

The ITV logo is displayed in white on a bright yellow background that forms a diagonal shape on the left side of the image. The background of the entire image is a composite featuring a night sky with stars, a view of Earth from space, and various European landmarks including the Colosseum, the Eiffel Tower, and the Parthenon. A set of blue and green steps leads up the center of the image, with city names written on them.

itv

July 2026
The ITV Debrief

PARIS
MURICH
LONDON
ATHENS
BARCELONA
ROME



WELCOME TO ITV's July 2026 Highlights

Welcome to this July edition of the ITV Debrief which explores the business' performance across all our linear and addressable channels over the last month; reflecting ITV's truly cross-platform offering to advertisers.

In terms of reach on the big screen, across all our channels ITV reached 44 million adults on the TV-set in July, cementing ITV's position as the biggest commercial TV service in the country.

ITV's mass reach offering in July was also complemented by unrivalled levels of viewing with ITV achieving 919 million viewer hours this month, over double the combined total of the SVOD Ad-Tiers.

In terms of programming, ITV shows accounted for every commercial TV episode that surpassed the 3m+ average audience benchmark across July. In total, this milestone was achieved 46 times by ITV shows. No episodes from other commercial broadcasters or SVOD Ad-Tier achieved this feat, once again demonstrating ITV's unique ability to deliver mass audiences to advertisers.

The 2026 FIFA World Cup followed up a fantastic performance in June with an even better July. With an average audience of over 5 million

viewers across 13 live matches, the World Cup was the top performer of the month in terms of both average viewers and ITVX streaming hours.

ITV's strong performance in July was helped by 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

The image shows a group of six people (three men and three women) standing together on a rooftop terrace at night. They are dressed in formal or semi-formal attire. In the background, there are string lights and two large heart-shaped light decorations. The overall scene is festive and celebratory.

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

43.9M

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

919m

Monthly adult TV-set viewer hours. **2.3x the SVOD Ad-Tiers combined.**

July 2026 Headlines

#1 VOD Service

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

16.2m

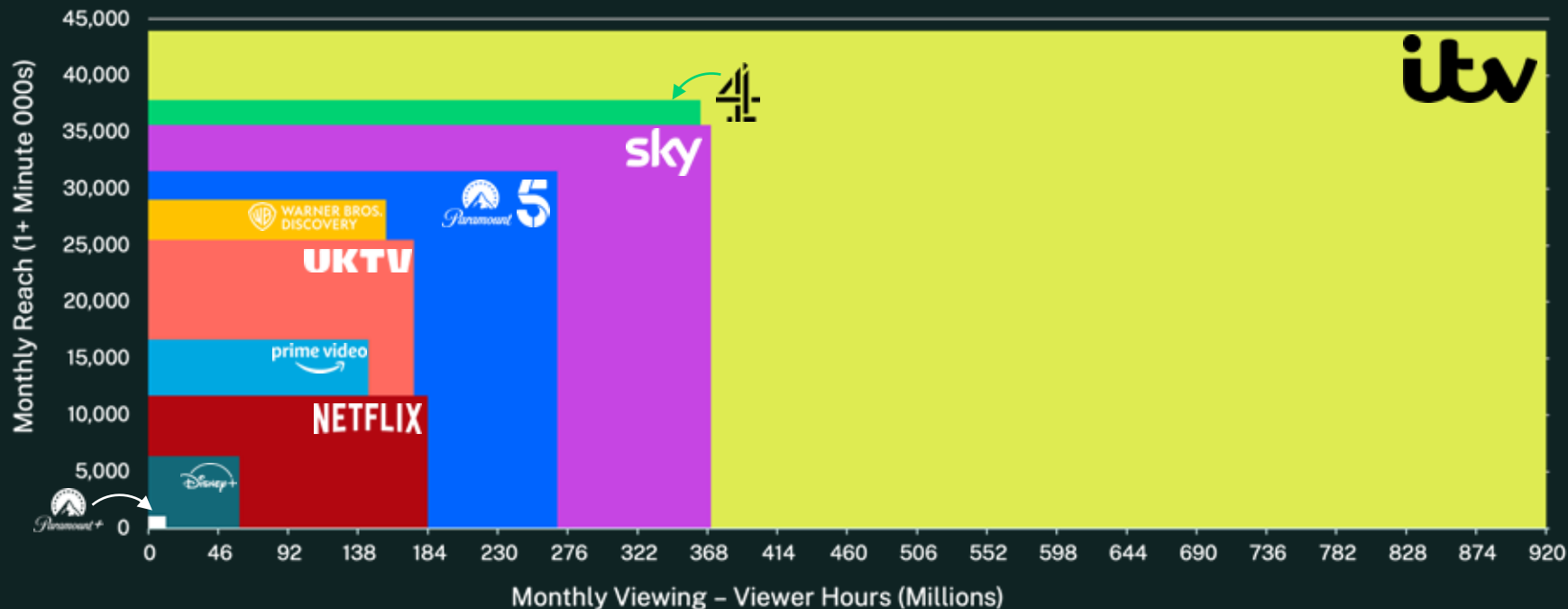
Whistle to whistle audience during England's quarter final match against Norway. **The biggest commercial TV episode of the year.**

