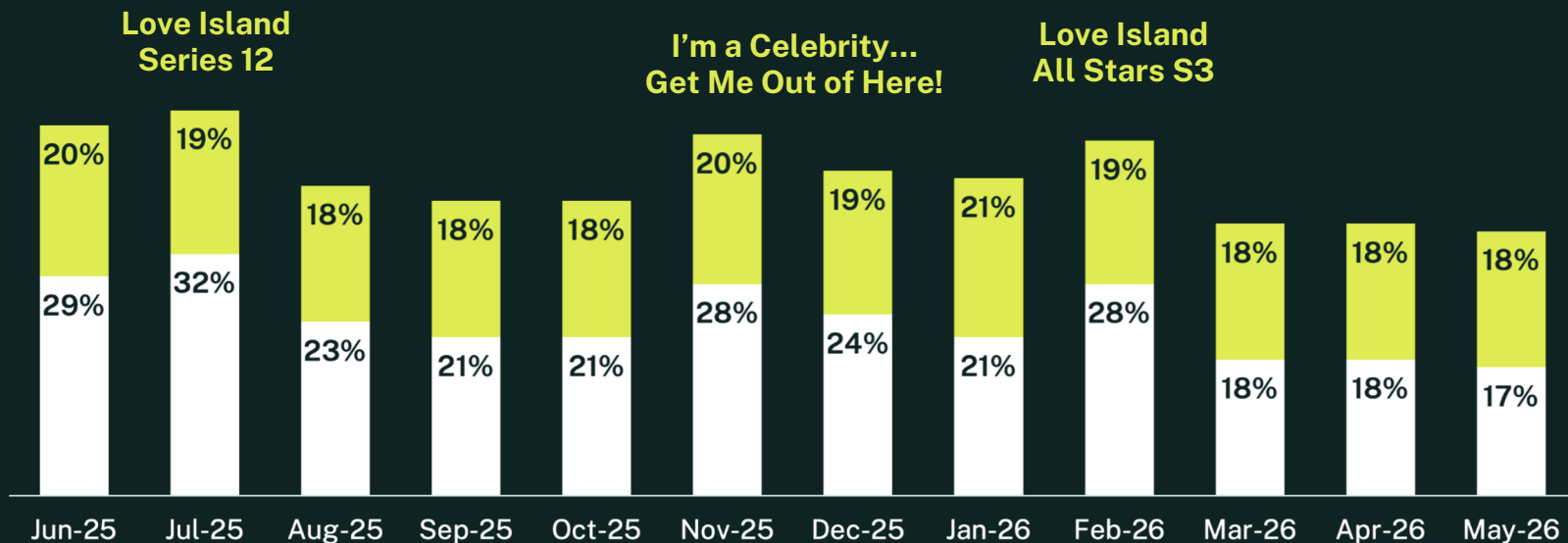
Daily streaming hours (millions)



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

% Total monthly streaming hours

● 16-44s ● 16-34s



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

May 2026 top titles on ITVX

	PROGRAMME TITLE	NO. OF SERIES VIEWED	NO. OF EPISODES VIEWED	STREAMING HOURS (MILLIONS)
1.	CORONATION STREET	5	437	8.2m
2.	BELIEVE ME	1	4	7.6m
3.	EMMERDALE	4	632	7.1m
4.	BRITAIN'S GOT TALENT	1	14	5.6m
5.	THE ONLY WAY IS ESSEX	36	443	4.8m
6.	GOOD MORNING BRITAIN	1	31	4.6m
7.	SECRET SERVICE	1	5	3.6m
8.	THIS MORNING	1	31	3.2m
9.	MIDSOMER MURDERS	24	138	2.7m
10.	A TASTE FOR MURDER	1	6	2.3m