



itv

February 2026  
The ITV Debrief



WELCOME TO

# ITV's February Highlights

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

In terms of reach on the big screen, across all our channels we reached over 41m adults last month - making ITV the biggest commercial TV service in the country.

ITV's mass reach offering was also complemented by unrivalled levels of viewing, with ITV achieving over 820 monthly viewer hours in February - more than double the combined total of the SVOD Ad-Tiers.

In terms of programming, 49 episodes of ITV shows surpassed the 3m+ average viewers milestone in February. For context, this benchmark was achieved a grand total of zero times on other commercial broadcast and SVOD Ad-Tiers. This once again demonstrates ITV's unique ability to deliver mass audiences to advertisers.

The indefatigable Britain's Got Talent returned to our screens for a nineteenth series in February and was the star performer of the month. The series premiere's average audience of 4.5m viewers made it the biggest show across all commercial TV services.

Another factor in ITV's strong performance in February 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. This is a continuation of a streak that goes all the way back to the start of 2024; a fantastic achievement for the service.

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

**KELLY WILLIAMS**

Managing Director Commercial, ITV





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

# 41.5M

Total Monthly Adult Reach on the TV-set. **The UK's #1 Commercial TV service.**

# 824M

Total Monthly Adult TV-set Viewer Hours. **2.2x the SVOD Ad-Tiers combined.**

## February Headlines

### #1 VOD Service

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

### 4.5m

Average Audience for Britain's Got Talent's debut. **The biggest Commercial TV episode of the month.**