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 July

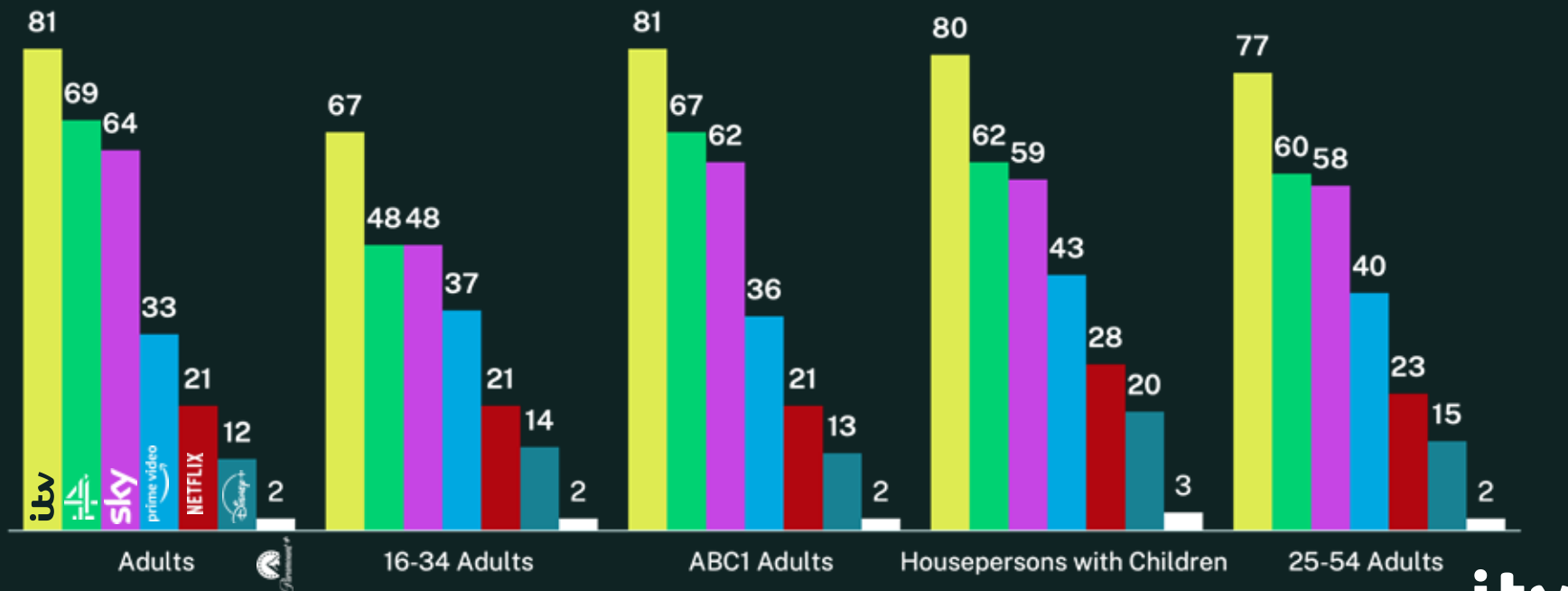
TV-set only: Adults – monthly viewing hours vs monthly reach 1+ (000s)



Source: BARB | July 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 July 2026

MONTHLY 1+ REACH (%)

