

itv



2025
The ITV Debrief



WELCOME TO

ITV's 2025 Highlights

This special edition of our new ITV Debrief explores the business's 2025 performance across all our linear and addressable channels; reflecting ITV's truly cross platform offering to advertisers.

In terms of reach on the big screen, across all our channels, we reached an average of 44m adults on a monthly basis across the year. This made ITV the biggest commercial TV service in the country last year.

ITV's mass reach offering was complemented by unrivalled levels of viewing too. Across 2025, ITV averaged 915m monthly viewer hours: this level of engagement is 2.5 times the size of the SVOD Ad-Tier services **combined**.

In 2025, over 600 episodes of ITV programming surpassed the 3m+ average viewers milestone. For context, this benchmark was achieved a grand total of 64 times on other commercial broadcast services and on 17 occasions across the SVOD Ad-Tiers.

In terms of programming, the latest series of I'm A Celebrity was the star performer in 2025 with its average audience of 8.2m viewers per episode making it the biggest show of the year across all commercial TV. Other standouts were dramas Unforgotten, Playing Nice and Protection which all passed the 7m average audience milestone too.

Another big factor in ITV's successful 2025 was the continued growth of ITVX. The service consolidated its position as the #1 commercial VOD service in the UK, reaching the most adults every month of the year. Viewer hours also increased by 340m year on year, outperforming the rest of the commercial BVOD market combined.

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

KELLY WILLIAMS

Managing Director Commercial, ITV





Source: Barb As-Viewed | Jan-Dec 2025 | Adults 16+ | Reach= 1min cont.
Barb As Broadcast | Jan-Dec 2025 | Individuals 4+ | TV and Online Pre-Broadcast and 1-28 Day | TV-Set Only

43.8M

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

915M

Total Monthly Adult TV-set
Viewer Hours **2.5x the
SVOD Ad-Tiers Combined.**

2025 Headlines

#1 VOD Service

ITVX had the highest reach among
all Commercial VOD services every
month of 2025 (and 2024 too!)

