

itv

H1 2026
The ITV Debrief





WELCOME TO

ITV's June & H1 2026 Highlights

Welcome to this June and H1 edition of the ITV Debrief which explores the business' performance across all our linear and addressable channels in the first half of 2026; reflecting ITV's truly cross-platform offering to advertisers.

In terms of reach on the big screen, across all our channels ITV reached 44 million adults on the TV-set in June - cementing ITV's position as the biggest commercial TV service in the country.

ITV's mass reach offering in June was also complemented by unrivalled levels of viewing with ITV achieving 941 million monthly viewer hours this month, almost double the combined total of the SVOD Ad-Tiers.

In terms of programming, ITV shows accounted for 96% of commercial TV episodes that surpassed the 3m+ average audience benchmark across June. In total, this milestone was achieved 48 times by ITV shows. Only 2 episodes from commercial broadcast or SVOD Ad-Tier achieved this feat, once again demonstrating ITV's unique ability to deliver mass audiences to advertisers.

The 2026 FIFA World Cup needs no introduction, arriving on our screens in June, and proving to be the star performer of the month. With an average audience of 4 million viewers across 21 matches, the World Cup was not only the top performer of the month but also the 5th biggest title H1 2026 saw across all commercial TV.

Another factor in ITV's strong performance in June 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



The image shows a group of football players in red and blue kits celebrating with a trophy. The ITV logo is overlaid on the left side of the image.

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

43.6M

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

941m

Monthly adult TV-set viewer hours. **2.3x the SVOD Ad-Tiers combined.**

June 2026 Headlines

#1 VOD Service

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

14.2m

Whistle to whistle audience for England's first group game of the World Cup. **The biggest Commercial TV episode of June 2026.**

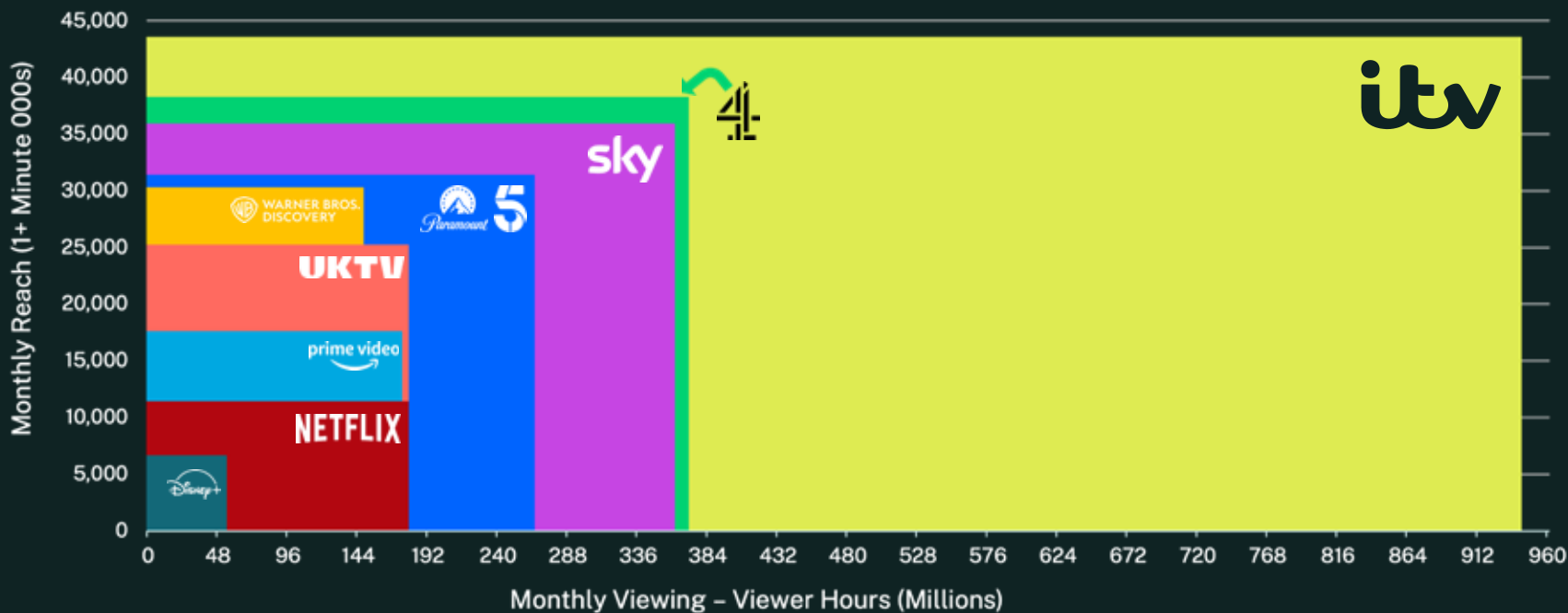
96%

Of commercial TV episodes with an average audience of 3m+.

