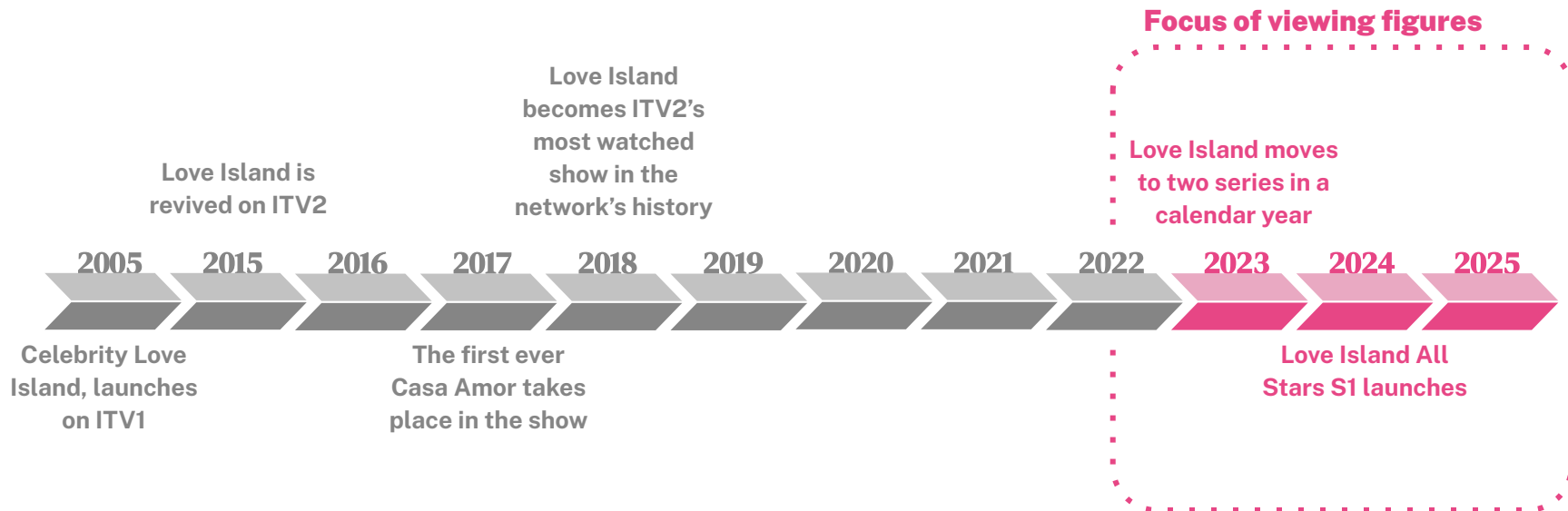


Love Island 2025

itv COMMERCIAL
INSIGHTS



This deck focuses on the viewing since 2023, when Love Island transitioned to two series in a calendar year



S12 Highlights

Love Island was back, with **millions tuning in each night** to watch the drama unfold and the islanders find love