+341m

Year on Year increase in ITVX
Viewer Hours

**More than the rest of the Commercial
BVOD market combined**

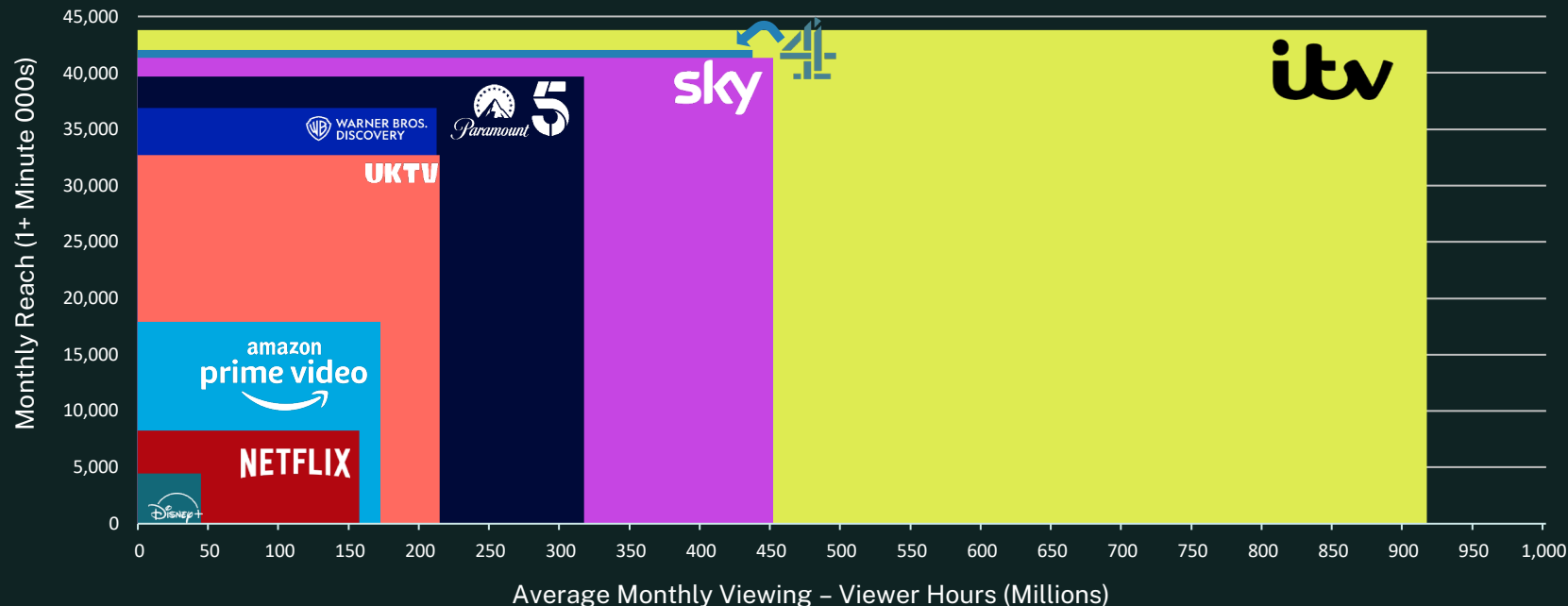
607

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 2025

TV Set Only | Adults – Average Monthly Viewing Hours vs Average Monthly Reach 1+ (000s)



Source: BARB | Jan-Dec 2025 | Online Multiple Screens Network | As Viewed | TV Set Only | All Adults 16+
Barb only measures Video sharing Platform and SVOD usage via home router.

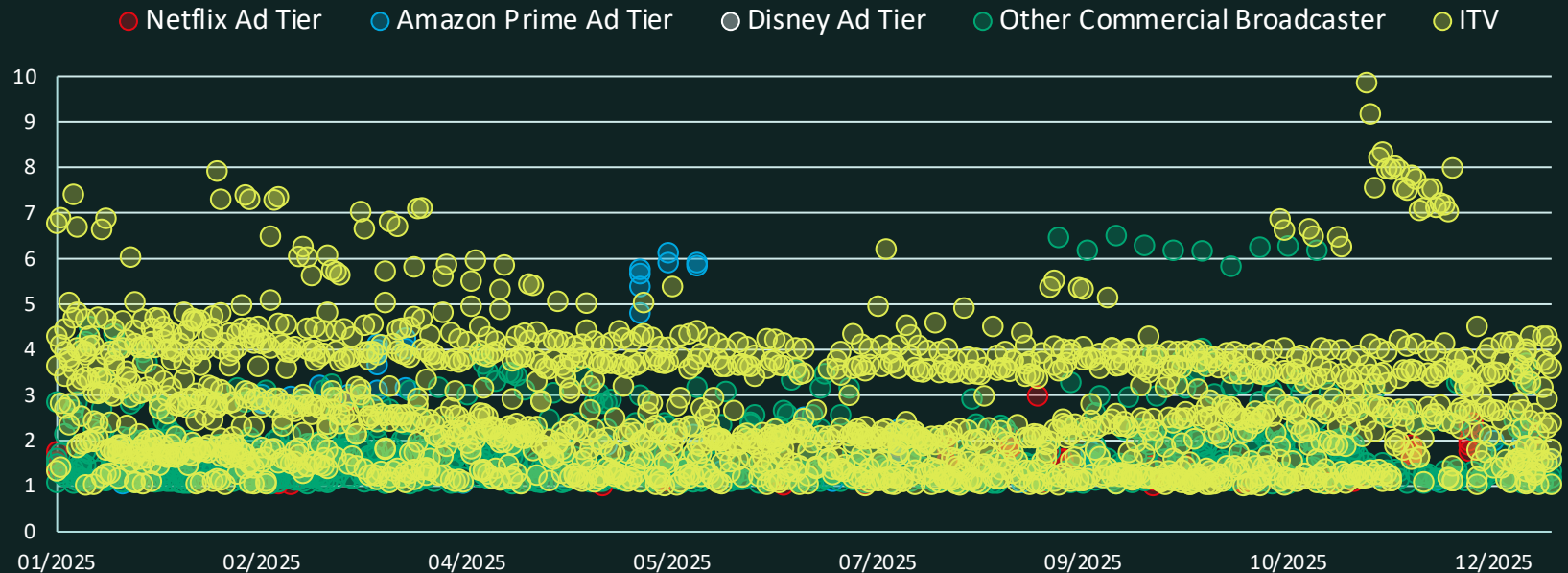
ITV had the highest monthly reach of all commercial TV against key traded audiences in 2025