ITV continues to be the home of programming for mass audiences.

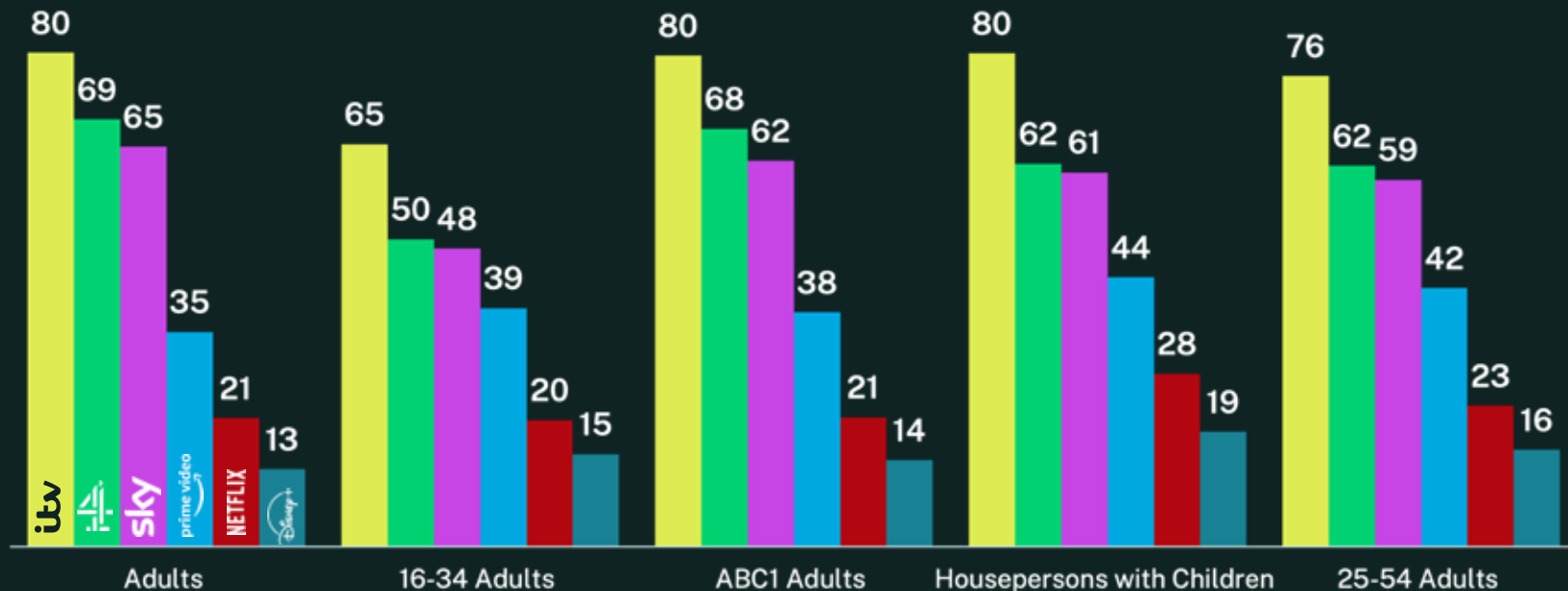
ITV had the highest monthly reach and viewing on the TV-set among all commercial TV services in June