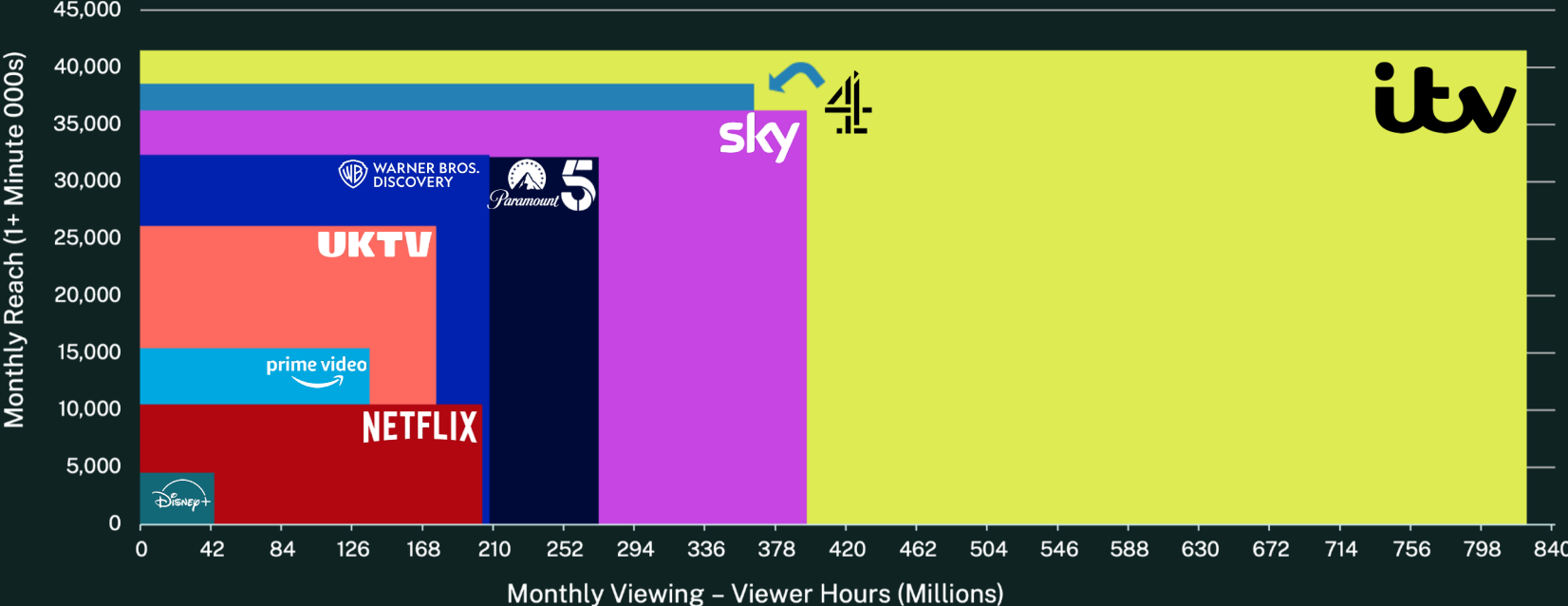
### 100%

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 services in February

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

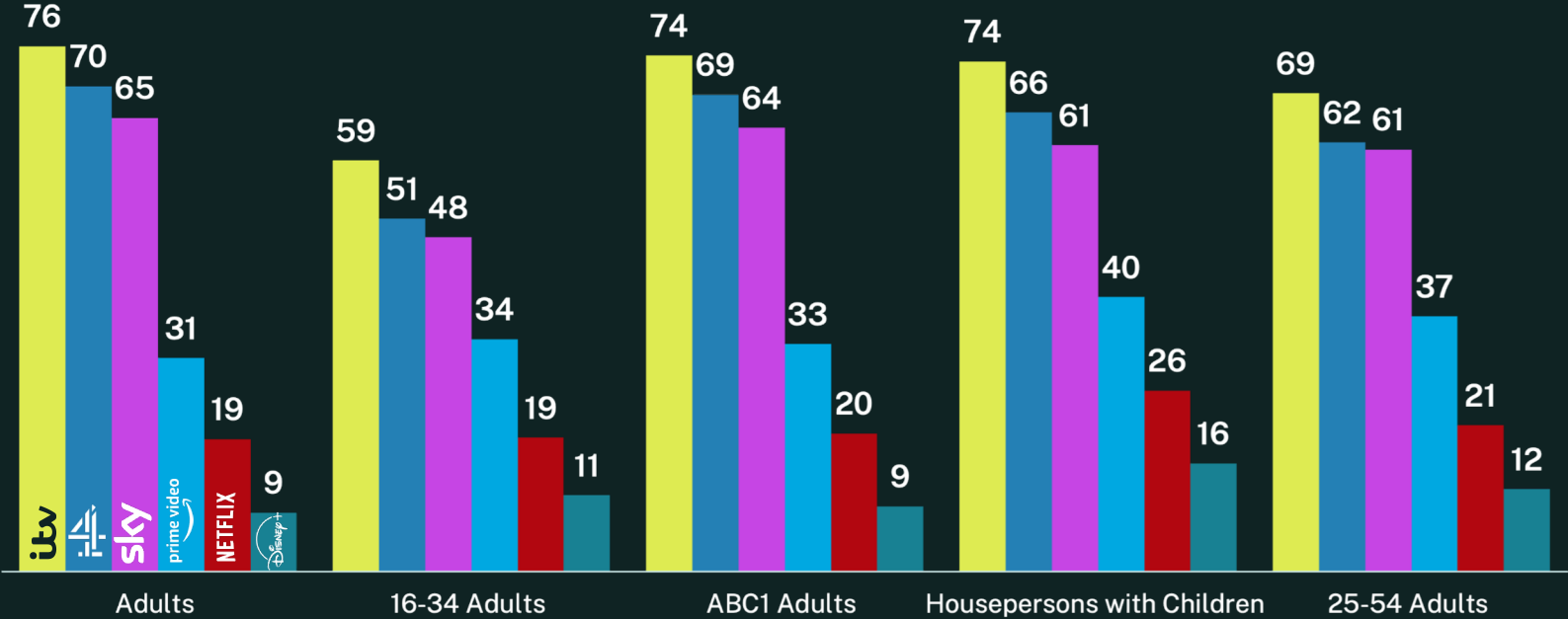


Source: BARB | Feb 2026 | Online Multiple Screens Network | As Viewed | TV Set Only | All Adults 16+  
Barb only measures Video sharing Platform and SVOD usage via home router.