AVERAGE MONTHLY 1+ REACH (%)



ITV had a constant supply of Mass Audiences throughout 2025

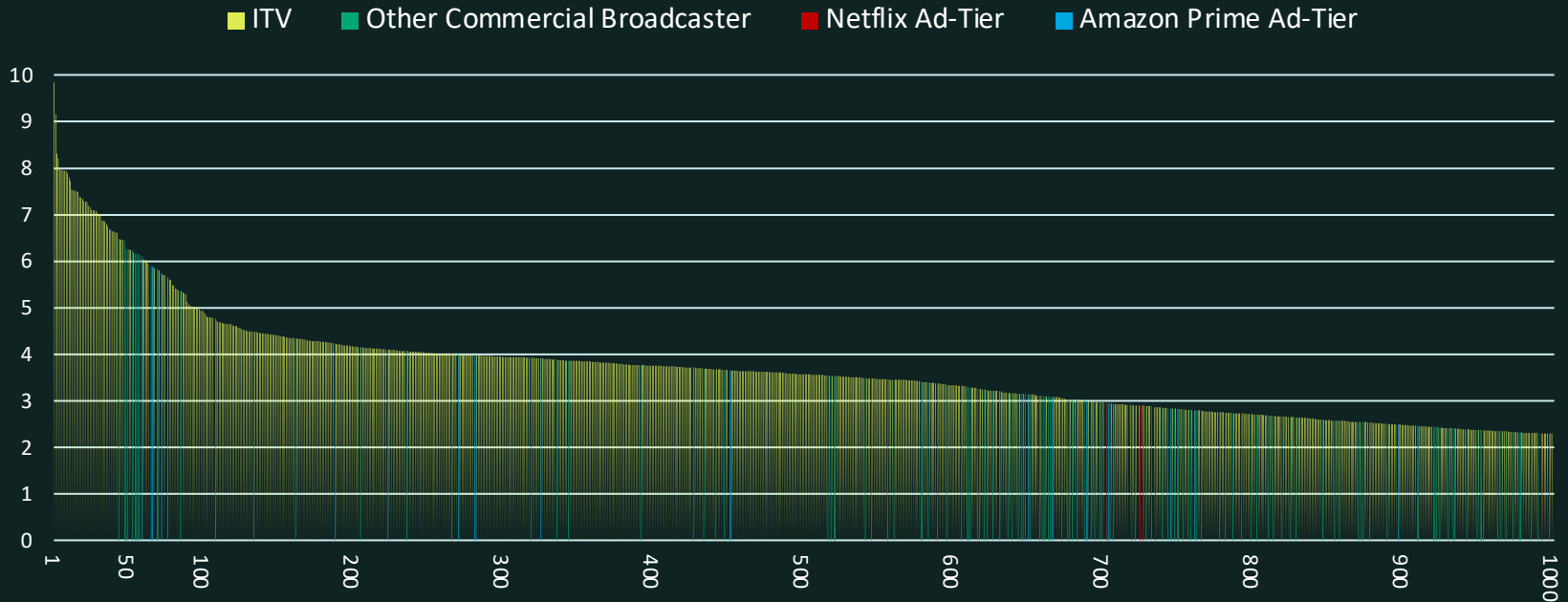
Episodes with Individuals 4+ TV Set Audience > 1m average viewers



Source: Barb | Jan-Dec 2025 | Online Multiple Screens Network | TV Set Only| Individuals 4+
SVOD Ad Tiers based on First 28 Days of Availability As Viewed up to 19/01/2026. Disney+ Ad-Tier measured from 03/2025
Broadcaster based on TV Set only C28+Pre-TX As Broadcast.