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



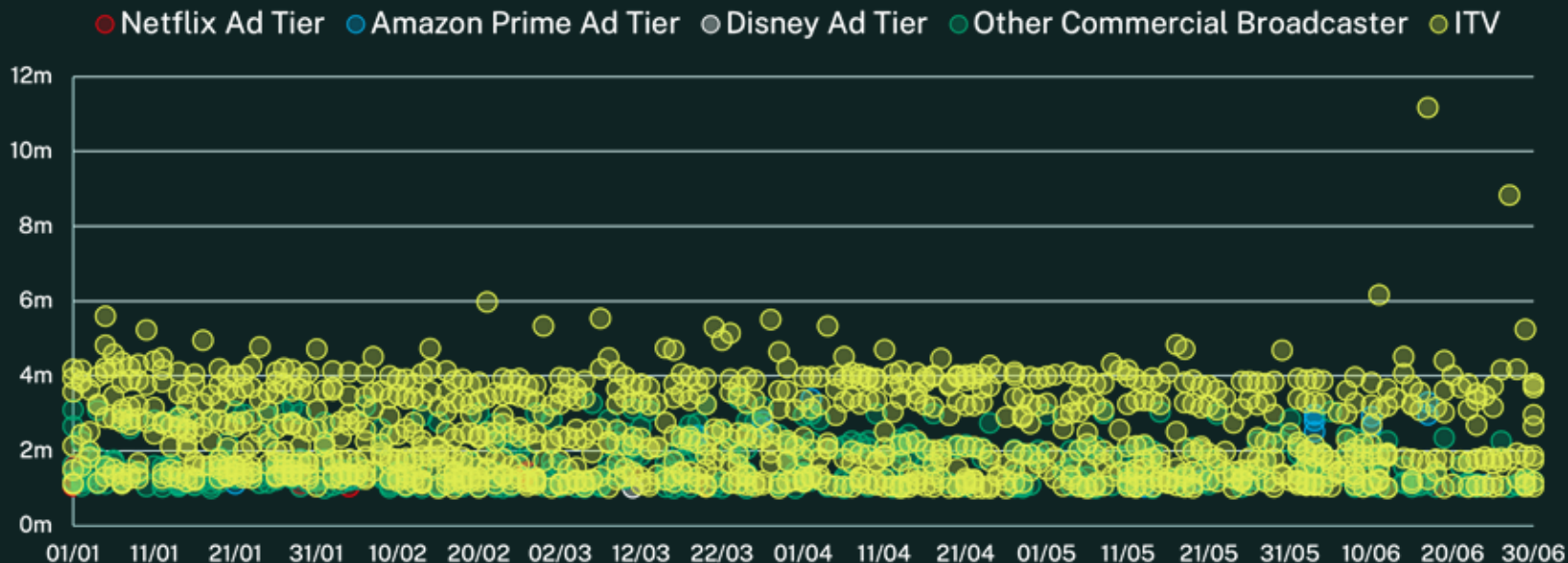
ITV had the highest monthly reach of all commercial TV against key traded audiences in June 2026

Monthly 1+ reach (%)



ITV had a constant supply of mass audiences throughout H1 2026

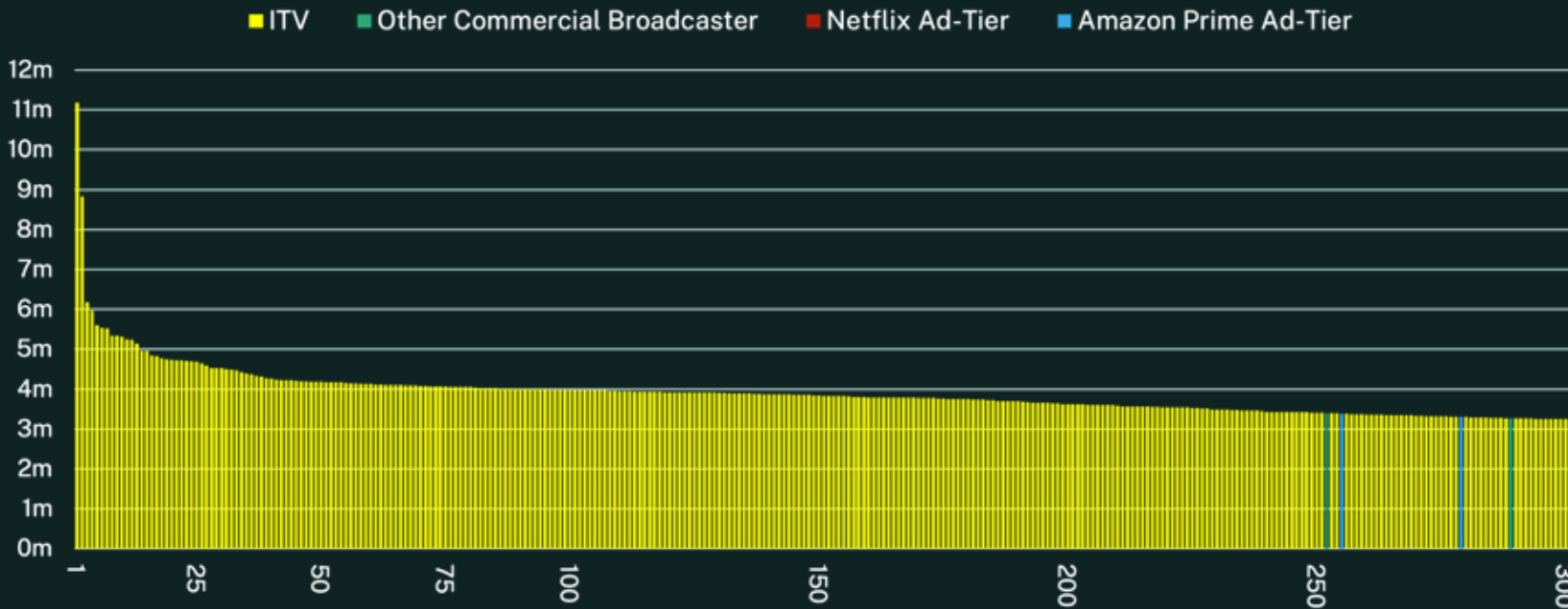
Episodes with individuals 4+ audience > 1m average viewers



