

The image features a promotional graphic for an ITV program. It shows two main characters, a man and a woman, standing in a dark, atmospheric forest. The man is in the foreground, wearing a dark suit and a red tie, looking directly at the camera with a serious expression. The woman stands behind him, looking off to the side. The background is a misty, dark forest with a large house and a suspension bridge visible in the distance. A lightning bolt is visible in the sky. A blue and white striped caution tape is stretched across the foreground. The overall mood is mysterious and suspenseful. The ITV logo is prominently displayed on a yellow triangular background on the left side of the image.

itv

Q1 2026
The ITV Debrief



WELCOME TO

ITV's Q1 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 Q1 of 2026; reflecting ITV's truly cross-platform offering to advertisers.

In terms of reach on the big screen, across all our channels we have reached over 41m adults on average each month of the year so far - cementing ITV's position as the biggest commercial TV service in the country.

ITV's mass reach offering in Q1 was also complemented by unrivalled levels of viewing with ITV averaging 877 million monthly viewer hours in 2026 so far; more than double the combined total of the SVOD Ad-Tiers.

In terms of programming, ITV shows accounted for 98% of commercial TV episodes that surpassed the 3m+ average viewers benchmark across the quarter. In total, this milestone was achieved 168 times across ITV shows in comparison with a combined total of 3 occasions on other commercial broadcast and SVOD Ad-Tiers combined; demonstrating ITV's unique ability to deliver mass audiences to advertisers.

The debut episode of all-new 6-part psychological drama *Gone* arrived on our screens in March and was the star performer of not only the month, but Q1 as a whole. The series premiere's average audience of 6.1m viewers made it the biggest commercial TV episode of 2026 so far.

Another factor in ITV's strong performance in Q1 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 for March. This is a continuation of a streak that goes all the way back to the start of 2024. January and February meanwhile also represented the service's two biggest ever months in terms of streaming hours - 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 two men in suits standing in a studio setting with stage lights. The man on the left is smiling and has his arms crossed. The man on the right is also smiling and has his arms crossed. The background is a studio with purple and blue lighting and a large studio light on the right. The ITV logo is in the top left corner.

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

41.8M

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

877M

Average monthly adult TV-set viewer hours. **2.1x the SVOD ad-tiers combined.**

Q1 2026 Headlines

#1 VOD Service

ITVX had the highest adult reach among all Commercial VOD services every month so far this year (and every month since the start of 2024 too!).

6.1m

Average audience for the debut episode of *Gone*. **The biggest commercial TV episode of Q1.**

