



itv

September 2026
The ITV Debrief



WELCOME TO

ITV's September 2026 Highlights

Welcome to this September 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 40 million adults on the TV-set in September, cementing ITV's position as the biggest commercial TV service in the country.

ITV's mass reach offering in September was also complemented by unrivalled levels of viewing with ITV achieving 778 million monthly viewer hours this month, 1.8x the combined total of the SVOD Ad-Tiers.

In terms of programming, ITV shows accounted for 93% of commercial TV episodes that surpassed the 3m+ average audience benchmark across September. In total, this milestone was achieved 50 times by ITV shows. Only 4 episodes from commercial broadcast and no episodes from SVOD Ad-Tier achieved this feat, once again demonstrating ITV's unique ability to deliver mass audiences to advertisers.

All-new drama *The Blame* was the star performer of the month, with an average audience of over 6

million viewers per episode. The series was also the top performer this month in terms of ITVX streaming hours.

Another factor in ITV's strong performance in September 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



The image shows a group of approximately 15 people, likely the cast of the TV show 'Barb As Viewed', posing in front of a large, stylized eye graphic. The eye is composed of many smaller eyes, and the iris is a vibrant purple. The background is a collage of various eye images. The ITV logo is in the top left corner.

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

40M

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

778m

Monthly adult TV-set viewer hours. **1.8x the SVOD Ad-Tiers combined.**

September 2026 Headlines

#1 VOD Service

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

6M

Average audience for the first episode of The Blame.

The biggest commercial ITV episode of September.

