

A promotional image for the TV show 'The ITV Debrief'. It features three police officers in full tactical gear, including helmets and vests, standing on a speedboat. The boat is moving quickly across the water, creating a large wake. The background shows a city skyline at night with illuminated buildings under a dark, cloudy sky. The overall tone is dramatic and action-oriented.

itv

August 2026
The ITV Debrief



WELCOME TO

ITV's August 2026 Highlights

Welcome to this August 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 39 million adults on the TV-set in August, cementing ITV's position as the biggest commercial TV service in the country.

ITV's mass reach offering in August was also complemented by unrivalled levels of viewing with ITV achieving 732 million monthly viewer hours this month, 1.5x the combined total of the SVOD Ad-Tiers.

In terms of programming, ITV shows accounted for 100% of commercial TV episodes that surpassed the 3m+ average audience benchmark across August. In total, this milestone was achieved 40 times by ITV shows. No episodes from commercial broadcast or SVOD Ad-Tier achieved this feat, once again demonstrating ITV's unique ability to deliver mass audiences to advertisers.

Returning drama Trigger Point was the star performer of the month, with an average audience

of over 4 million viewers per episode across its 2 August episodes. The series also made it into the top 10 performers this month in terms of ITVX streaming hours.

Another factor in ITV's strong performance in August 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





Source: Barb As-Vuved | 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

39M

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

732m

Monthly adult TV-set viewer hours. **1.6x the SVOD Ad-Tiers combined.**

August 2026 Headlines

#1 VOD Service

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

4.5m

Average audience for the first episode of series 3 of Trigger Point.

The biggest commercial TV episode of August.