Source: Barb | Jan-Jun 2026 | Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set Only based on First 7 Days of Availability As Viewed up to 06/07/2026
Broadcaster based on All devices C7, Online 1-7 and All Devices+Pre-TX As Broadcast.
Repeats included

ITV accounted for 296 of the top 300 commercial TV episodes in H1 2026

Top 300 commercial TV episodes of H1 2026 (average audience millions)



Source: Barb | Jan-Jun 2026 | Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set only based on First 7 Days of Availability As Viewed up to 06/07/2026.
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 H1

Number of episodes with 1m+ average audience

	1m+	3m+	4m+
	1003	344	91
Other Commercial Broadcasters	393	18	-
	21	2	-
NETFLIX	13	-	-
	1	-	-

Source: Barb | Jan - Jun 2026 | Online Multiple Screens Network | Individuals 4+
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Broadcaster based on All devices C7, Online 1-7 and All devices*Pre-TX As Broadcast.
Repeats included

June 2026's top series on ITV

	PROGRAMME TITLE	AVERAGE AUDIENCE PER EPISODE (MILLIONS)
1.	WORLD CUP*	4.0m
2.	CORONATION STREET	3.7m
3.	EMMERDALE	3.1m
4.	INTERNATIONAL FOOTBALL	2.8m
5.	WHO WANTS TO BE A MILLIONAIRE	2.3m
6.	BRADLEY & BARNEY WALSH: BREAKING DAD	1.9m
7.	THE CHASE (S16)	1.9m
8.	LOVE ISLAND	1.8m
9.	THE CHASE (S17)	1.7m
10.	THE CHASE CELEBRITY SPECIAL (S12)	1.6m

Source: Barb/As Broadcast. Average Audience 000s. TV and Online Prebroadcast and 1-7 day all devices. Individuals 4+, Repeats included. *Includes pre- and post-match analysis.

World Cup performance on ITV

	GAME	DATE	PEAK 1MIN 000s	REACH 1MIN+	WHISTLE TO WHISTLE AVG 000s
1.	ENGLAND V CROATIA	17/06	15,405	20,764	14,245
2.	PANAMA V ENGLAND	27/06	12,916	17,722	11,980
3.	BRAZIL V JAPAN	29/06	7,695	12,220	5,900
4.	MEXICO V SOUTH AFRICA	11/06	7,175	12,699	6,554
5.	SOUTH AFRICA V CANADA	28/06	6,080	11,454	5,052
6.	SCOTLAND V MOROCCO	19/06	6,045	10,211	4,913
7.	BELGIUM V IRAN	21/06	5,674	10,806	4,557
8.	GERMANY V COTE D'IVOIRE	20/06	5,668	11,089	4,896
9.	NORWAY V FRANCE	26/06	5,618	11,420	5,152
10.	SPAIN V CAPE VERDE	15/06	5,580	9,796	3,804

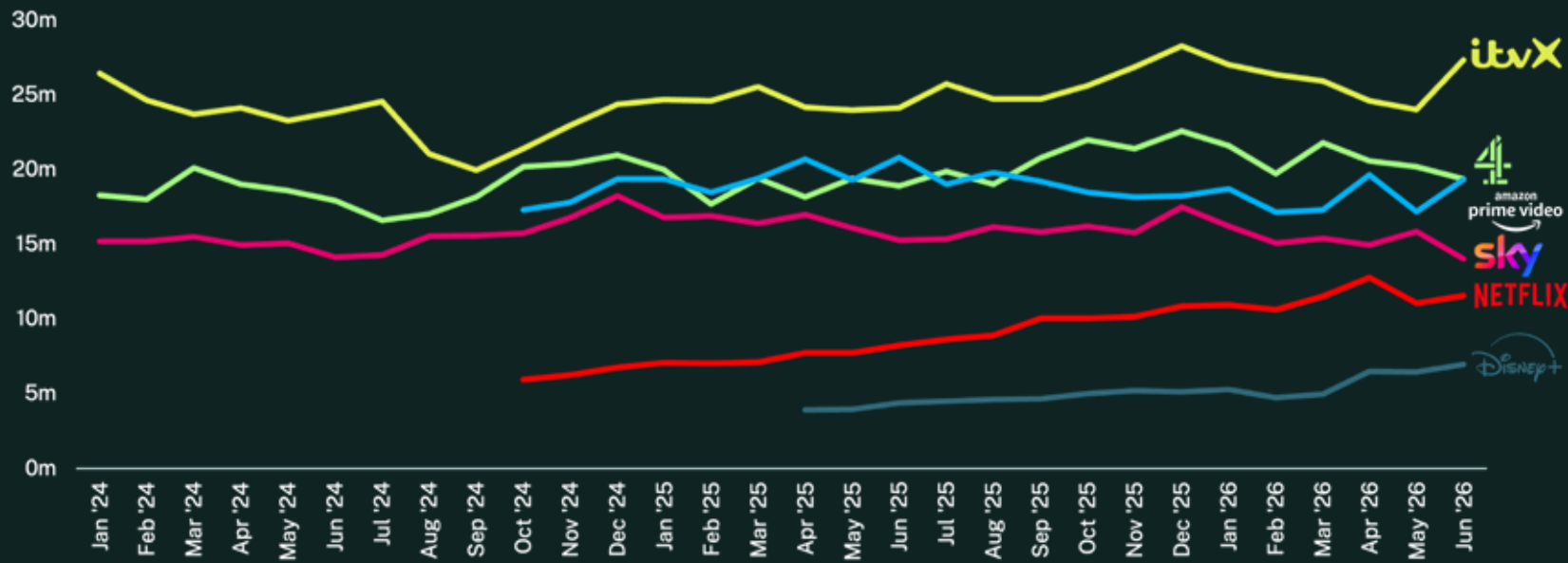
Source: Barb/As Broadcast. Average Audience 000s. TV and Online Prebroadcast and 1-7 day all devices. Individuals 4+