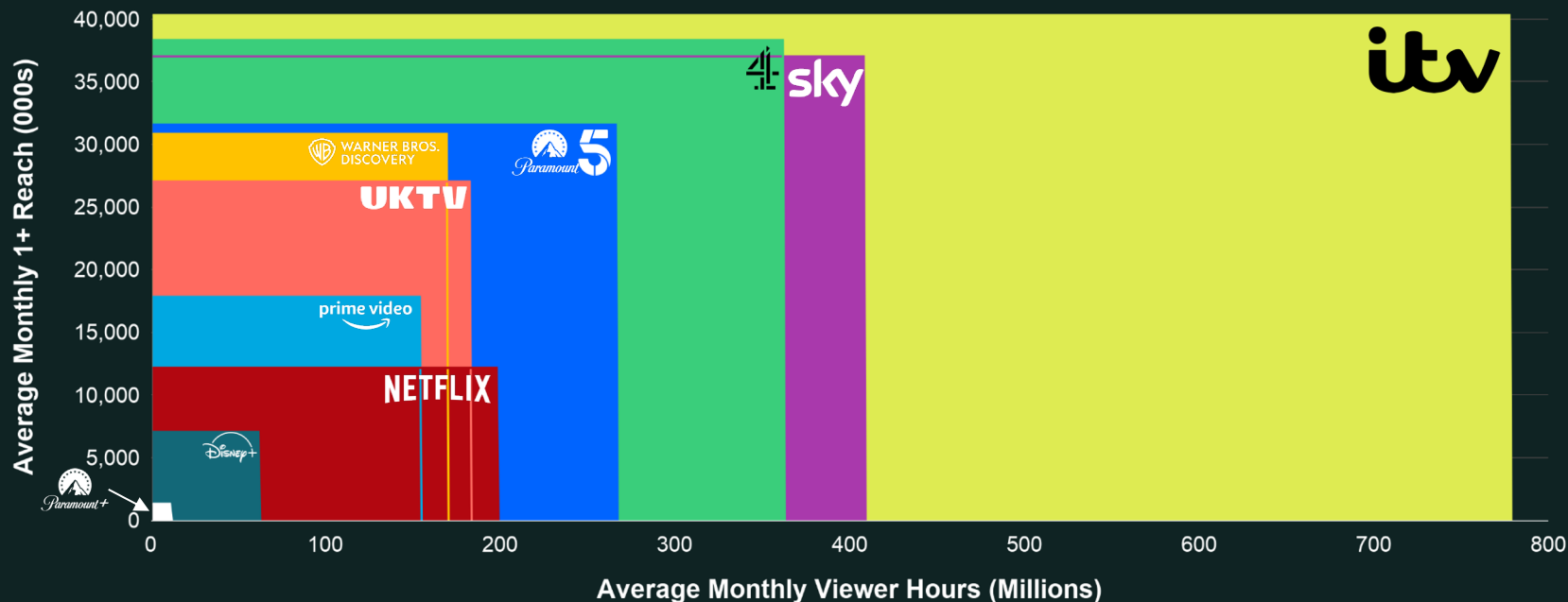
93%

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 September

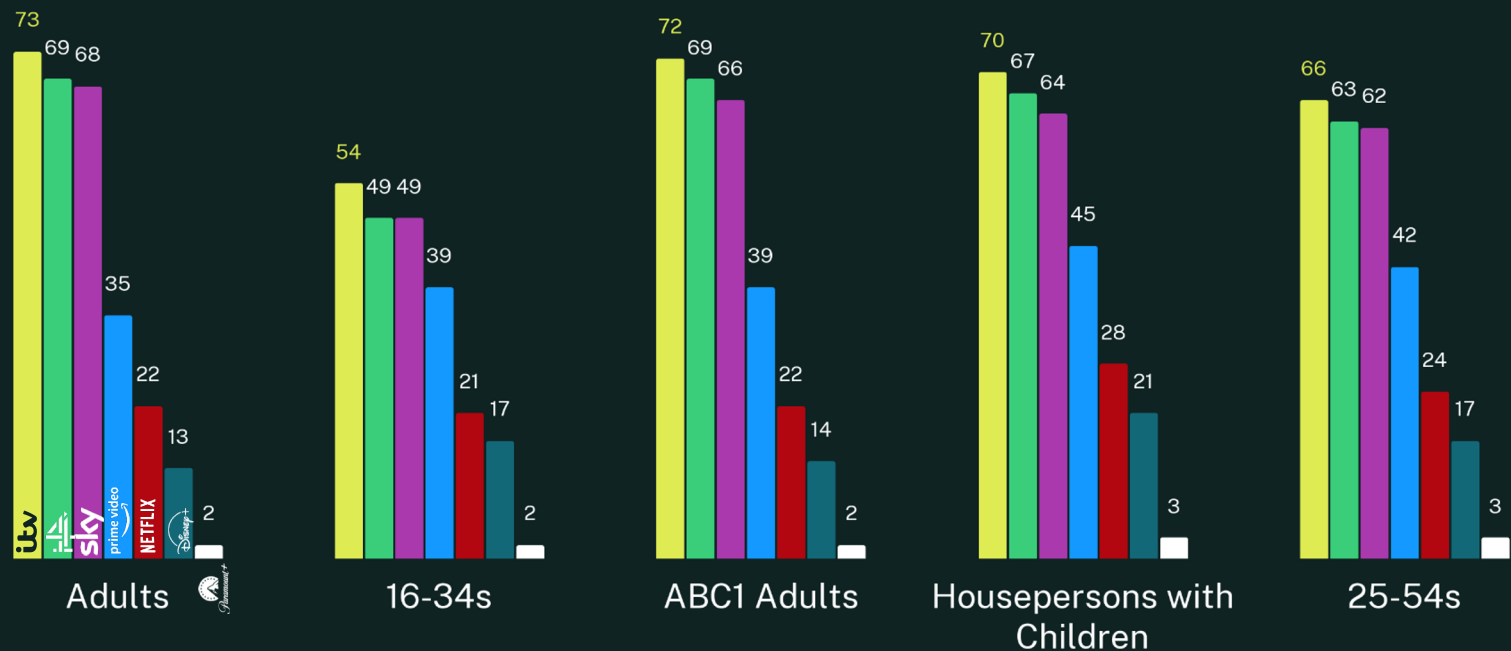
TV-set only: Adults – monthly viewing hours vs monthly reach 1+ (000s)