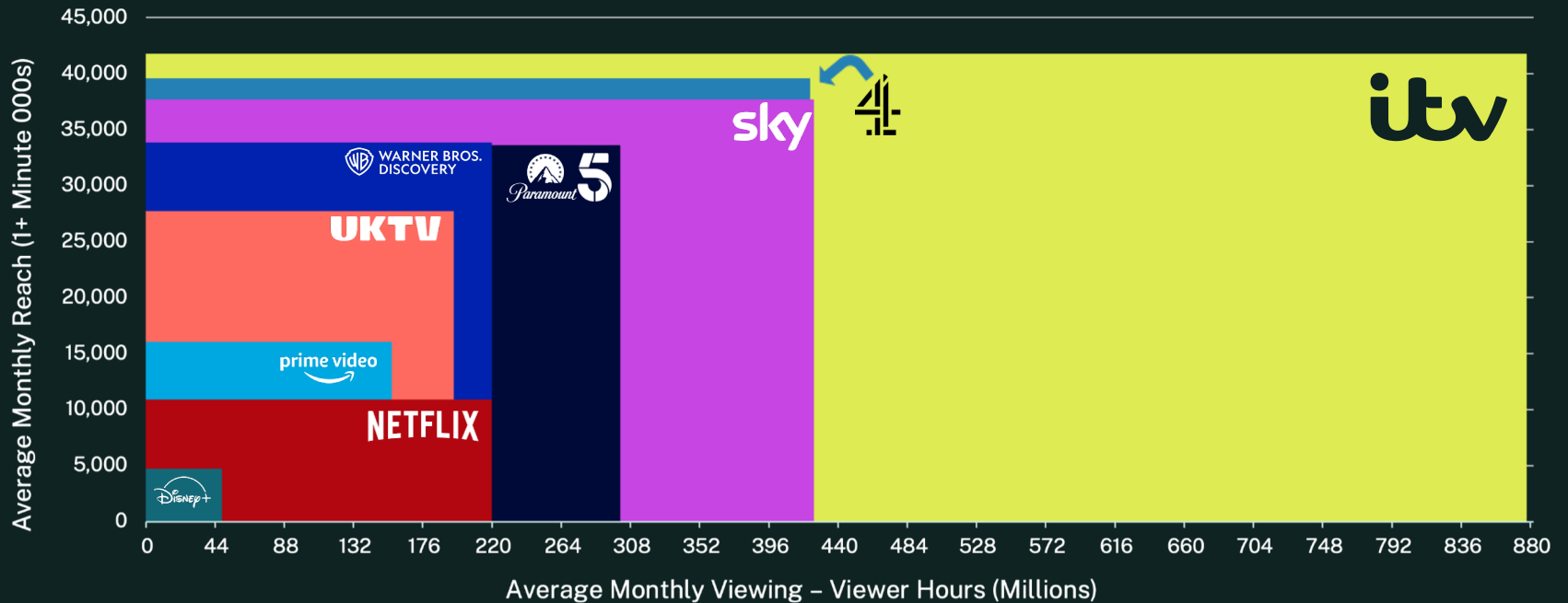
98%

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 Q1 2026

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

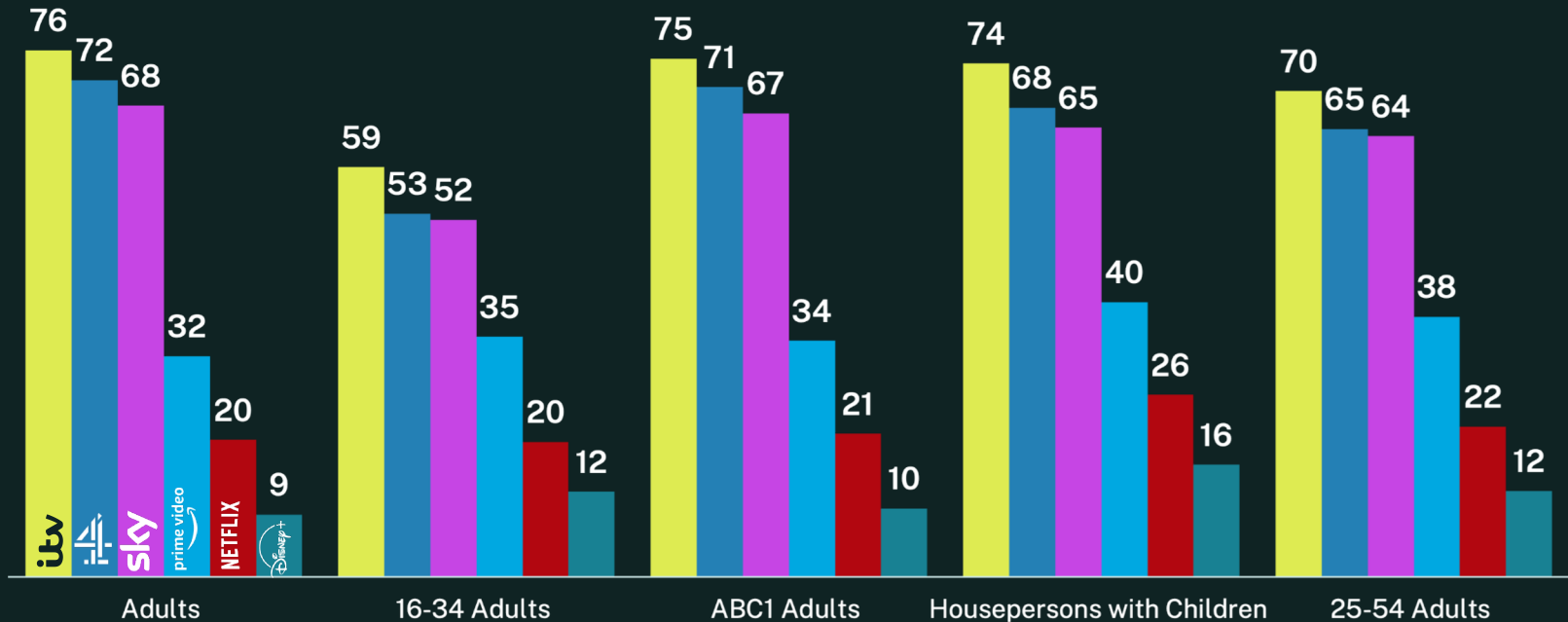


Source: BARB | Jan-Mar 2026 | Online Multiple Screens Network | As Viewed | TV Set Only | All Adults 16+