ITV accounted for 843 of the top 1000 Commercial TV episodes in 2025




Top 1000 Commercial TV episodes of 2025 (Average Audience millions)



Source: Barb | Jan-Dec 2025 | Online Multiple Screens Network | TV Set Only| Individuals 4+
SVOD Ad Tiers based on First 28 Days of Availability As Viewed up to 19/01/2026. Broadcaster based on TV Set only C2B+Pre-TX As Broadcast.

ITV was the only TV service that delivered large volumes of mass audiences in 2025

Number of Episodes with 1m+ Average Audience

	1m+	3m+	5m+	7m+
	1629	607	80	32
Other Commercial Broadcasters	918	64	10	0
	56	17	7	0
NETFLIX	69	0	0	0
	0	0	0	0

Source: Barb | Jan-Dec 2025 | Online Multiple Screens Network | TV Set Only| Individuals 4+
SVOD Ad Tiers based on First 28 Days of Availability As Viewed up to 19/01/2026. Disney+ Ad-Tier measured from 03/2025
Broadcaster based on TV Set only C28+Pre-TX As Broadcast.

Top 10 ITV Series of 2025

	PROGRAMME TITLE	AVERAGE AUDIENCE PER EPSIODE (MILLIONS)
1.	I'M A CELEBRITY... GET ME OUT OF HERE!	8.2m
2.	UNFORGOTTEN	7.6m
3.	PLAYING NICE	7.2m
4.	PROTECTION	7.2m
5.	VERA	6.9m
6.	TRIGGER POINT	6.7m
7.	THE BAY	6m
8.	GRACE	5.9m
9.	I FOUGHT THE LAW	5.6m
10.	BRITAIN'S GOT TALENT	5.5m

Source: Barb/AdvantEdge/As Broadcast. Average Audience 000s. TV and Online Prebroadcast and 1-28 day TS. Individuals 4+