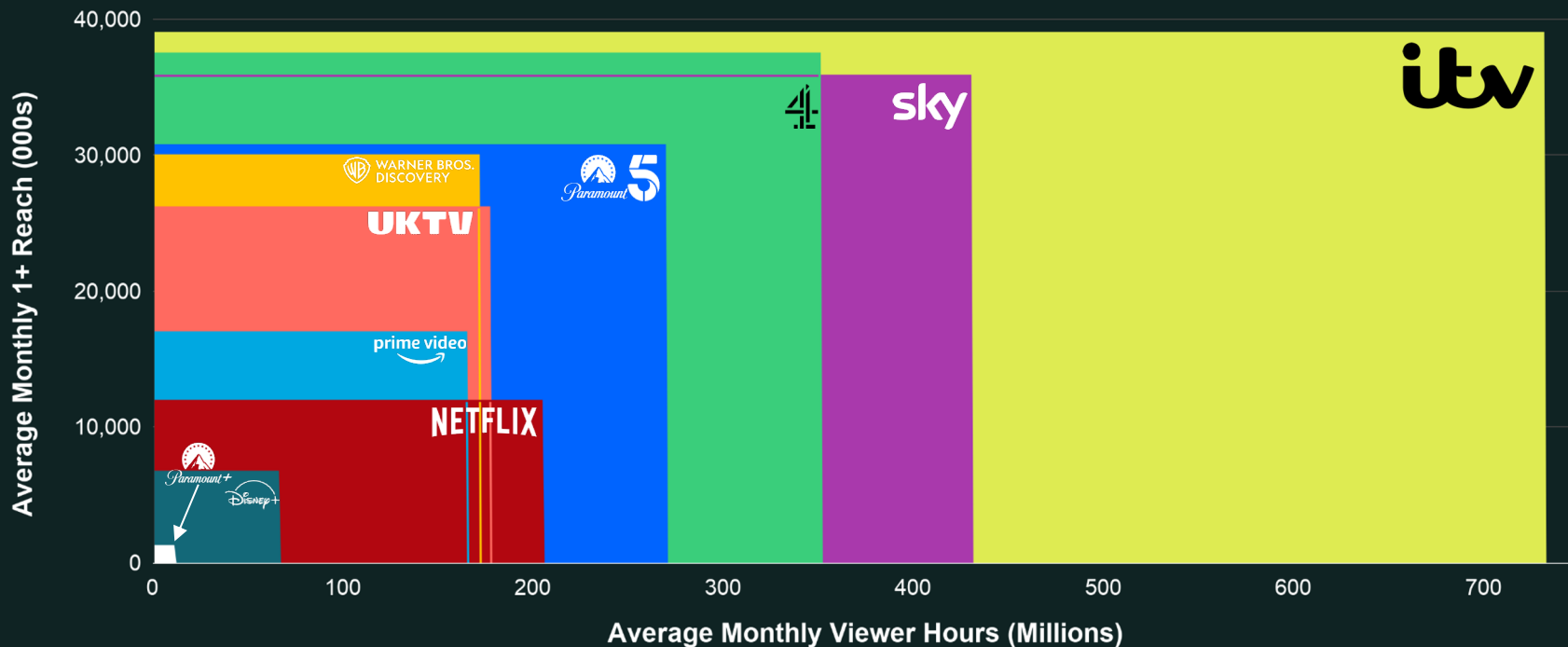
100%

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 August

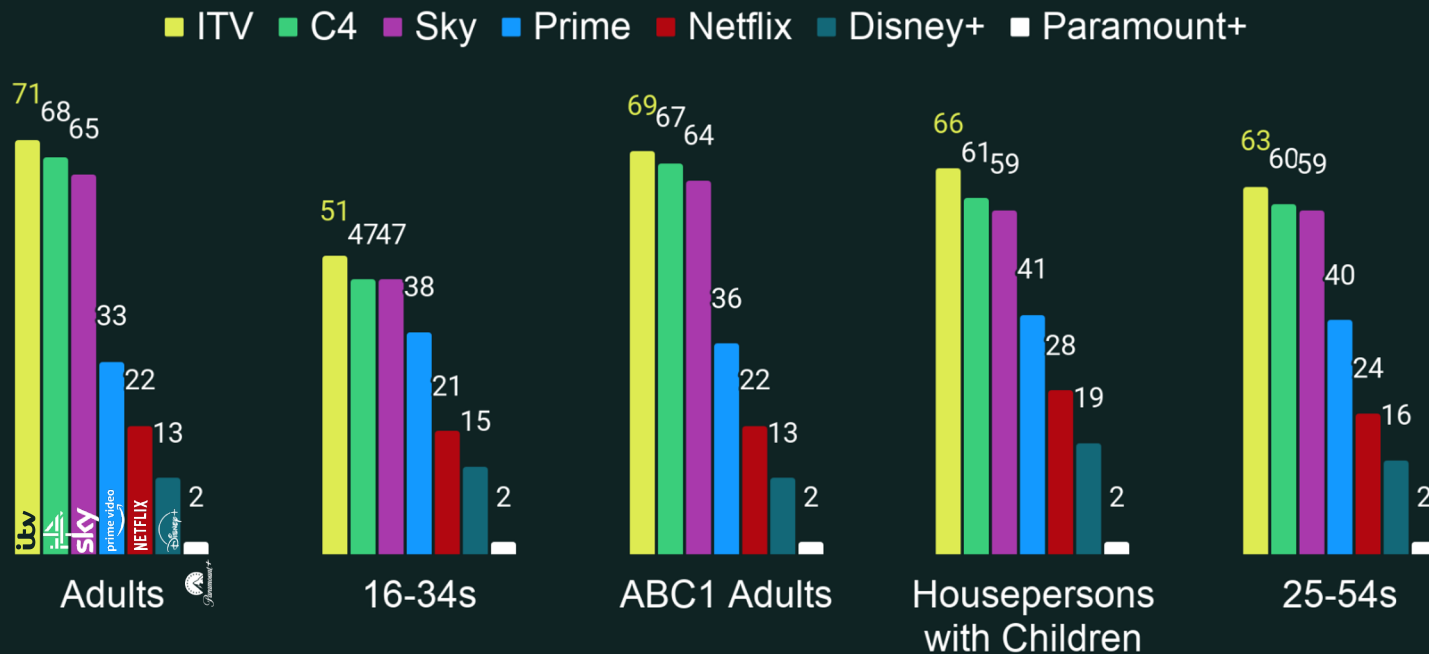
TV-set only: Adults – monthly viewing hours vs monthly reach 1+ (000s)



Source: BARB | August 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.