itvX

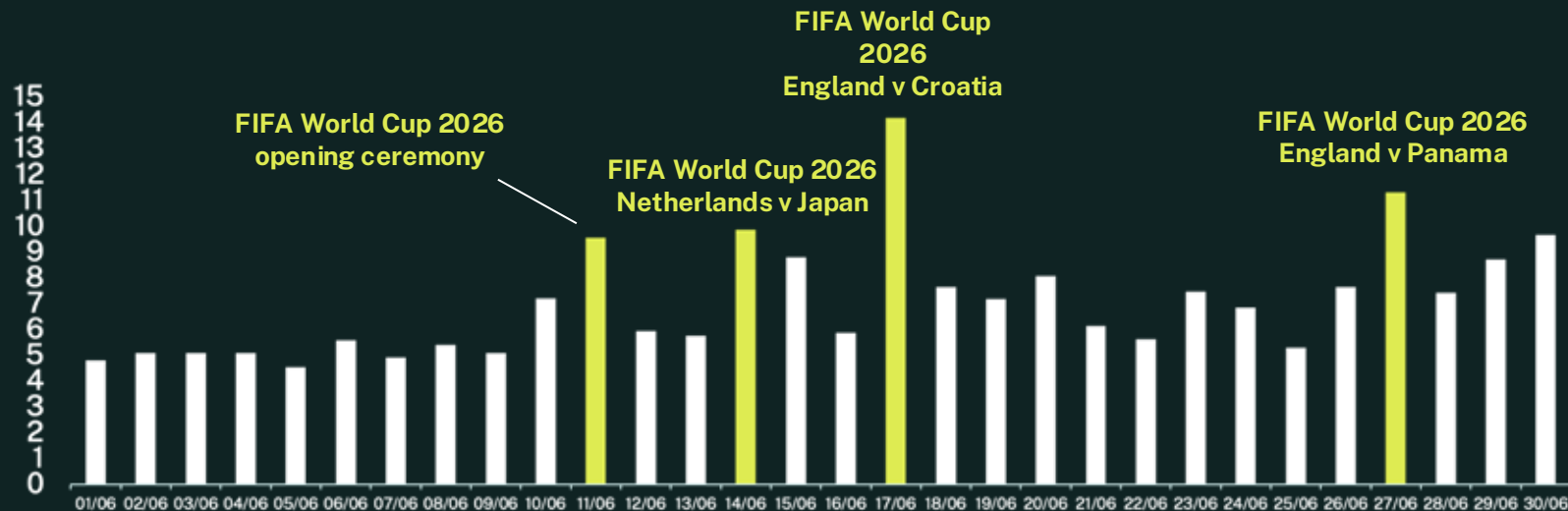
ITVX has been the #1 commercial VOD service for adult reach every month since the start of 2024

Monthly 1+ reach (%)