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

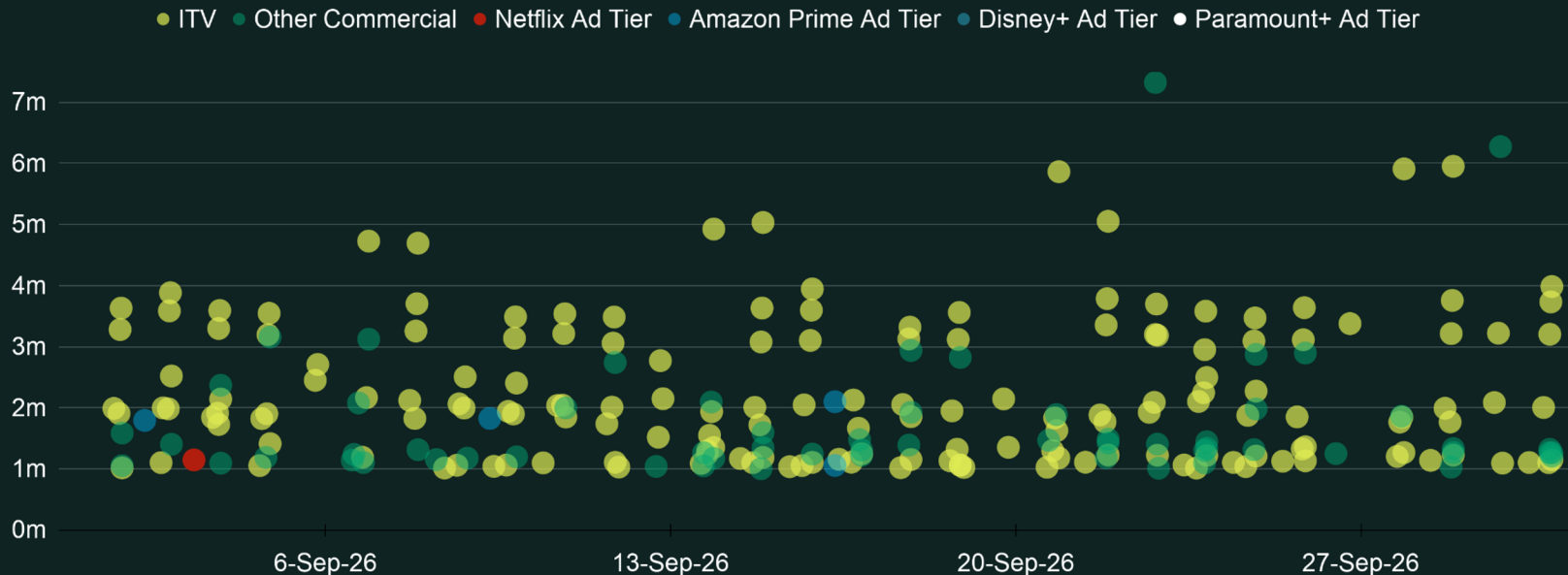
Monthly 1+ reach (%)

■ ITV ■ C4 ■ Sky ■ Prime ■ Netflix ■ Disney+ ■ Paramount+



ITV had a constant supply of mass audiences throughout September 2026

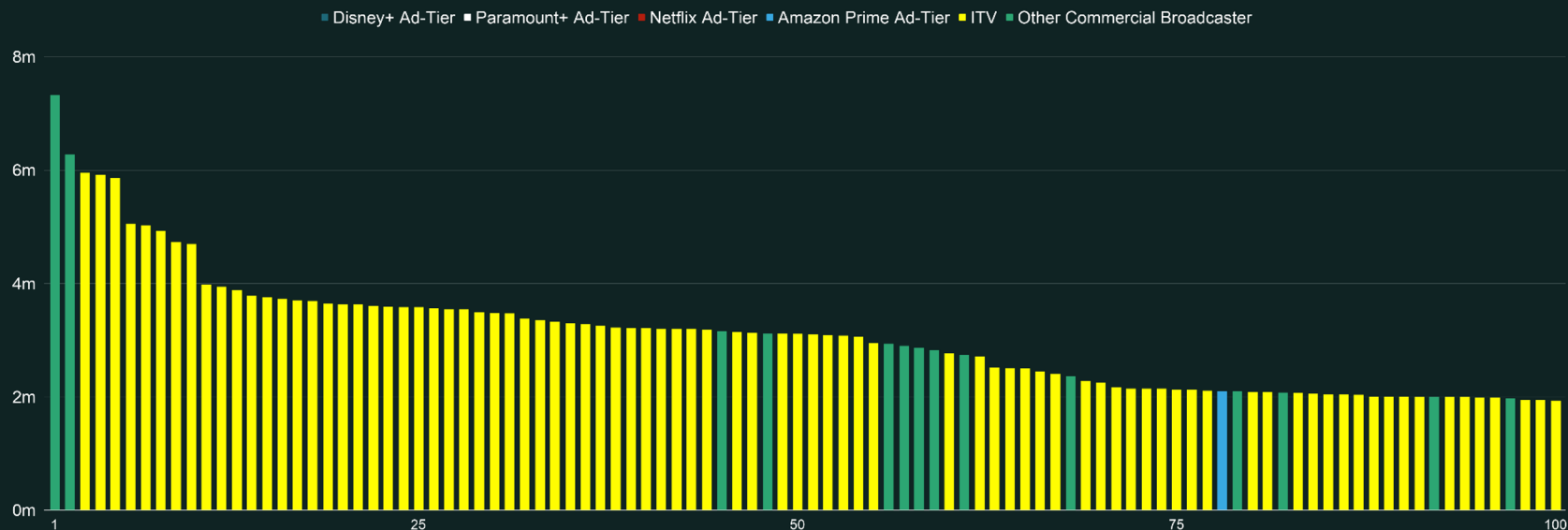
Number of episodes with individuals 4+ audience > 1m average viewers