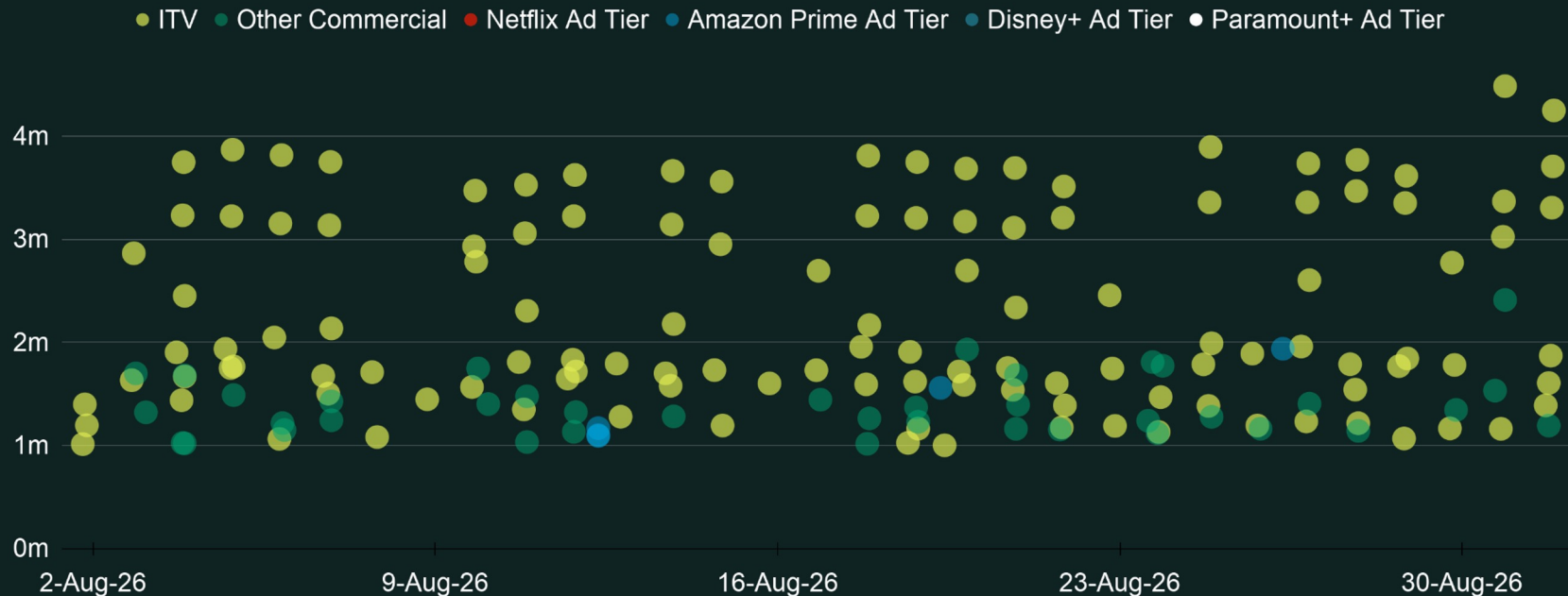
ITV had the highest monthly reach of all commercial TV against key traded audiences in August 2026

Monthly 1+ Reach (%)