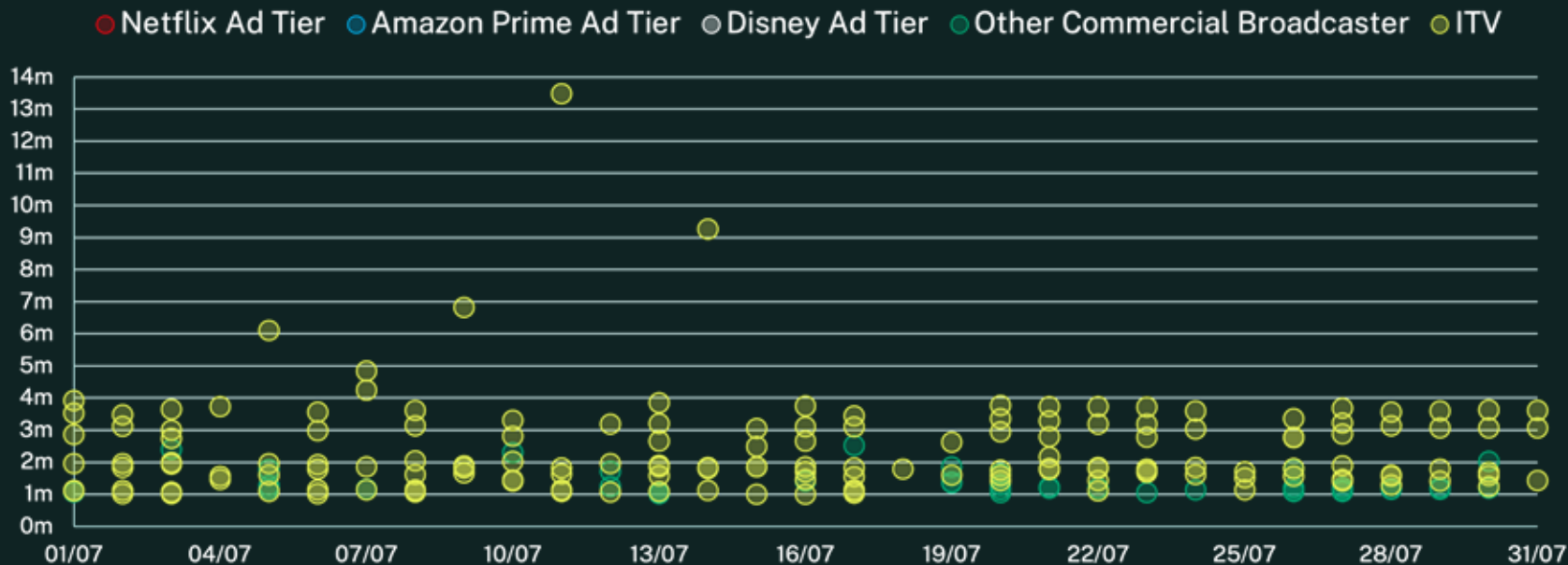


Source: Barb | July 2026 | Online Multiple Screens Network | As Viewed | All Devices | SVOD Ad Tier

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ITV had a constant supply of mass audiences throughout July 2026

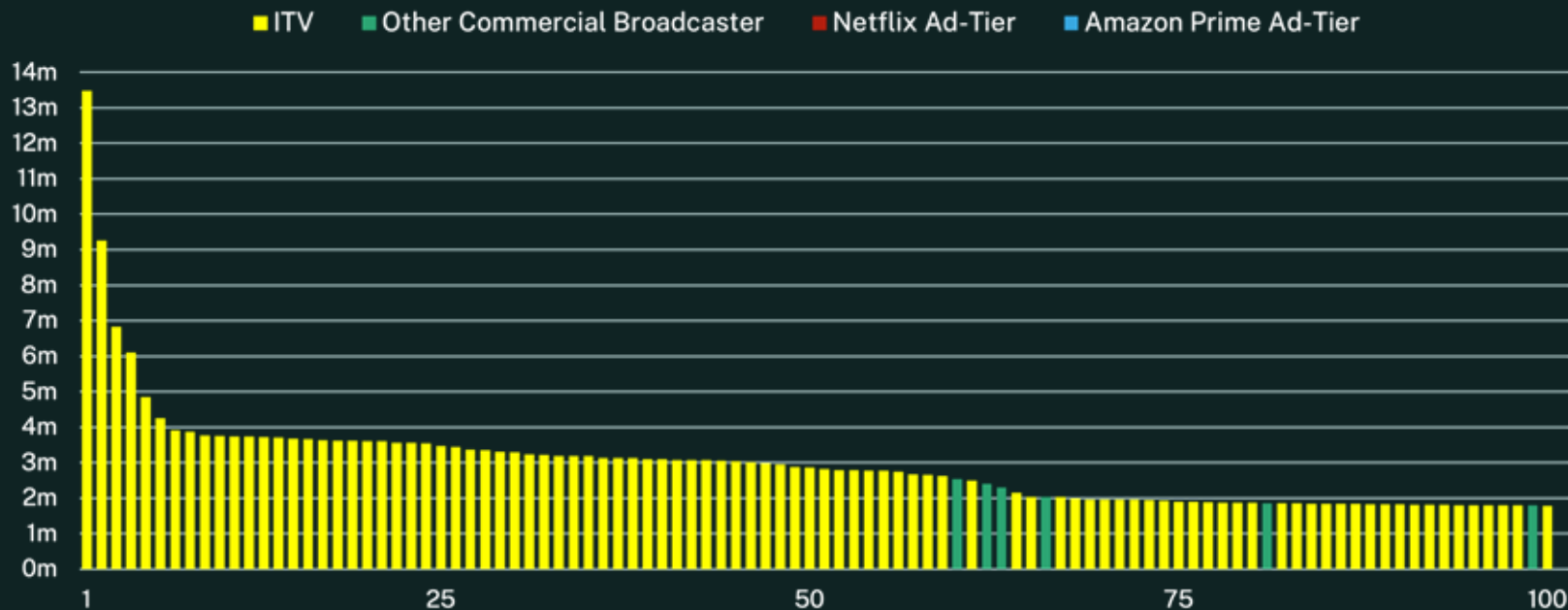
Episodes with individuals 4+ audience > 1m average viewers