Source: Barb | Sept 2026 | Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set Only based on First 7 Days of Availability As Viewed up to 06/10/2026
Broadcaster based on All devices C7, Online 1-7 and All Devices+Pre-TX As Broadcast.
Repeats included

ITV accounted for 85 of the top 100 commercial TV episodes in September 2026

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



Source: Barb | Sept 2026 | Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set only based on First 7 Days of Availability As Viewed up to 06/10/2026.
Broadcaster based on All devices C7, Online 1-7 and All devices+Pre-TX As Broadcast.
Repeats included

ITV remained a premier TV service for delivering large volumes of mass audiences in September

Number of episodes with 1m+ average audience

	1m+	3m+	4m+
	167	50	8
Other Commercial Broadcasters	60	4	2
	4	-	-
NETFLIX	1	-	-
	-	-	-

Source: Barb | Sept 2026 | Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set only based on First 7 Days of Availability As Viewed up to 06/10/2026
Broadcaster based on All devices C7, Online 1-7 and All devices+Pre-TX As Broadcast.
Repeats included



September 2026's top series on ITV

PROGRAMME TITLE		AVERAGE AUDIENCE PER EPISODE (MILLIONS)
1.	THE BLAME	5.7m
2.	TRIGGER POINT	4.8m
3.	WINTER	4.0m
4.	CORONATION STREET	3.6m
5.	7 - 70 UP UK	3.6m
6.	UEFA NATIONS LEAGUE	3.3m
7.	EMMERDALE	3.2m
8.	THE NATIONAL TELEVISION AWARDS	2.5m
9.	THE VOICE UK	2.5m
10.	PROFESSOR T	2.4m

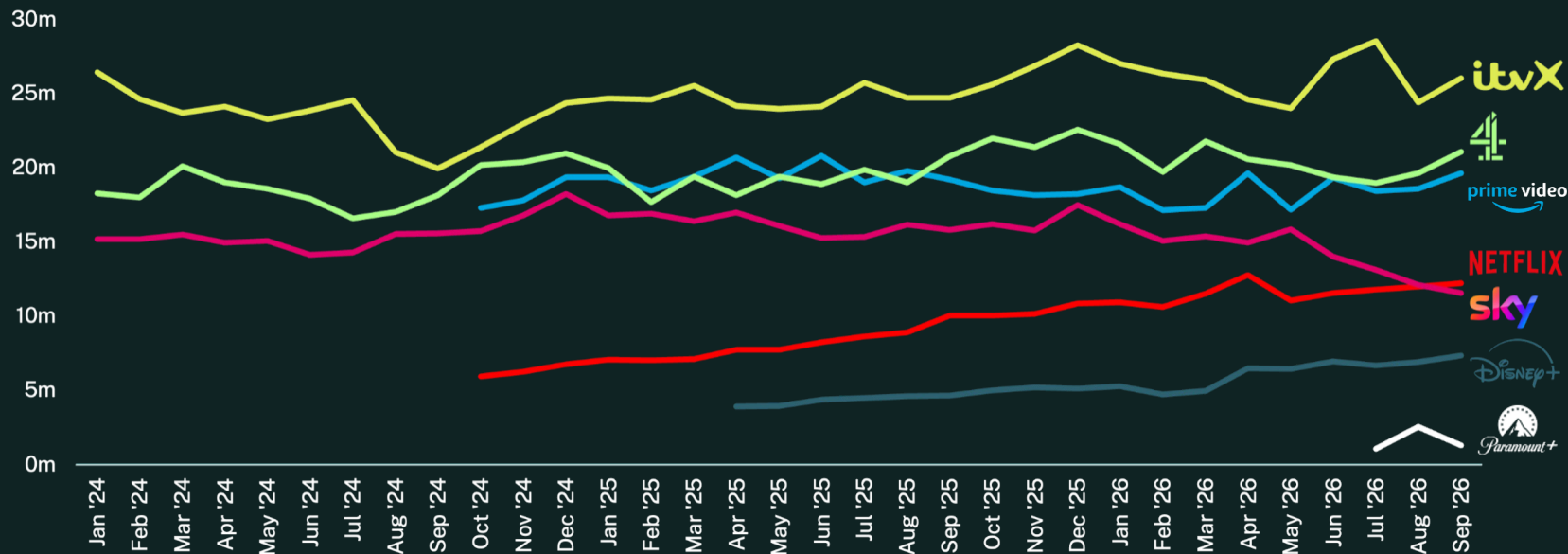
Source: Barb/As Broadcast. Average Audience 000s. TV and Online Pre-broadcast and 1-7 day all devices. Individuals 4+, Repeats included