ITV had a constant supply of mass audiences throughout August 2026

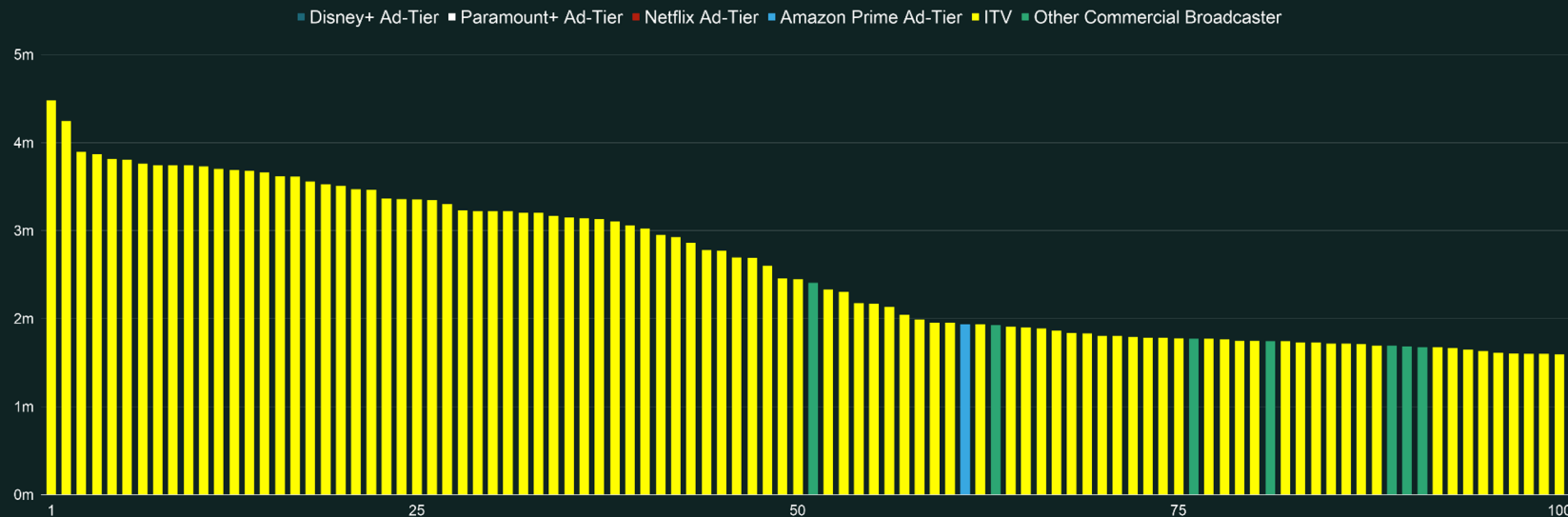
Number of episodes with individuals 4+ audience > 1m average viewers



Source: Barb | Aug 2026 | Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set Only based on First 7 Days of Availability As Viewed up to 06/09/2026
Broadcaster based on All devices C7, Online 1-7 and All Devices+Pre-TX As Broadcast.
Repeats included

ITV accounted for 91 of the top 100 commercial TV episodes in August 2026

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



Source: Barb | Aug 2026 | Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set only based on First 7 Days of Availability As Viewed up to 06/09/2026.
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 August

Number of episodes with 1m+ average audience

	1m+	3m+	4m+
	123	40	2
Other Commercial Broadcasters	39	-	-
	5	-	-
NETFLIX	-	-	-
	-	-	-

Source: Barb | Aug 2026 | Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set only based on First 7 Days of Availability As Viewed up to 06/09/2026
Broadcaster based on All devices C7, Online 1-7 and All devices+Pre-TX As Broadcast.
Repeats included

August 2026's top series on ITV

	PROGRAMME TITLE	AVERAGE AUDIENCE PER EPISODE (MILLIONS)
1.	TRIGGER POINT	4.4m
2.	CORONATION STREET	3.7m
3.	EMMERDALE	3.2m
4.	VAN DER VALK	2.8m
5.	PROFESSOR T	2.7m
6.	THE VOICE UK	2.6m
7.	LONG LOST FAMILY: BORN WITHOUT A TRACE	2.2m
8.	MILLIONAIRE HOTSEAT	1.9m
9.	THE RAINMAKER	1.8m
10.	THE CHASE	1.8m