Source: Barb | Jul 2026 | Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set Only based on First 7 Days of Availability As Viewed up to 06/08/2026
Broadcaster based on All devices C7, Online 1-7 and All Devices+Pre-TX As Broadcast.
Repeats included

ITV accounted for 94 of the top 100 commercial TV episodes in July 2026

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



Source: Barb | Jul 2026 | Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set only based on First 7 Days of Availability As Viewed up to 06/08/2026.
Broadcaster based on All devices C7, Online 1-7 and All devices*Pre-TX As Broadcast.
Repeats included

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

Number of episodes with 1m+ average audience

	1m+	3m+	4m+
	152	46	6
Other Commercial Broadcasters	39	-	-
	-	-	-
	-	-	-
	-	-	-

Source: Barb | Jul 2026 | Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set only based on First 7 Days of Availability As Viewed up to 06/08/2026
Broadcaster based on All devices C7, Online 1-7 and All devices+Pre-TX As Broadcast.
Repeats included



July 2026's top series on ITV

	PROGRAMME TITLE	AVERAGE AUDIENCE PER EPISODE (MILLIONS)
1.	WORLD CUP*	5.1m
2.	CORONATION STREET	3.6m
3.	EMMERDALE	3.0m
4.	THE DARK	2.9m
5.	THE CHASE AROUND THE WORLD	2.4m
6.	THE CHASE (S17)	1.9m
7.	INSIDE THE LANGHAM: BRITAIN'S FIRST GRAND HOTEL	1.9m
8.	LOVE ISLAND	1.8m
9.	WHO WANTS TO BE A MILLIONAIRE	1.8m
10.	TOM KERRIDGE COOKS ITALY	1.7m

Source: Barb/As Broadcast. Average Audience 000s. TV and Online Pre-broadcast and 1-7 day all devices. Individuals 4+, Repeats included

*Includes pre- and post-match analysis



World Cup performance on ITV

	GAME	DATE	PEAK 1MIN 000s	REACH 1MIN+	WHISTLE TO WHISTLE AVG 000s
1.	NORWAY V ENGLAND	11/07	16,888	22,512	16,175
2.	FRANCE V SPAIN	14/07	12,974	18,637	11,485
3.	FRANCE V MOROCCO	09/07	9,143	14,941	8,337
4.	BRAZIL V NORWAY	05/07	7,647	13,157	6,863
5.	ARGENTINA V EGYPT	07/07	7,556	11,713	5,258
6.	CANADA V MOROCCO	04/07	5,334	10,047	4,337
7.	SWITZERLAND V COLUMBIA	07/07	5,015	11,746	4,379
8.	BELGIUM V SENEGAL	01/07	4,993	10,635	4,244
9.	SPAIN V ARGENTINA	19/07	3,404	8,745	3,069
10.	ARGENTINA V CAPE VERDE	03/07	3,401	6,854	2,587