# ITV had the highest monthly reach of all commercial TV against key traded audiences in February

Monthly 1+ reach (%)

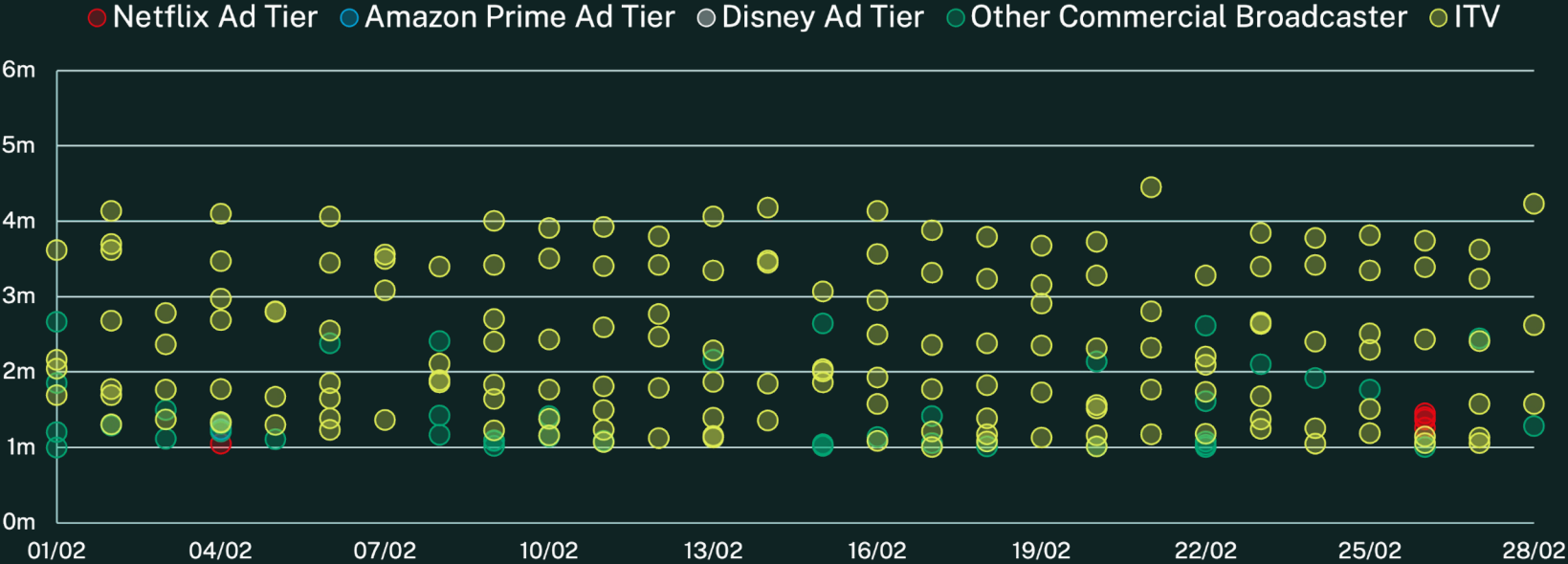


Source: Barb | Feb 2026 | Online Multiple Screens Network | As Viewed | All Devices | SVOD Ad Tier