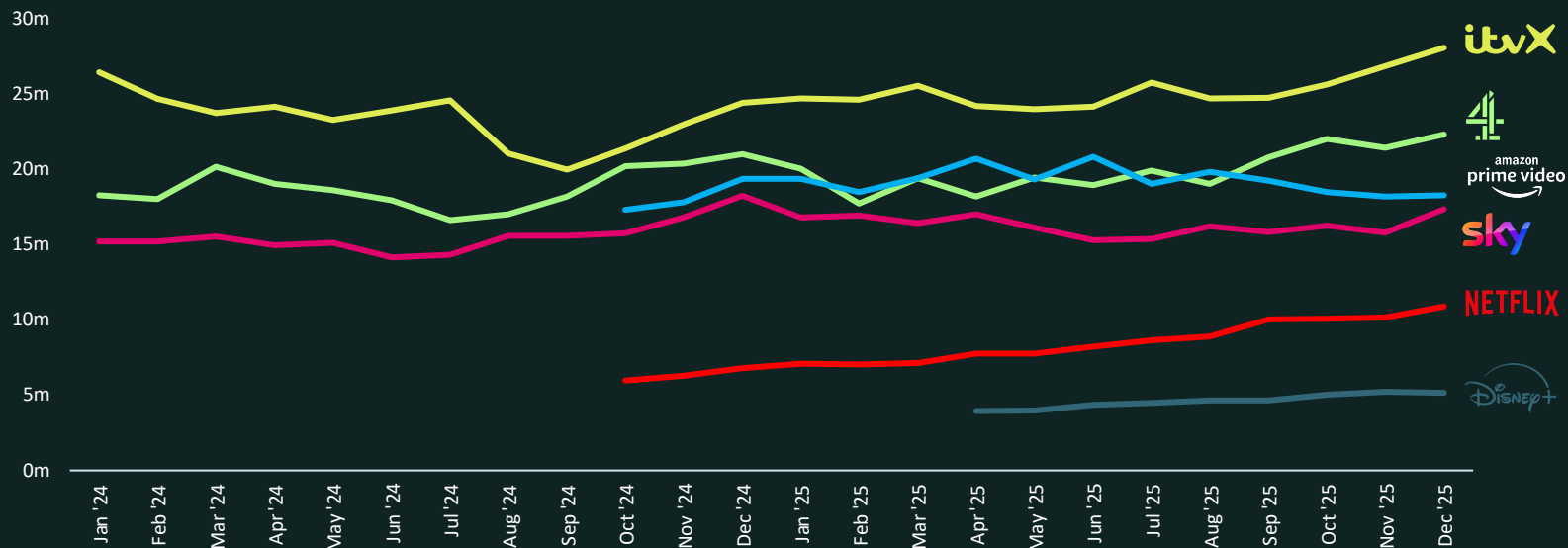


itvX

Monthly Reach

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

MONTHLY 1+ REACH (%)

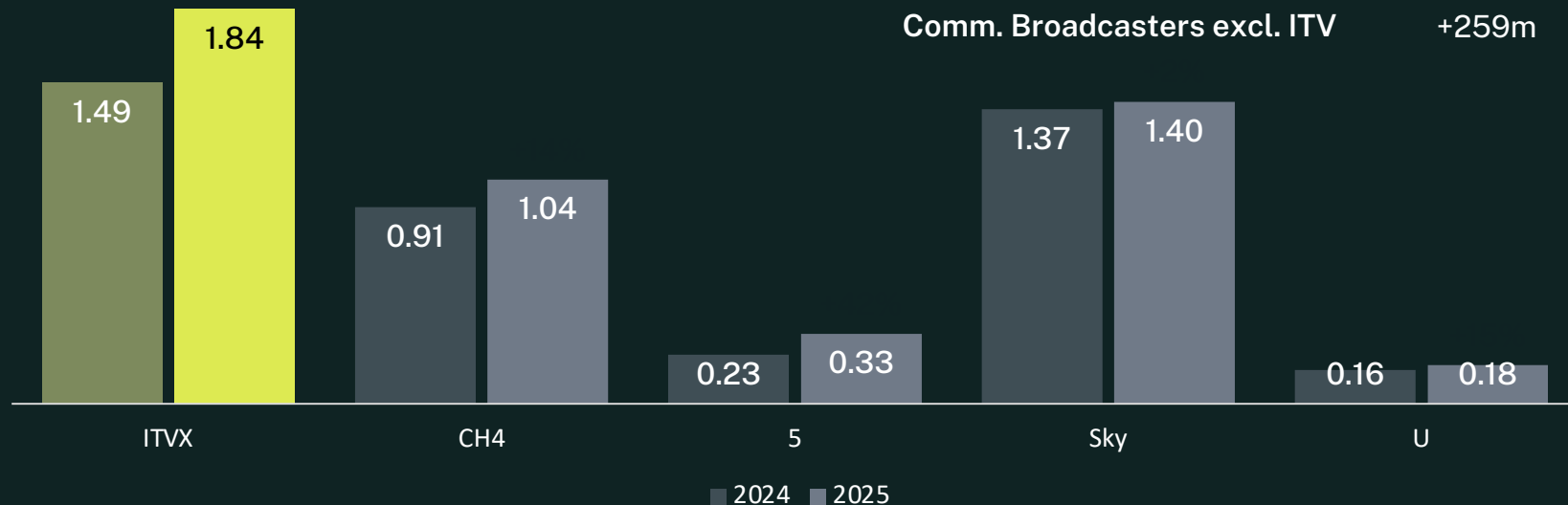


Source: Barb | Jan-Dec 2025 | Online Multiple Screens Network | TV Set Only| Individuals 4+
SVOD Ad Tiers based on First 28 Days of Availability As Viewed . Broadcaster based on TV Set only C28+Pre-TX As Broadcast.