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

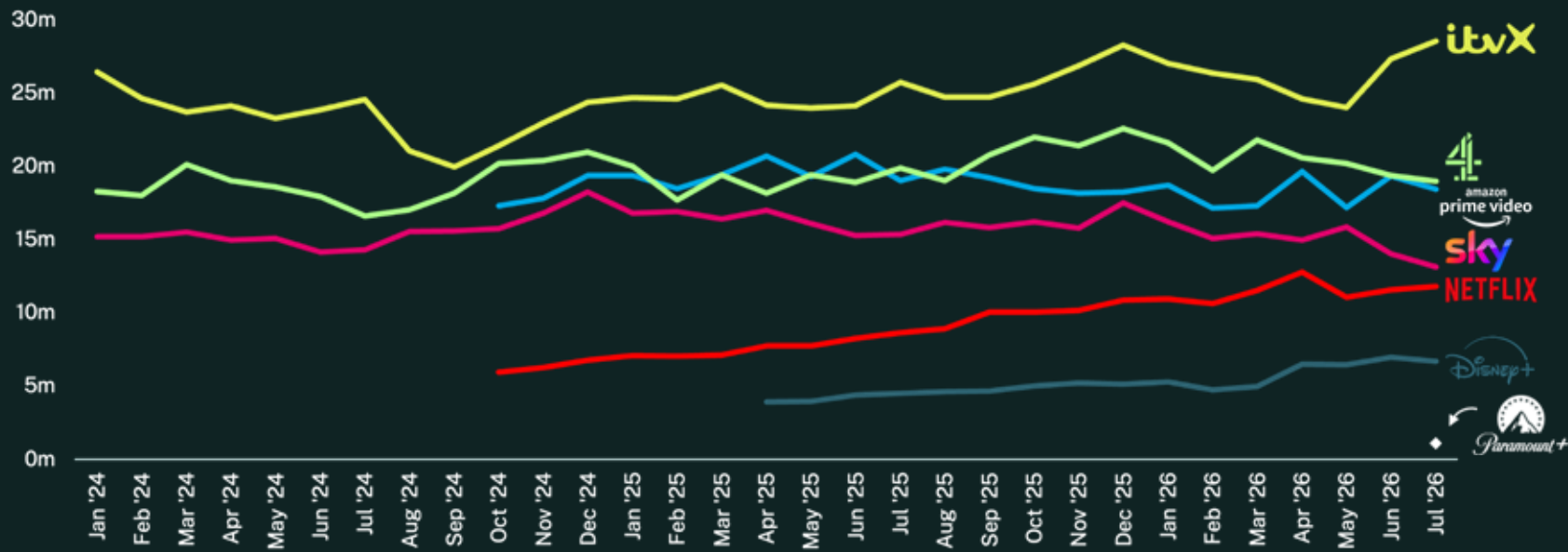




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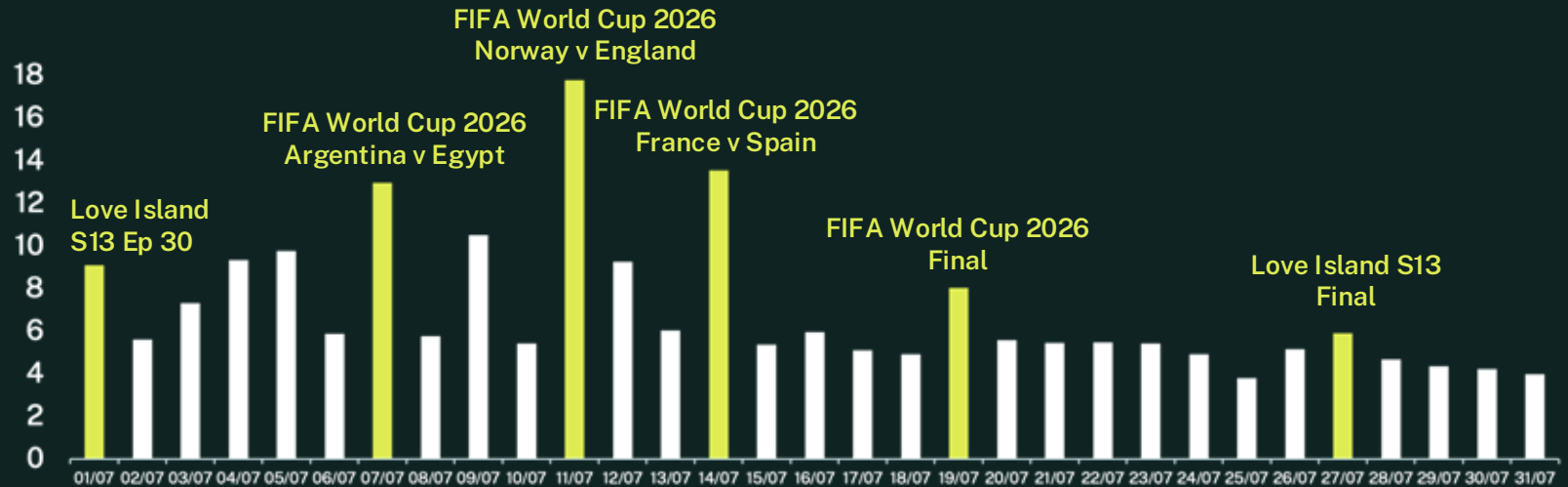
ITVX has been the #1 commercial VOD service for adult reach every month since the start of 2024