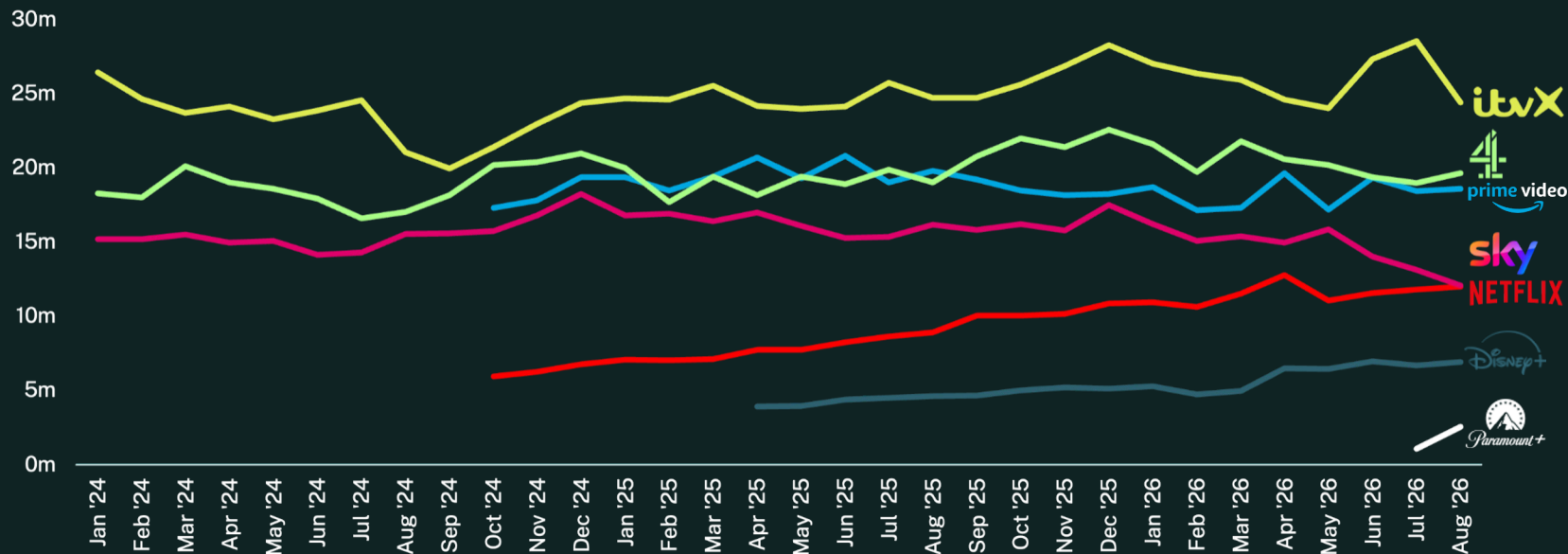
Source: Barb/As Broadcast. Average Audience 000s. TV and Online Pre-broadcast and 1-7 day all devices. Individuals 4+, Repeats included





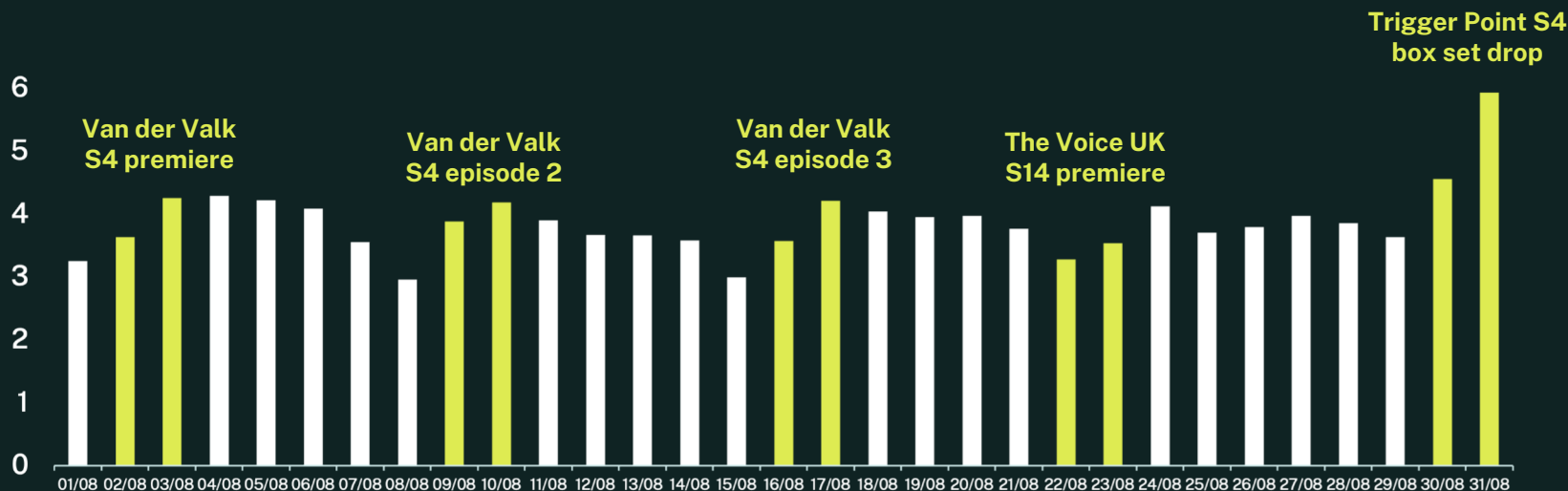
ITVX has been the #1 commercial VOD service for adult reach every month since the start of 2024

Monthly 1+ reach (%)