Barb only measures Video sharing Platform and SVOD usage via home router.



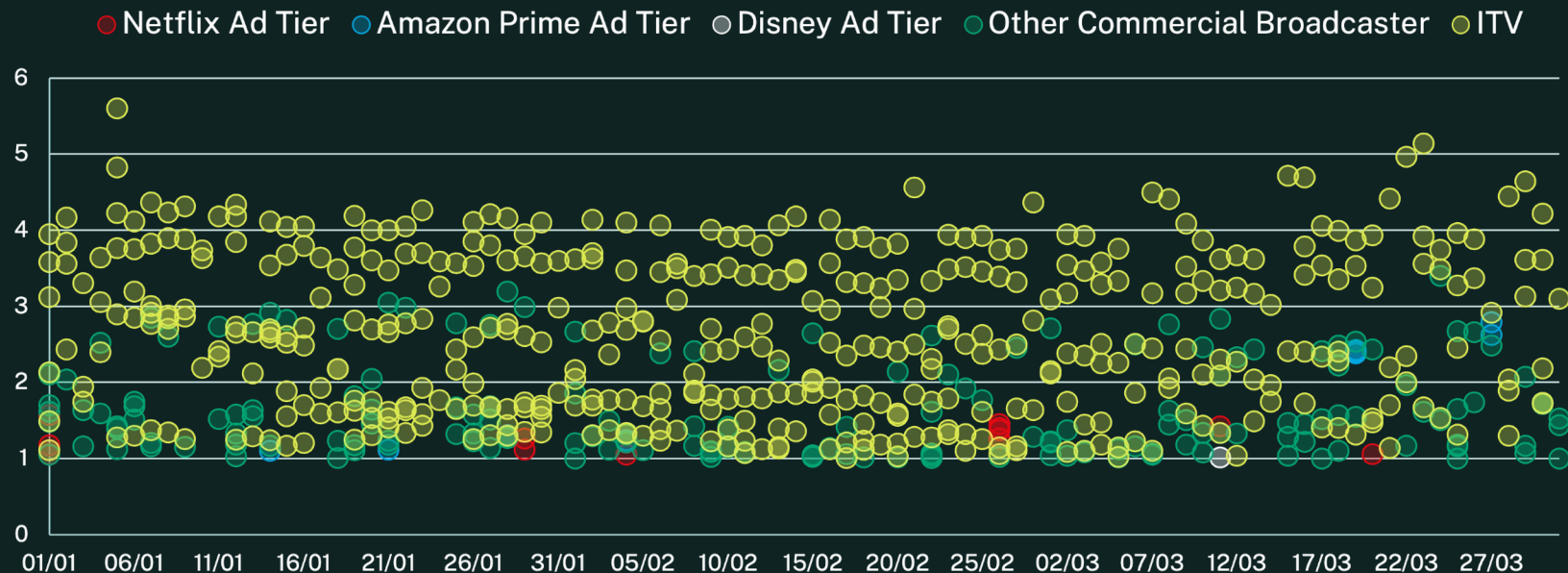
ITV had the highest monthly reach of all commercial TV against key traded audiences in Q1 2026

Average monthly 1+ reach (%)