Monthly 1+ reach (%)



The FIFA World Cup 2026 contributed to a successful July for ITVX

Daily streaming hours (millions)



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

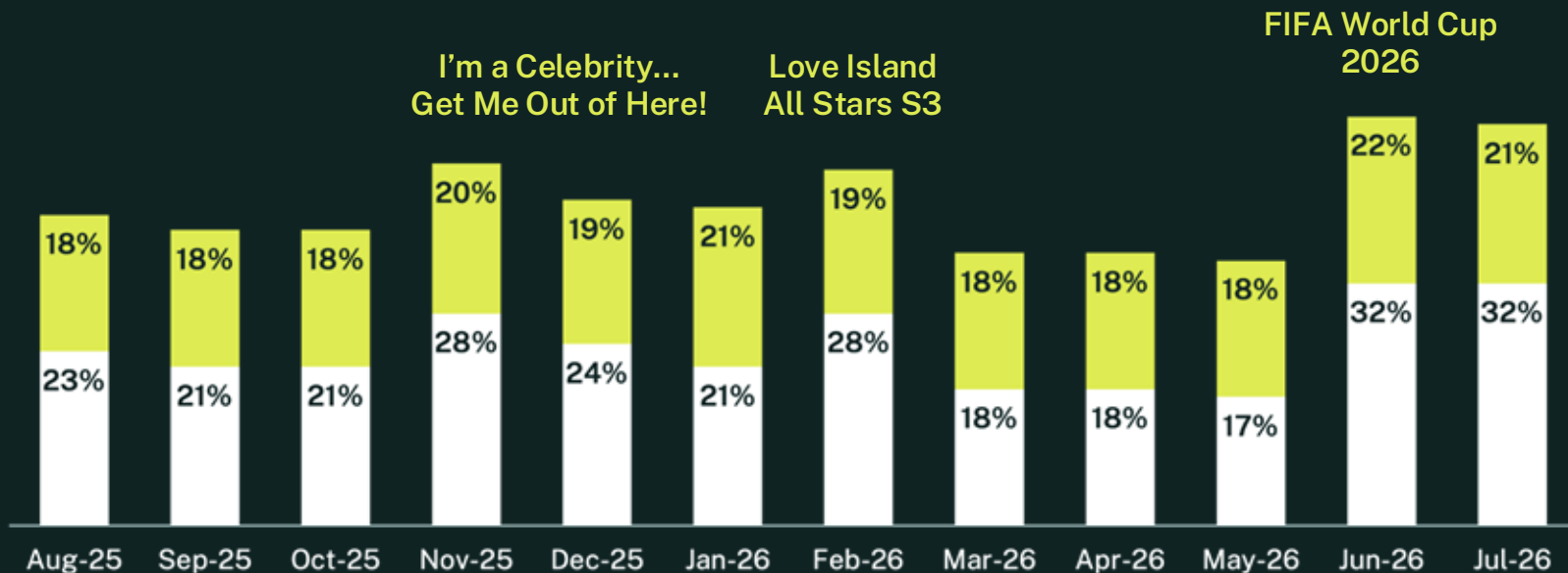
% Total monthly streaming hours



16-44s



16-34s



July 2026 top titles on ITVX

	PROGRAMME TITLE	NO. OF SERIES VIEWED	NO. OF EPISODES VIEWED	STREAMING HOURS (MILLIONS)
1.	WORLD CUP	1	52	59.0m
2.	LOVE ISLAND	13	650	41.9m
3.	CORONATION STREET	5	475	9.3m
4.	EMMERDALE	4	669	8.0m
5.	GOOD MORNING BRITAIN	1	33	5.8m
6.	THE DARK	1	6	5.8m
7.	NATIONS CHAMPIONSHIP	1	18	4.5m
8.	THIS MORNING	1	34	3.9m
9.	MIDSOMER MURDERS	24	138	2.6m
10.	THE CHASE	4	528	2.1m