The FIFA World Cup 2026 contributed to a successful June for ITVX

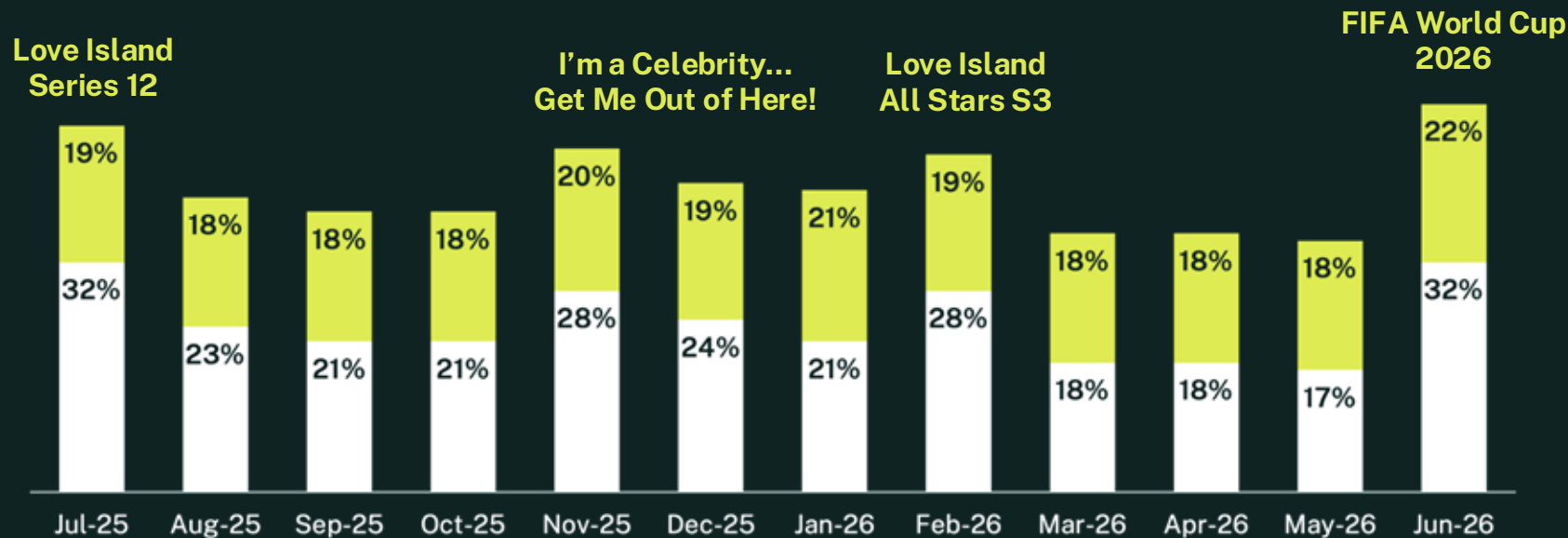
Daily streaming hours (millions)