ITVX continued to grow in 2025, increasing viewer hours by more than the rest of the market combined

BVOD Viewer Hours (Billions)

As Viewed All Devices



YOY VOD Growth As Viewed All Devices

YOY % ±

ITVX

+341m

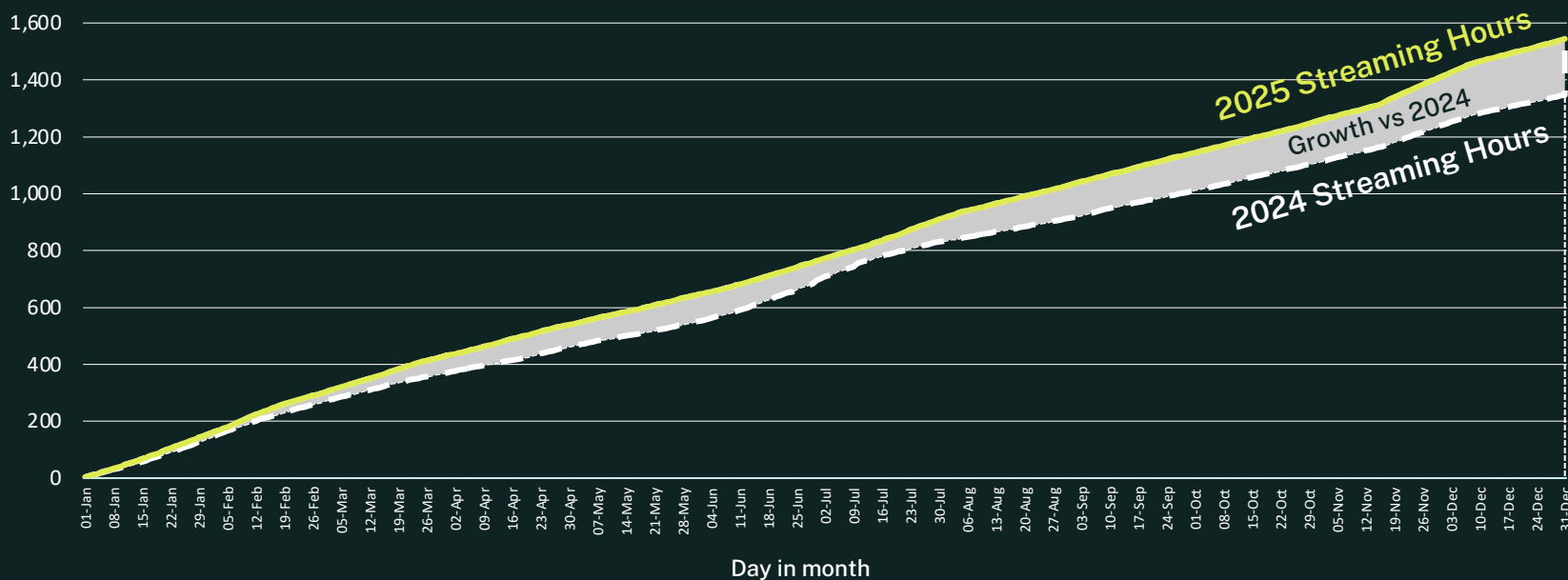
Comm. Broadcasters excl. ITV

+259m

Streaming Hours

ITVX achieved 1.5 billion streaming hours in 2025 – a 15% year-on-year increase from 2024

