



JUNE

ITV Killer Facts & Stats

Powerful performance insights designed to provide you with the latest compelling data and success stories from ITV.

We pride ourselves on delivering a broad spectrum of content that captivates audiences, from gripping **dramas** to electrifying **live sport** and popular **reality** series.

HERE IS THIS MONTH'S HIGHLIGHTS

DRAMA Captivating Stories, Growing Audiences

In the first half of 2025, our top 10 dramas showcased a perfect **50/50** split between brand-new series and beloved returning favourites. This balance allows us to both nurture established fan bases and attract new and lighter viewers to the ITV family.

We're also seeing significant growth in on-demand viewing, with streaming hours of drama on ITVX up an impressive **+13%** year-on-year.

PROGRAMME TITLE	SERIES NUMBER	BROADCAST CHANNEL	BROADCAST TRANSMISSIONS	TOTAL AUDIENCE AVERAGE 000s
UNFORGOTTEN	6	ITV	6	7,645
PLAYING NICE	1	ITV	4	7,247
PROTECTION	1	ITV	6	7,188
VERA	14	ITV	2	6,930
THE BAY	5	ITV	6	5,990
GRACE	5	ITV	4	5,878
OUT THERE	1	ITV	6	5,017
CODE OF SILENCE	1	ITV	6	4,483
GRANTCHESTER	9	ITV	8	3,723
NORTH SHORE	1	ITV	6	3,553





SPORT

Unrivalled Reach For Major Moments

ITV continues to be the home of major sporting events, delivering unparalleled audience scale for advertisers. The UEFA Women's Euro 2025 proved to be a resounding success, demonstrating the immense power of live sport on ITV.

With the Euros on ITV1 and ITV4 (Netherlands v France), and the fallout from Love Island's Movie Night on ITV2, the ITV family of channels had its **best Sunday night** (13/07) of the year.

The England v Italy semi-finals saw a peak audience of **10.2 million** across all devices. This has been the biggest commercial peak audience of the year so far.

The UEFA Women's Euro 2025 match between France and England (from kick-off to final whistle) averaged an overnight audience of **3.5m** across all devices, with a peak of **3.9m** across all devices.

The match attracted the biggest audience of the tournament so far with a peak of **4.6m** across all devices, it was ITV's biggest peak audience since the BGT final in May. The total coverage was watched by **2.9m**, with **4.2m** for the match itself.





REALITY

Consistently Engaging Audiences

Our reality programming continues to deliver consistent and engaged audiences, offering prime opportunities for brand integration and reach.

Series 12 of **Love Island** is currently averaging a robust **2.42 million** viewers per episode, maintaining its strong performance compared to last summer's series.

The iconic 'Movie Night' episode on July 11th achieved a consolidated viewership of **2.7 million** across all devices, making it the most-watched episode of the series to date (C7).

SOAPS

Daily Engagement, On-Demand Growth

Our much-loved soaps remain a vital part of the daily viewing habits of millions across the UK, and their popularity is extending to our streaming platform.

We've seen a remarkable **+34%** increase in streaming hours of soaps on ITVX. This significant growth is a testament to our new release strategy, which makes the day's episodes available on the platform from 07:00, allowing viewers to enjoy their favourite shows with unprecedented flexibility.