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

% Total monthly streaming hours

● 16-44s ● 16-34s

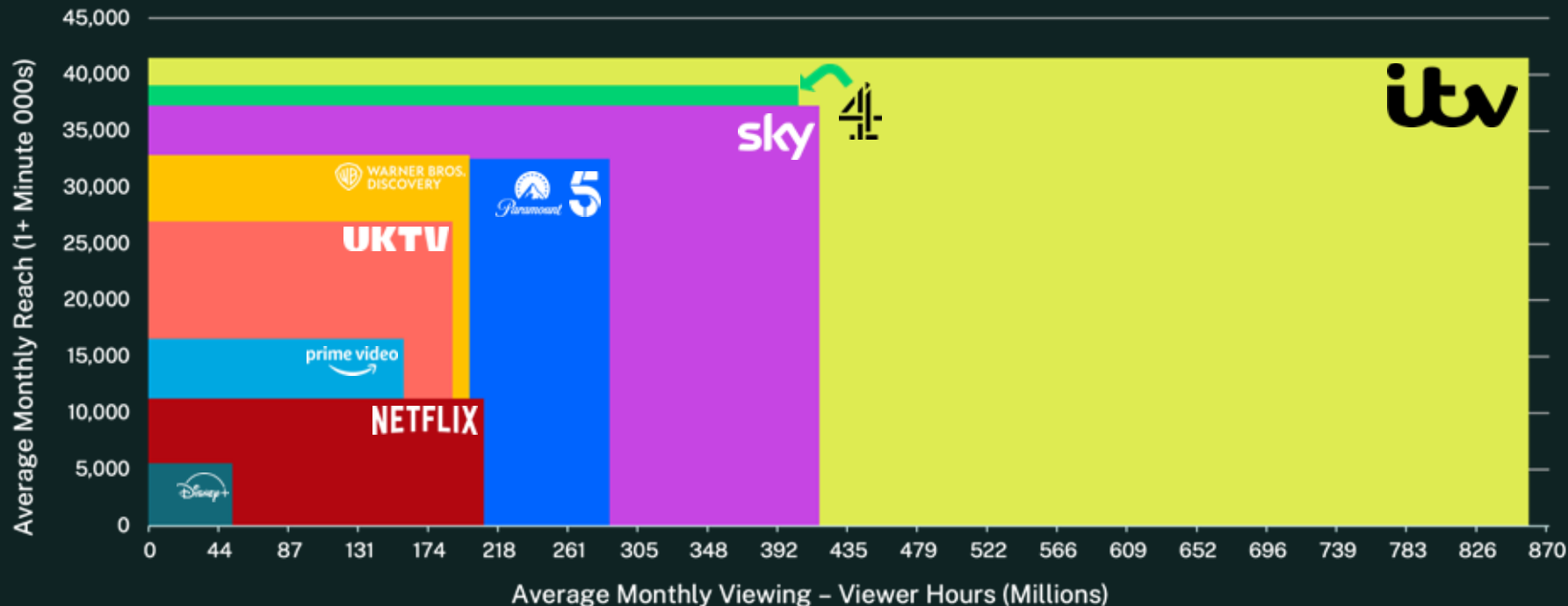


H1 2026 top titles on ITVX

	PROGRAMME TITLE	NO. OF SERIES VIEWED	NO. OF EPISODES VIEWED	STREAMING HOURS (MILLIONS)
1.	WORLD CUP	1	40	63.9m
2.	LOVE ISLAND ALL STARS	3	112	56m
3.	CORONATION STREET	6	455	49.4m
4.	LOVE ISLAND	13	629	48.4m
5.	EMMERDALE	6	653	42.7m
6.	GOOD MORNING BRITAIN	2	138	30.7m
7.	THIS MORNING	2	133	20.6m
8.	MIDSOMER MURDERS	24	138	17.6m
9.	I'M A CELEBRITY... SOUTH AFRICA	3	33	16.1m
10.	BRITAIN'S GOT TALENT	2	17	15.6m

ITV had the highest monthly reach and viewing on the TV-set among all commercial TV services in H1

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



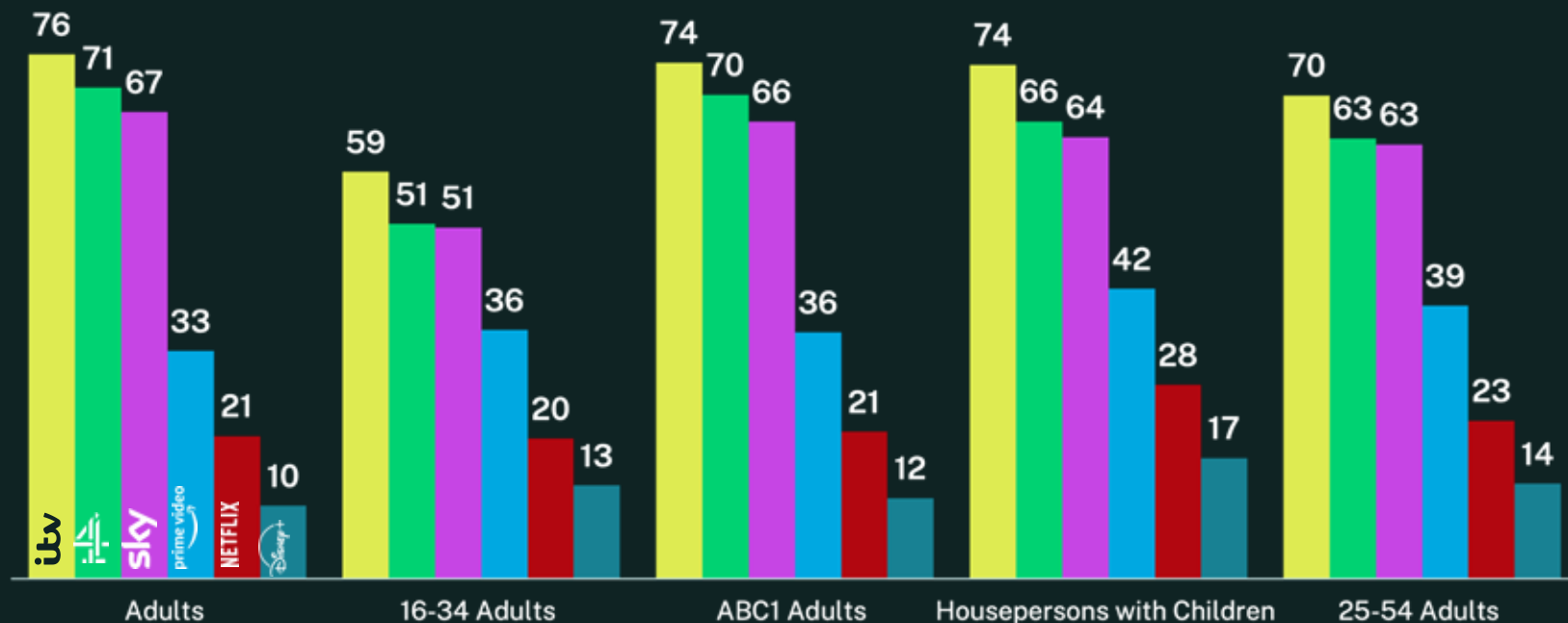
The image features a man with grey hair, wearing a dark blue suit jacket over a light-colored shirt, standing with his arms crossed. He is positioned in front of a large, circular game wheel. The wheel has a purple outer ring with the text "WHO WANTS TO BE A" at the top and "MILLIONAIRE" at the bottom. The center of the wheel is filled with a complex, colorful pattern of orange and yellow lines. The background is dark with blue horizontal light bars. A large yellow triangle is on the left side of the image, containing the white "itv" logo.