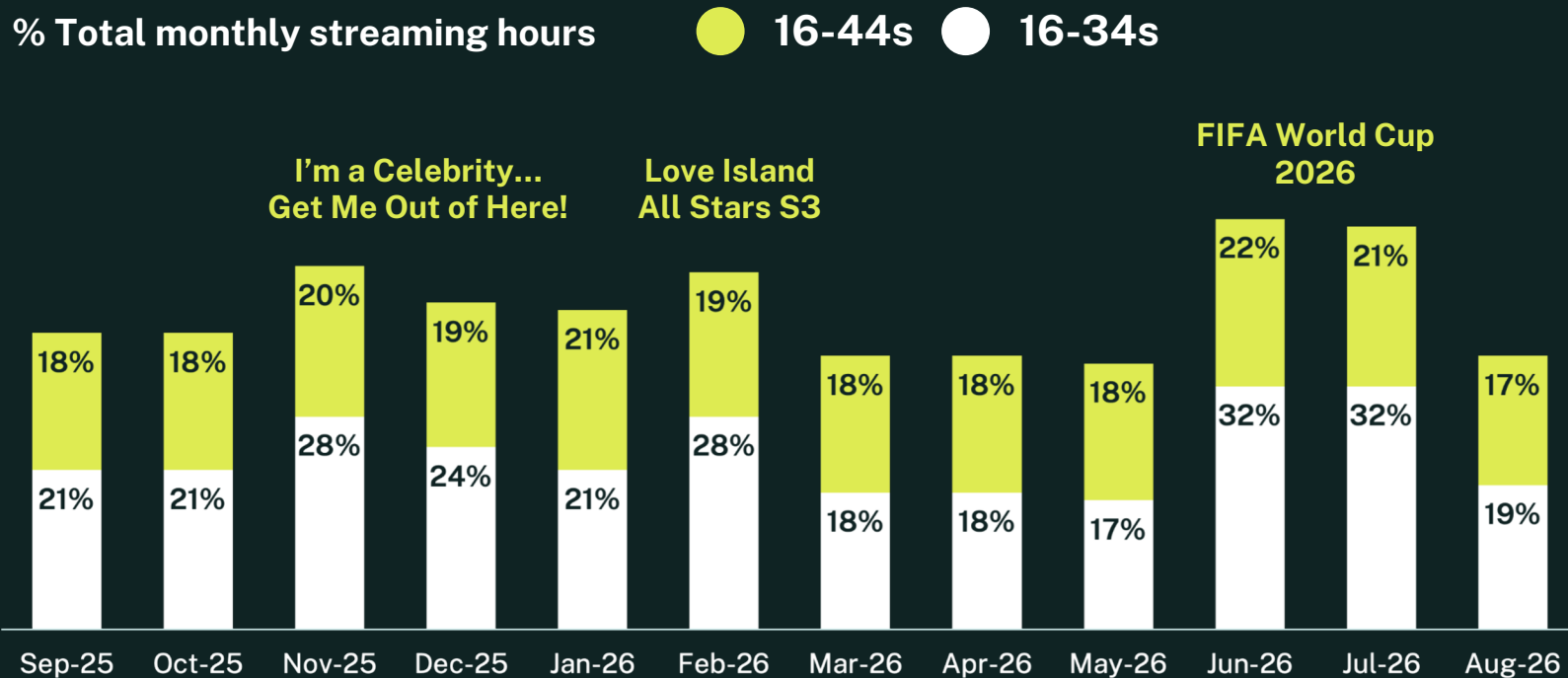


Returning Dramas and Entertainment shows contributed to streaming hours in August on ITVX

Daily streaming hours (millions)



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



August 2026 Top Titles On ITVX

	PROGRAMME TITLE	NO. OF SERIES VIEWED	NO. OF EPISODES VIEWED	STREAMING HOURS (MILLIONS)
1.	CORONATION STREET	5	494	7.7m
2.	EMMERDALE	4	689	7.1m
3.	THE ONLY WAY IS ESSEX	37	453	5m
4.	GOOD MORNING BRITAIN	1	31	4.8m
5.	THIS MORNING	1	34	4.3m
6.	VAN DER VALK	4	12	3.6m
7.	LOVE ISLAND USA	4	145	3.5m
8.	TRIGGER POINT	4	24	3.1m
9.	MIDSOMER MURDERS	24	138	2.9m
10.	LOVE ISLAND	13	648	2.7m