itvX

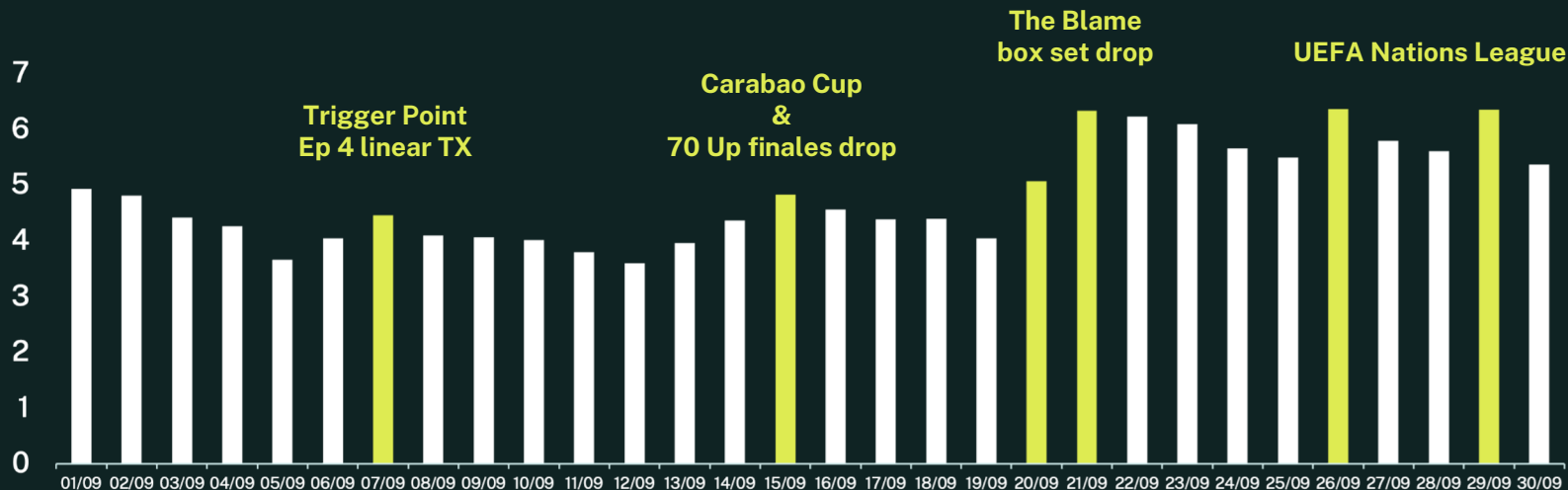
ITVX has been the #1 commercial VOD service for adult reach every month since the start of 2024

Monthly 1+ reach (%)