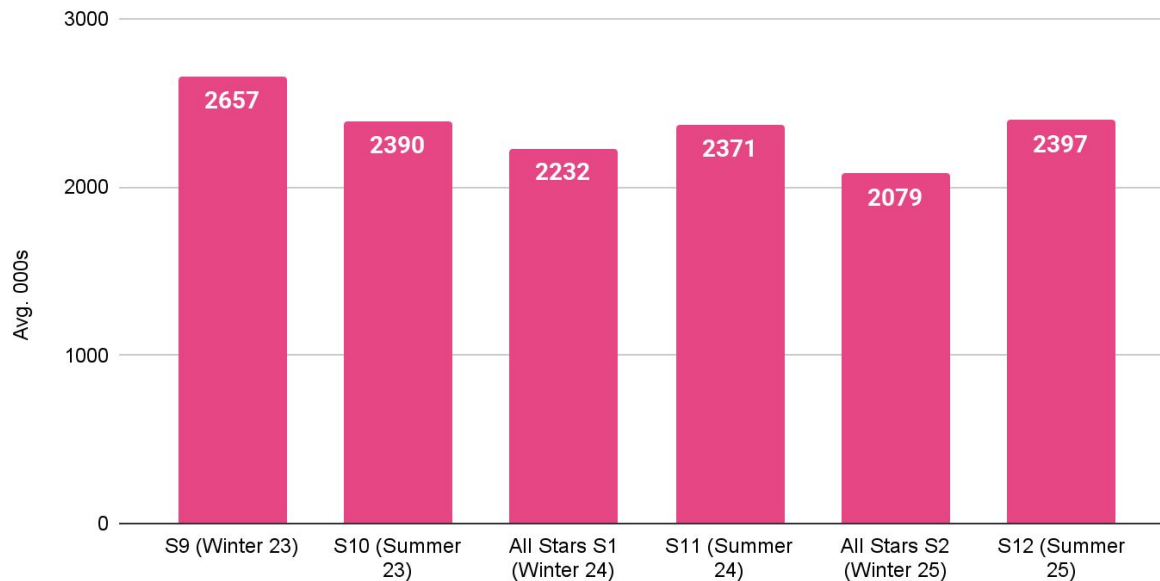
2.4 million
viewers an episode

10.6 million
individuals reached
across the series

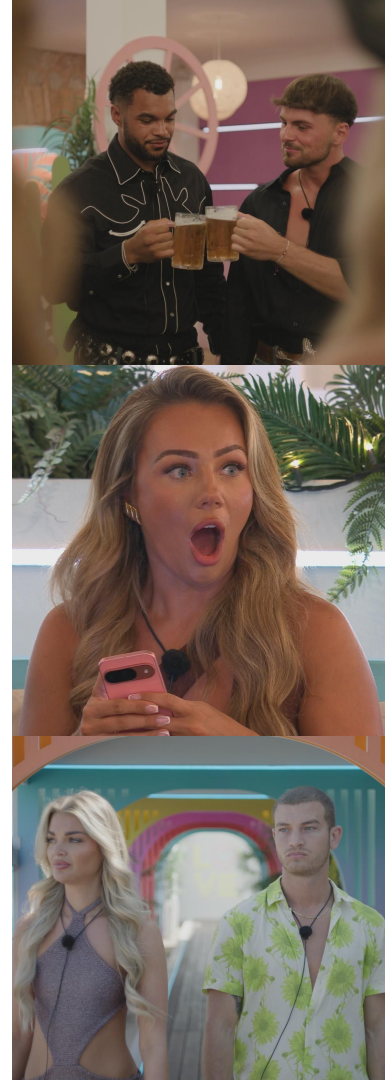
28%
of women 16-34 tuned
in across the series

Source: Barb/As-viewed, Reach = 3min cont., all-devices, 9 Jun 25 - 11 Aug 25

Series 12 saw its **viewership grow year-on-year**, and was the best performing series since Series 9



Source: Barb/As-broadcast, TV&Online 1-7 days, Avg. 000s incl. repeats, 2023-2025

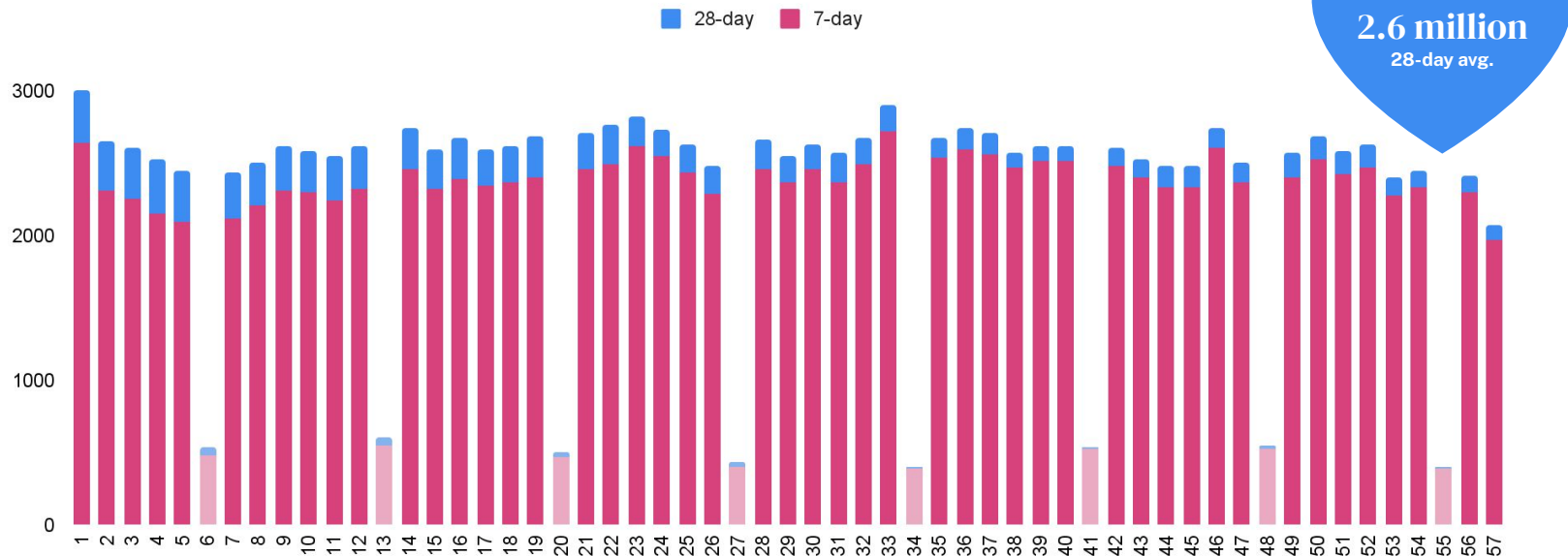


Despite a softer launch, **S12 maintained strong viewership across the series**, ultimately delivering the higher series average