ITV had a constant supply of mass audiences throughout Q1 2026

Episodes with individuals 4+ audience > 1m average viewers

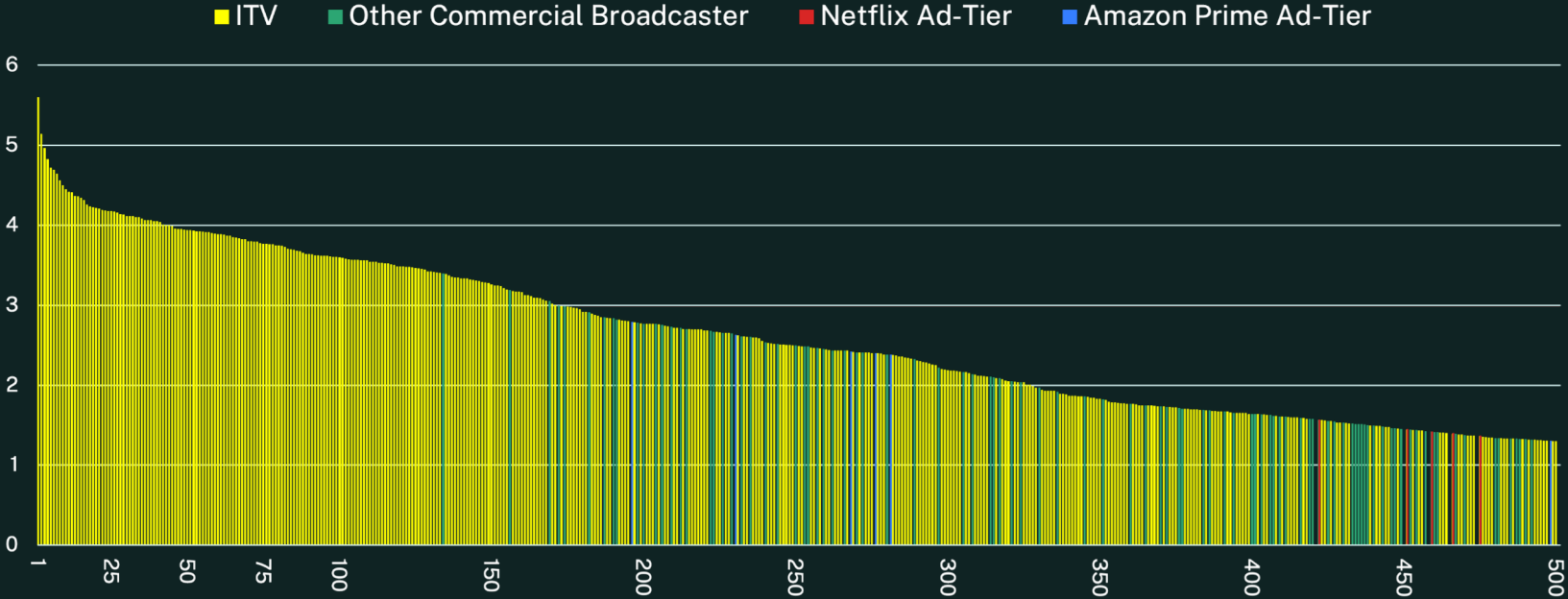


Source: Barb | Jan - Mar 2026 | Online Multiple Screens Network | Individuals 4+ SVOD Ad Tiers TV Set Only based on First 7 Days of Availability As Viewed up to 06/04/2026 Broadcaster based on All devices C7, Online 1-7 and All Devices+Pre-TX As Broadcast.



ITV accounted for every single one of the top 100 commercial TV episodes in Q1 2026

Top 500 commercial TV episodes of Q1 2026 (average audience millions)







Source: Barb | Jan - Mar 2026 Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set only based on First 7 Days of Availability As Viewed up to 06/04/2026. 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 Q1

Number of episodes with 1m+ average audience

	1m+	3m+	4m+
	436	168	44
Other Commercial Broadcasters	165	3	-
	9	-	-
	12	-	-
	1	-	-

Source: Barb | Jan- Mar 2026 | Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set only based on First 7 Days of Availability As Viewed up to 06/04/2026
Broadcaster based on All devices C7, Online 1-7 and All devices+Pre-TX As Broadcast.