# ITV had a constant supply of mass audiences throughout February

# Episodes with individuals 4+ audience > 1m average viewers

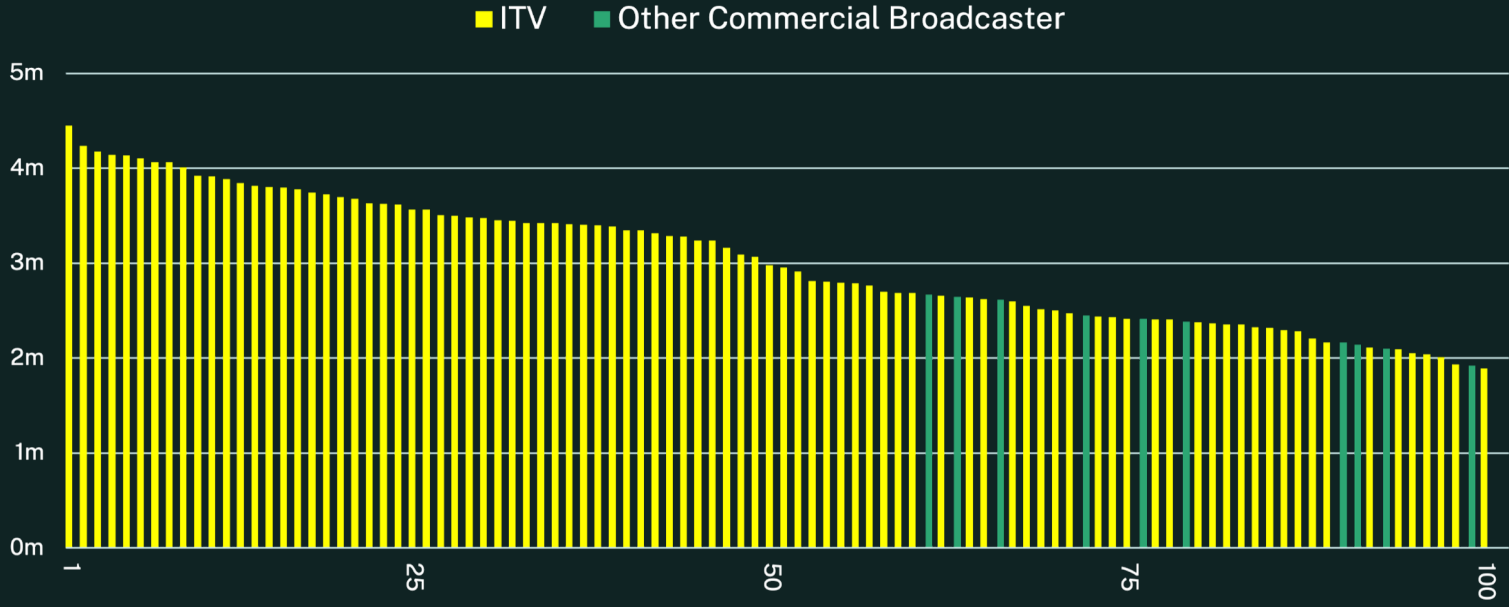


Source: Barb | Feb 2026 | Online Multiple Screens Network | Individuals 4+ SVOD Ad Tiers TV Set Only based on First 7 Days of Availability As Viewed up to 06/03/2026 Broadcaster based on All devices C7, Online 1-7 and All Devices+Pre-TX As Broadcast.



# ITV accounted for 90 of the top 100 commercial TV episodes in February

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







Source: Barb | Feb 2026 Online Multiple Screens Network | Individuals 4+  
SVOD Ad Tiers TV Set only based on First 7 Days of Availability As Viewed up to 06/03/2026. 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 February

Number of episodes with 1m+ average audience

	1m+	3m+	4m+
	158	49	9
Other Commercial Broadcasters	42	-	-
	1	-	-
	5	-	-
	-	-	-

Source: Barb | Feb 2026 | Online Multiple Screens Network | Individuals 4+  
SVOD Ad Tiers TV Set only based on First 7 Days of Availability As Viewed up to 06/03/2026  
Broadcaster based on All devices C7, Online 1-7 and All devices+Pre-TX As Broadcast.