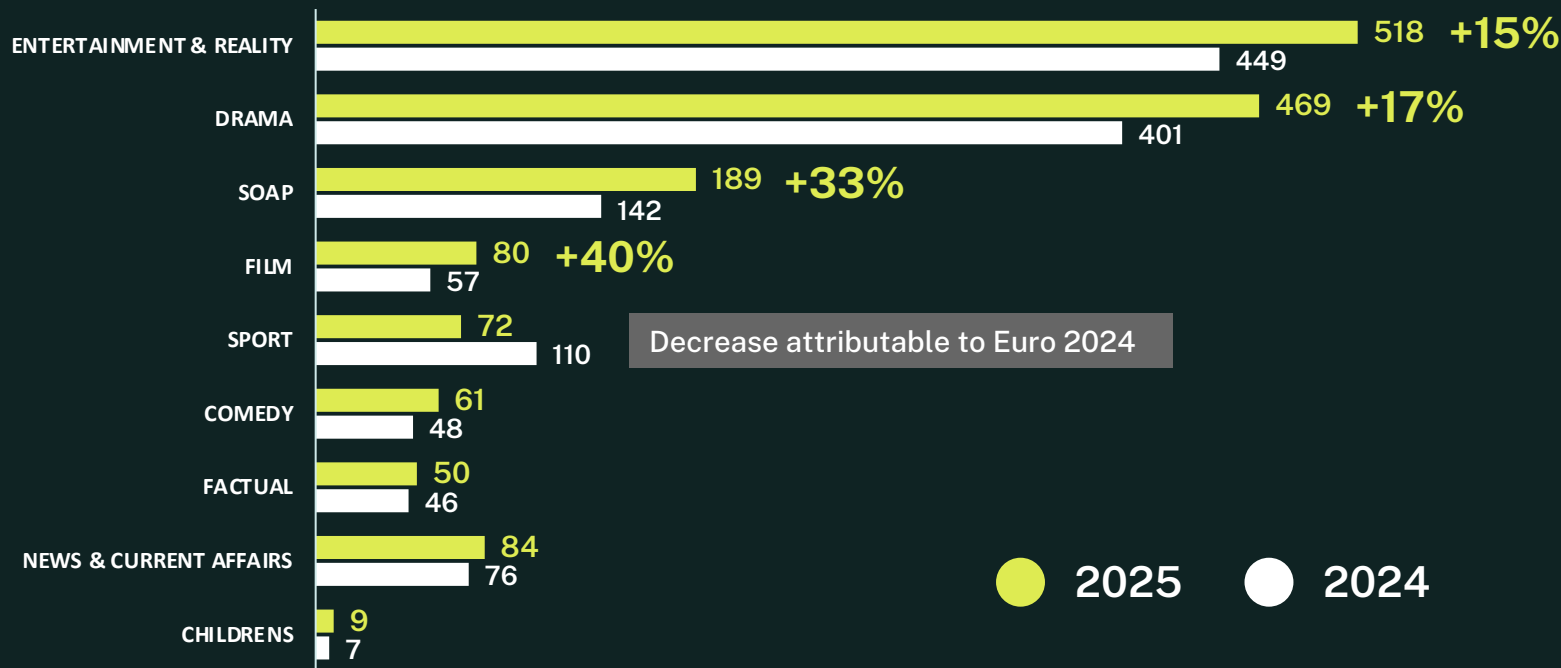
TOTAL STREAMING HOURS (MILLIONS)



Source: Online Multiple Screens Network. BARB/AdvantEdge As Viewed. All devices. Sky/Now excl 3rd party VOD. Commercial BVOD only (no iPlayer). Adults 16+. Jan 24-Dec '25. Monthly Reach (000s) (1min continuous viewing).