Q1 2026 Top Series On ITV

	PROGRAMME TITLE	AVERAGE AUDIENCE PER EPISODE (MILLIONS)
1.	GONE	4.7m
2.	GRACE	4.7m
3.	BRITAIN'S GOT TALENT	4.5m
4.	CORONATION STREET	4.0m
5.	RED EYE	3.8m
6.	EMMERDALE	3.5m
7.	AFTER THE FLOOD	3.5m
8.	THE 1% CLUB	3.5m
9.	THE MASKED SINGER	3.2m
10.	THE LADY	3.1m

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

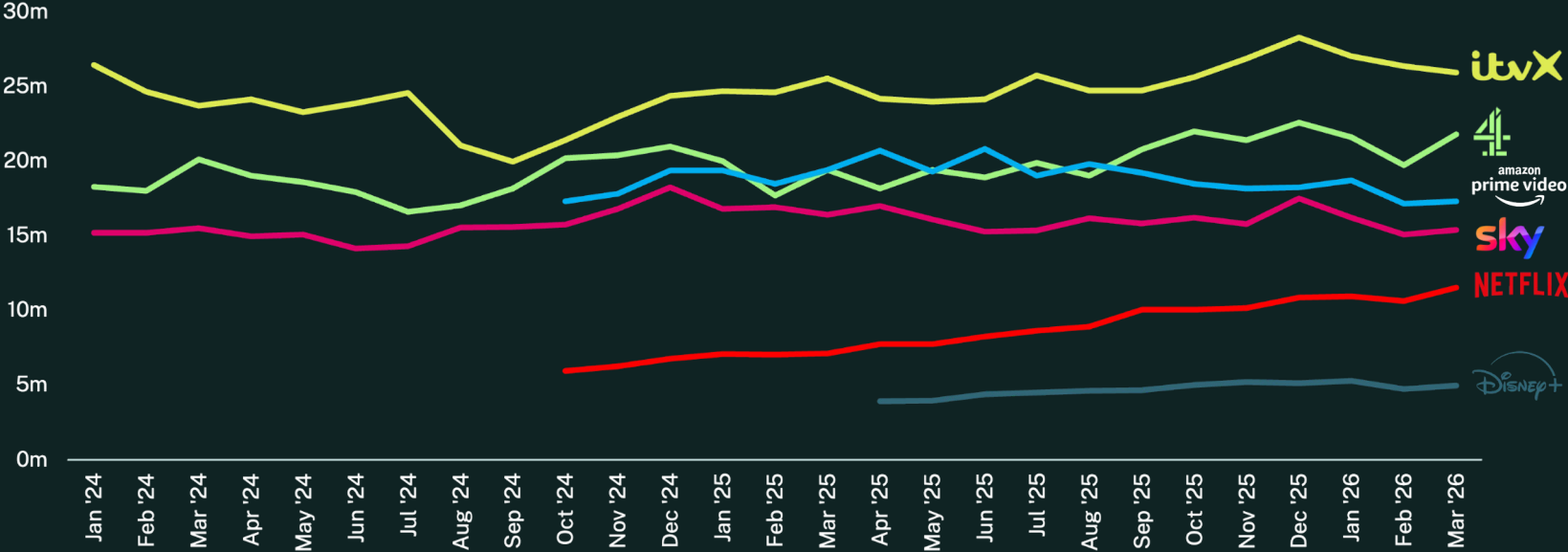




itvX

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

Monthly 1+ reach (%)