# February's top series on ITV

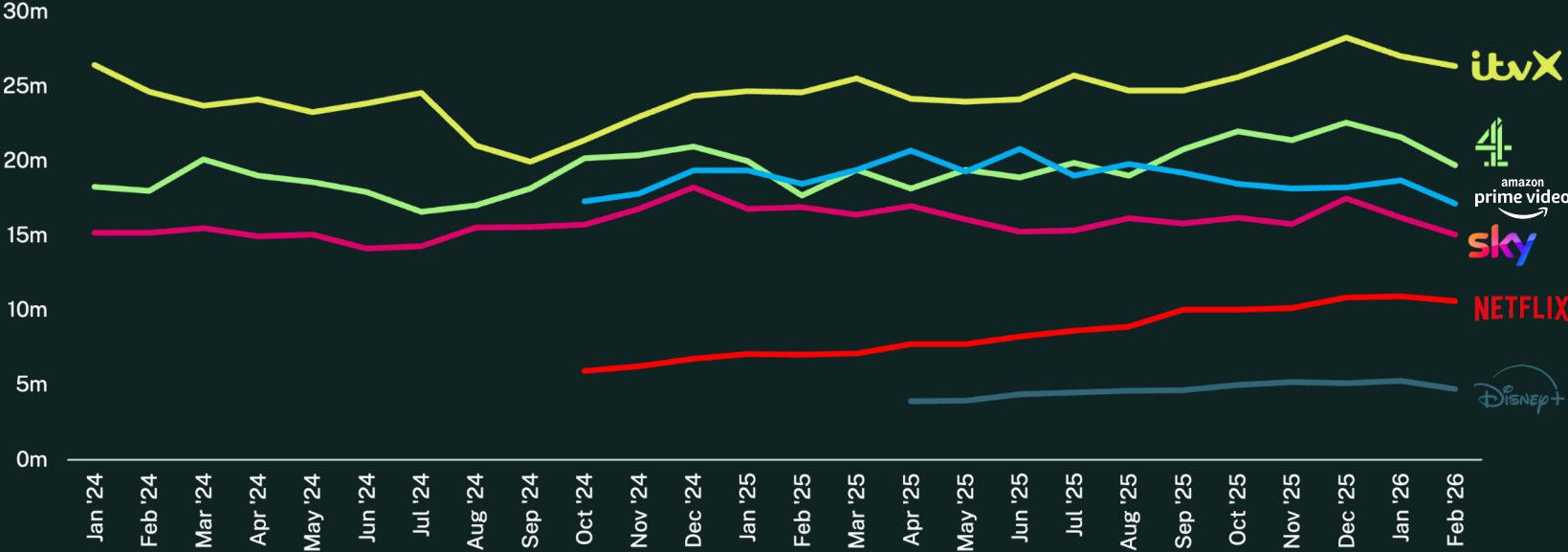
	PROGRAMME TITLE	AVERAGE AUDIENCE PER EPISODE (MILLIONS)
1.	<b>BRITAIN'S GOT TALENT</b>	<b>4.4m</b>
2.	<b>CORONATION STREET</b>	<b>3.9m</b>
3.	<b>AFTER THE FLOOD</b>	<b>3.6m</b>
4.	<b>EMMERDALE</b>	<b>3.4m</b>
5.	<b>THE MASKED SINGER</b>	<b>3.3m</b>
6.	<b>THE 1% CLUB</b>	<b>3.3m</b>
7.	<b>BETRAYAL</b>	<b>3.0m</b>
8.	<b>THE LADY</b>	<b>3.0m</b>
9.	<b>GRANTCHESTER</b>	<b>2.9m</b>
10.	<b>THE BRIT AWARDS</b>	<b>2.6m</b>



itvX

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

Monthly 1+ reach (%)