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Appendix

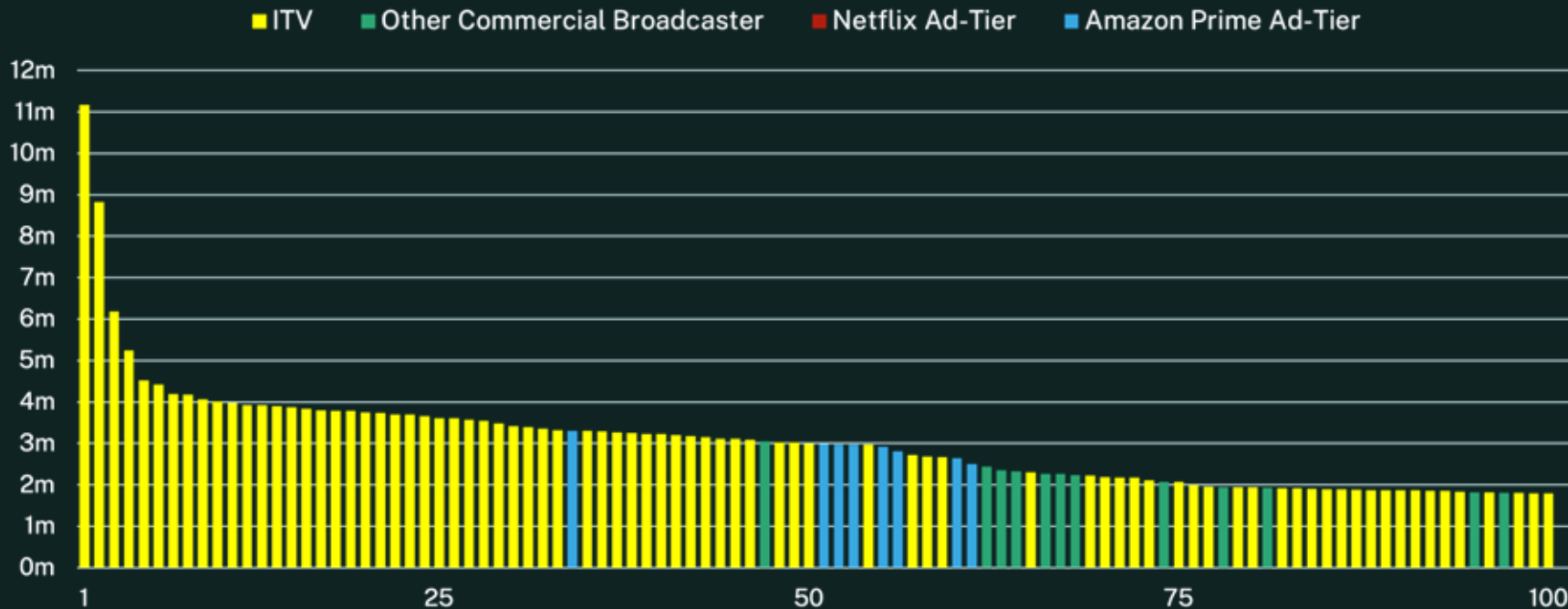
ITV had the highest monthly reach of all commercial TV against key traded audiences in H1 2026

Average monthly 1+ reach (%)



ITV accounted for 80 of the top 100 commercial TV episodes in June 2026

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



Source: Barb | June 2026 | Online Multiple Screens Network | Individuals 4+
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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 June

Number of episodes with 1m+ average audience

	1m+	3m+	4m+
	144	48	10
Other Commercial Broadcasters	55	1	-
	9	1	-
NETFLIX	1	-	-
	-	-	-

Source: Barb | June 2026 | Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set only based on First 7 Days of Availability As Viewed up to 06/07/2026
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Repeats included



H1 2026's top series on ITV

	PROGRAMME TITLE	AVERAGE AUDIENCE PER EPISODE (MILLIONS)
1.	GONE	4.7m
2.	BRITAIN'S GOT TALENT	4.7m
3.	BELIEVE ME	4.5m
4.	THE 1% CLUB	4.2m
5.	RED EYE	4.2m
6.	GRACE	4.1m
7.	WORLD CUP*	4.0m
8.	I'M A CELEBRITY... SOUTH AFRICA	4.0m
9.	CORONATION STREET	3.9m
10.	AFTER THE FLOOD	3.5m

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