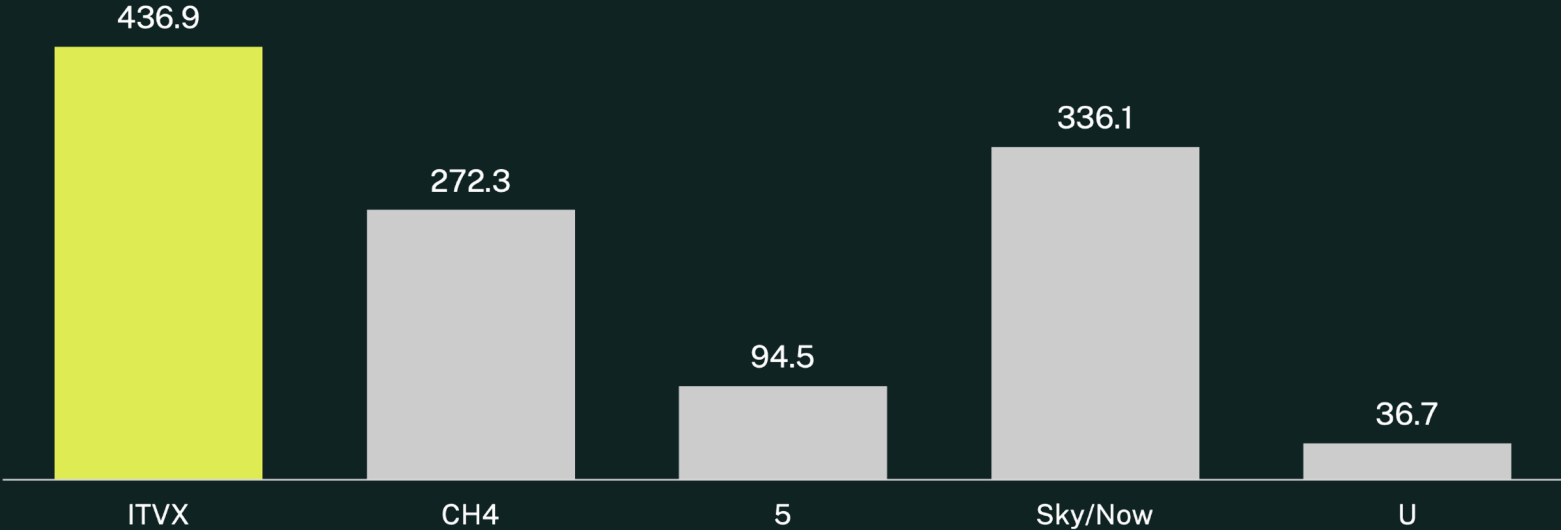


Source: Barb | Jan 2024-Mar 2026 | Online Multiple Screens Network | Adults 16+



ITVX had the highest levels of viewing of all commercial BVOD services in Q1 2026

Viewer hours (millions)
As viewed all devices

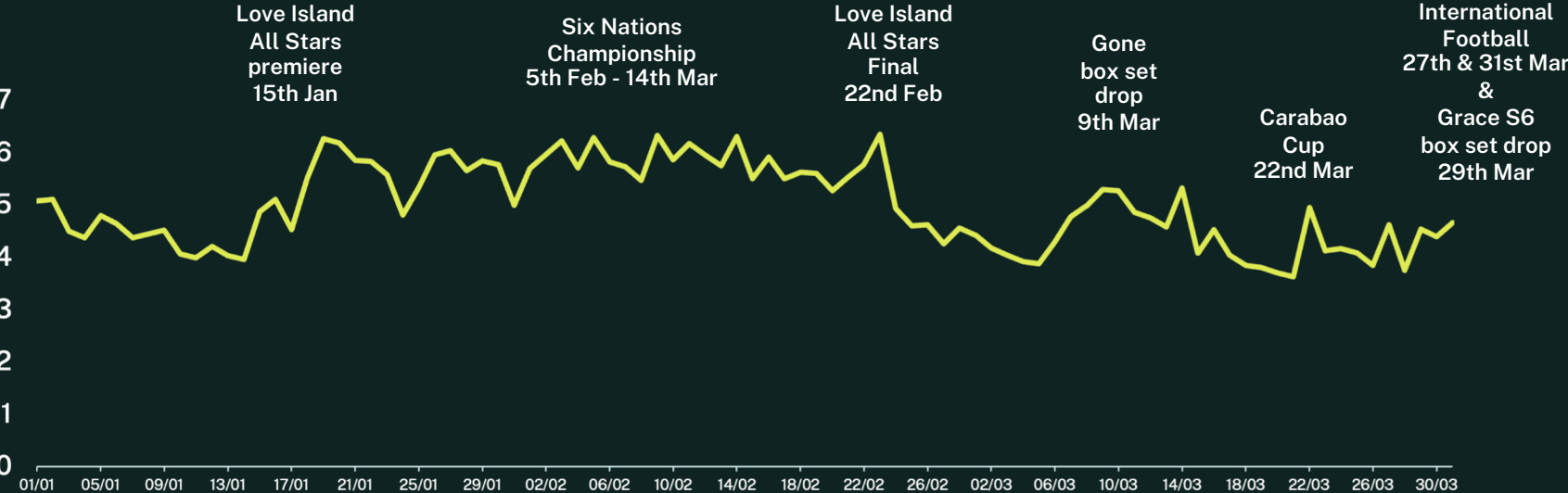


Source: Barb | As Viewed | All Devices | Adults 16+ | Jan-Mar 2026 | VOD Provider=ITVX