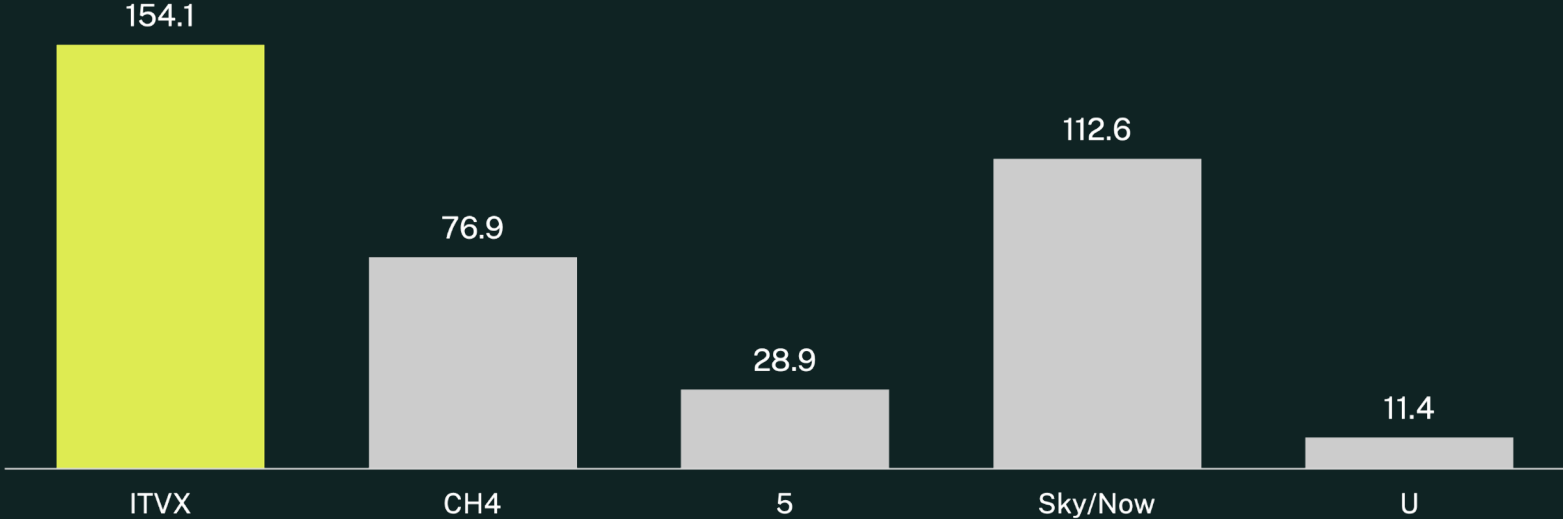


Source: Barb | Jan 2024-Feb 2026 | Online Multiple Screens Network | Adults 16+



# ITVX had the highest levels of viewing of all commercial BVOD services in February

BVOD viewer hours (millions) as viewed all devices

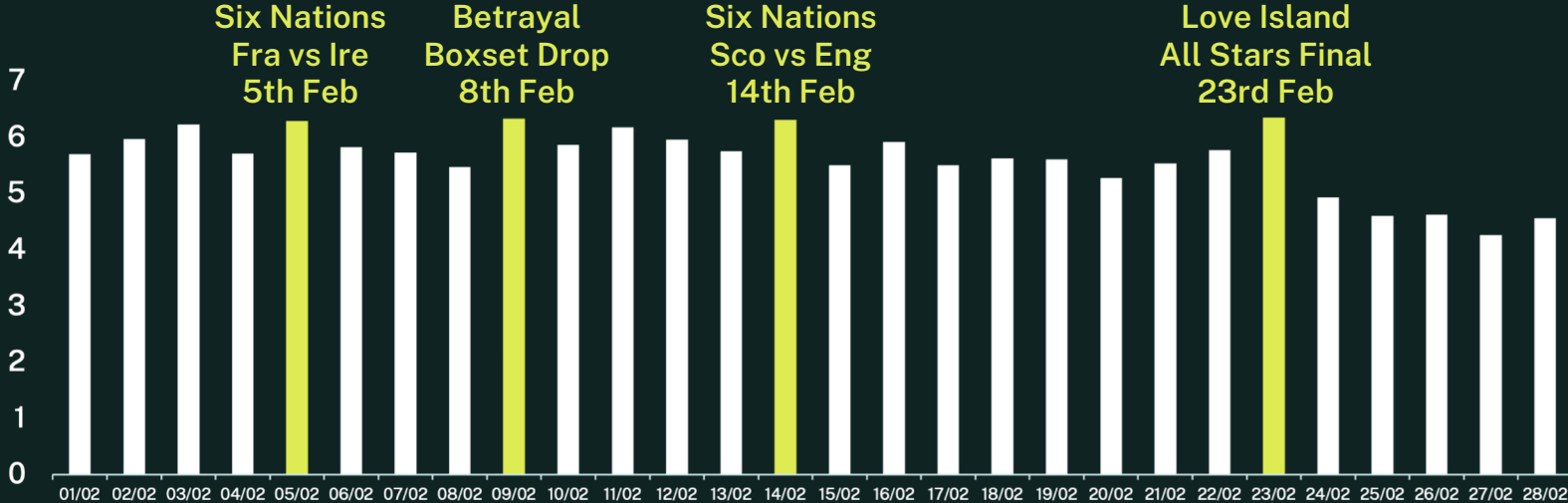


Source: Barb | As Viewed | All Devices | Adults 16+ | Feb 2026 | VOD Provider=ITVX