Growth across multiple genres in 2025

STREAMING HOURS (MILLIONS)



Daily Streaming Hours

The Lionesses thrilling Euro 2025 semi-final win over Italy made 22nd July the biggest day of the year with over 7m streaming hours

DAILY STREAMING HOURS (MILLIONS)



Young audiences visited ITVX consistently throughout 2025

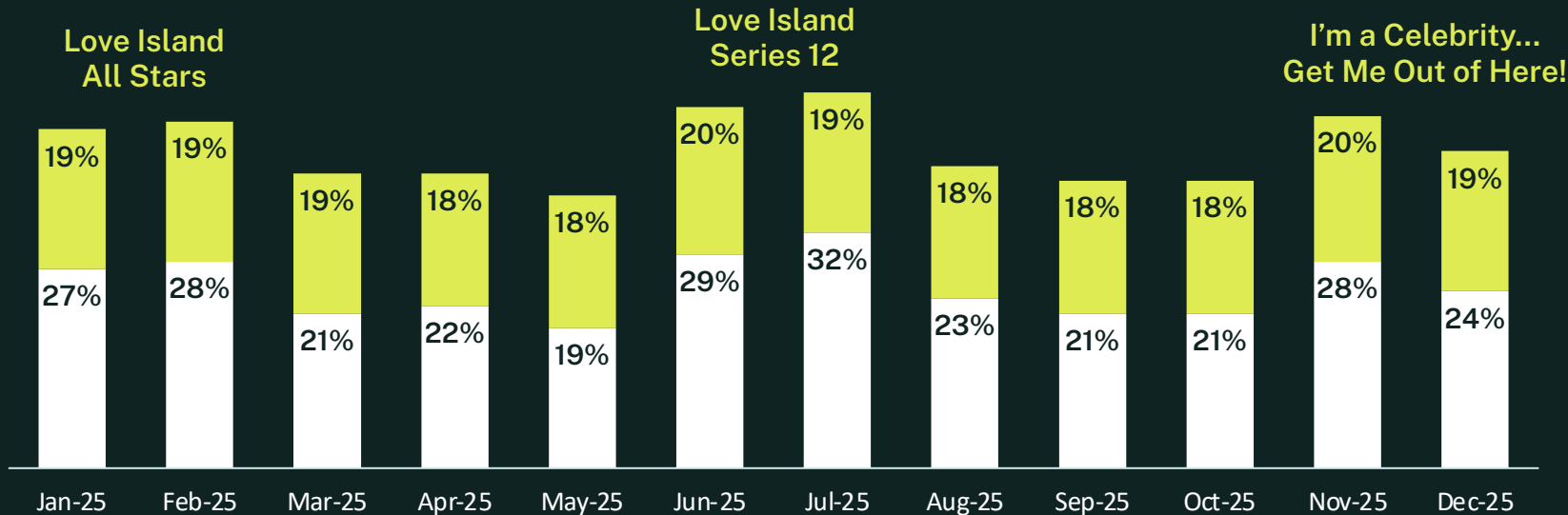
% TOTAL MONTHLY STREAMING HOURS



16-44s



16-34s



Source: ITV Insights Group, Content & Performance Analytics. ITVX | First Party Data (Owned & Operated) Jan-Dec 25*



ITVX viewing in 2025 peaked between 7-10pm; the time when audiences are most receptive to advertising

% DISTRIBUTION OF STREAMING HOURS BY CLOCK HOUR VS WEEKDAY



2025's Top Titles on ITVX

	PROGRAMME TITLE	NO. OF SERIES VIEWED	NO. OF EPISODES VIEWED	STREAMING HOURS (MILLIONS)
1.	LOVE ISLAND	12	599	99m
2.	CORONATION STREET	6	356	91m
3.	EMMERDALE	6	541	86m
4.	I'M A CELEBRITY... GET ME OUT OF HERE!	7	132	61m
5.	LOVE ISLAND ALL STARS	2	72	50m
6.	GOOD MORNING BRITAIN	2	274	43m
7.	THIS MORNING	3	275	36m
8.	MIDSOMER MURDERS	25	138	28m
9.	THE ONLY WAY IS ESSEX	38	444	27m
10.	THE CHASE	7	711	26m