Love Island All Stars, the Six Nations Championship and new dramas contributed to a successful Q1 for ITVX

Daily streaming hours (millions)

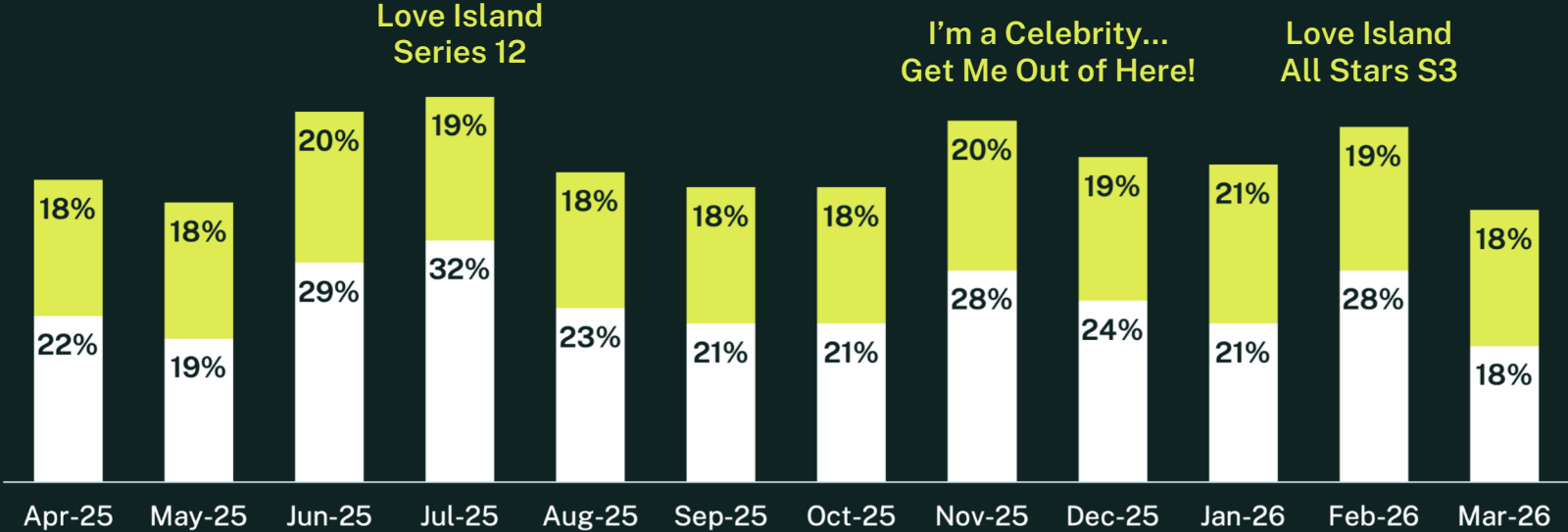


Source: ITV Insights Group, Content & Performance Analytics. ITVX | First Party Data (Owned & Operated) Jan-Mar 2026



Young audiences continued to drive streaming hours on ITVX in Q1 2026

% Total monthly streaming hours ● 16-44s ● 16-34s



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



Q1 2026 Top Titles On ITVX

	PROGRAMME TITLE	NO. OF SERIES VIEWED	NO. OF EPISODES VIEWED	STREAMING HOURS (MILLIONS)
1.	LOVE ISLAND ALL STARS	3	112	55.3m
2.	CORONATION STREET	6	394	24m
3.	EMMERDALE	6	592	20.9m
4.	GOOD MORNING BRITAIN	2	73	15.2m
5.	RED EYE	2	12	12.5m
6.	GONE	1	6	10.9m
7.	THIS MORNING	2	68	10.5m
8.	AFTER THE FLOOD	2	12	9.8m
9.	SIX NATIONS CHAMPIONSHIP	1	10	9.5m
10.	MIDSOMER MURDERS	24	138	9.4m