# The Six Nations, Betrayal and Love Island All Stars contributed to a record-breaking month for ITVX in terms of streaming hours

Daily streaming hours (millions)



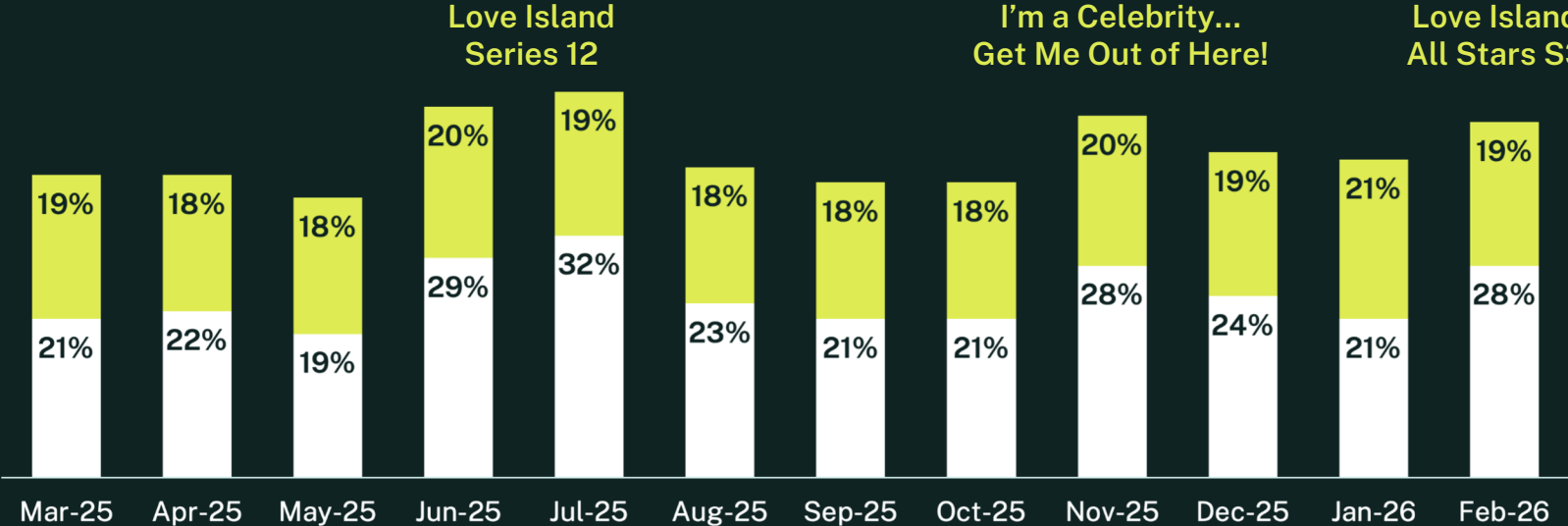
Source: ITV Insights Group, Content & Performance Analytics. ITVX | First Party Data (Owned & Operated) Feb 2026



# Young audiences continued to drive streaming hours on ITVX in February

% Total monthly streaming hours

● 16-44s ● 16-34s



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



# February's top titles on ITVX

	PROGRAMME TITLE	NO. OF SERIES VIEWED	NO. OF EPISODES VIEWED	STREAMING HOURS (MILLIONS)
1.	LOVE ISLAND ALL STARS	3	112	34m
2.	CORONATION STREET	6	374	6.6m
3.	EMMERDALE	6	571	6m
4.	SIX NATIONS CHAMPIONSHIP	1	6	5.8m
5.	GOOD MORNING BRITAIN	2	33	4.7m
6.	BETRAYAL	1	4	4.1m
7.	DEVIL IN DISGUISE: JOHN WAYNE GACY	1	8	4m
8.	THIS MORNING	1	31	3.5m
9.	MIDSOMER MURDERS	24	138	2.9m
10.	THE CHASE	4	516	2.8m