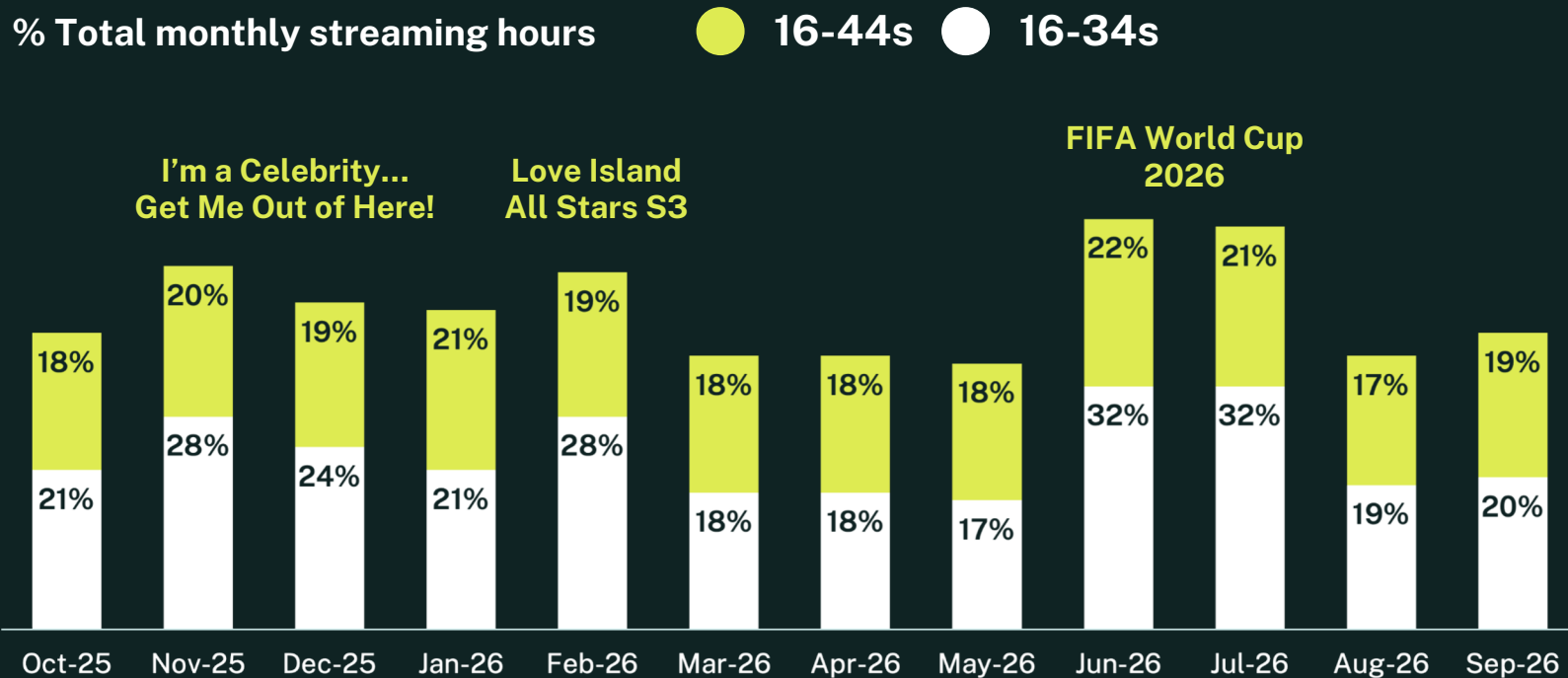


Returning Dramas and Sport contributed to streaming hours in September on ITVX

Daily streaming hours (millions)



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



September 2026 top titles on ITVX

	PROGRAMME TITLE	NO. OF SERIES VIEWED	NO. OF EPISODES VIEWED	STREAMING HOURS (MILLIONS)
1.	THE BLAME	1	6	14.5m
2.	TRIGGER POINT	4	24	9m
3.	BIG BROTHER	4	130	8.8m
4.	CORONATION STREET	6	515	7.4m
5.	EMMERDALE	4	708	6.9m
6.	GOOD MORNING BRITAIN	1	31	5.3m
7.	THIS MORNING	1	29	3.8m
8.	UEFA NATIONS LEAGUE	1	2	3.5m
9.	THE ONLY WAY IS ESSEX	37	455	3.5m
10.	7 - 70 UP UK	10	16	3.4m