Source: Barb/As-broadcast, 4+, incl. repeats & simulcast, 24-25

As the series progressed, **viewers caught up on the earlier episodes they missed**, growing the series avg. to 2.6m

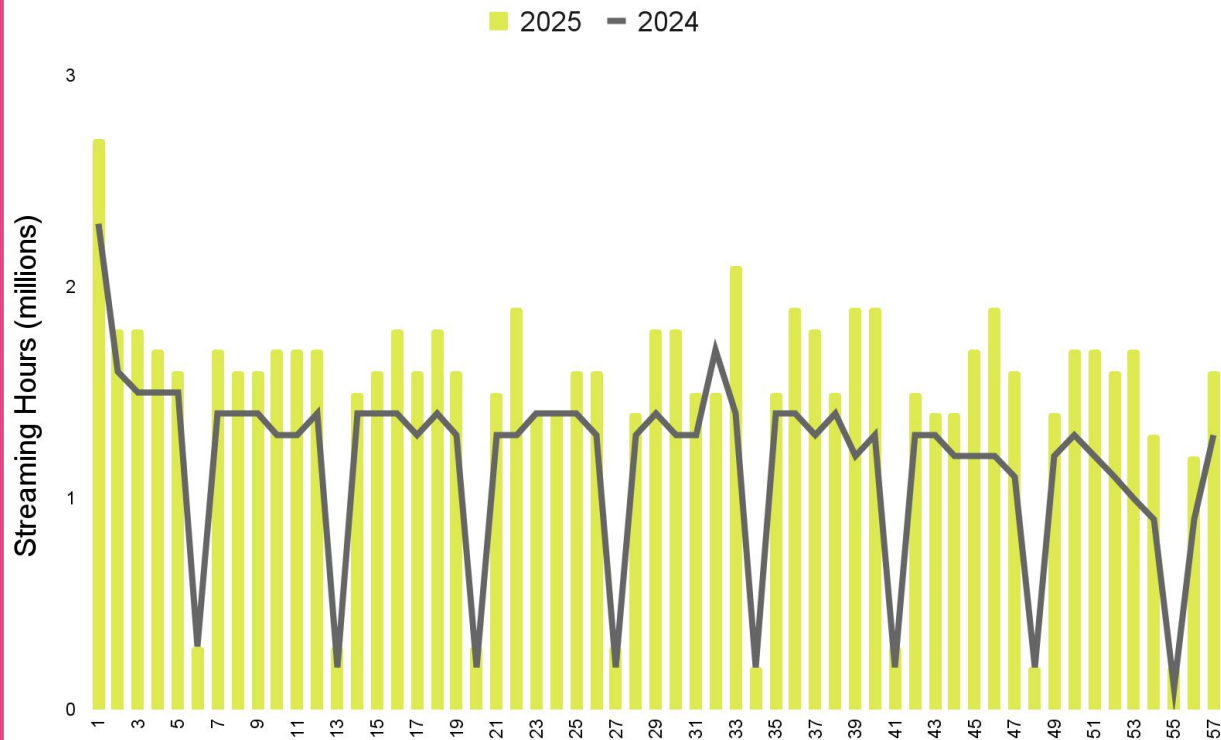


Source: Barb/As-broadcast, 4+, incl. repeats, TV & Online, Jun-Sep 25

Love Island on **itvX**

On ITVX, series 12's performance has been particularly encouraging, with it maintaining and then growing its audience on the service as the series progressed.

The upshot of this was a +24% increase in streaming hours when compared to the summer 2024 series.



Source: ITV Insight Group., Content & Performance Analytics. ITVX First Party Data (Owned & Operated).

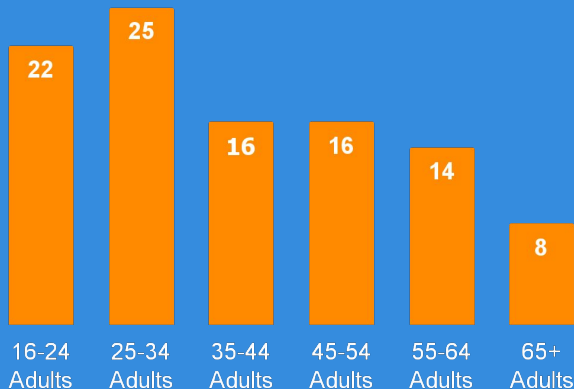
S12 Profile



Who are the
Love Island
viewers?



24%  76%



55%

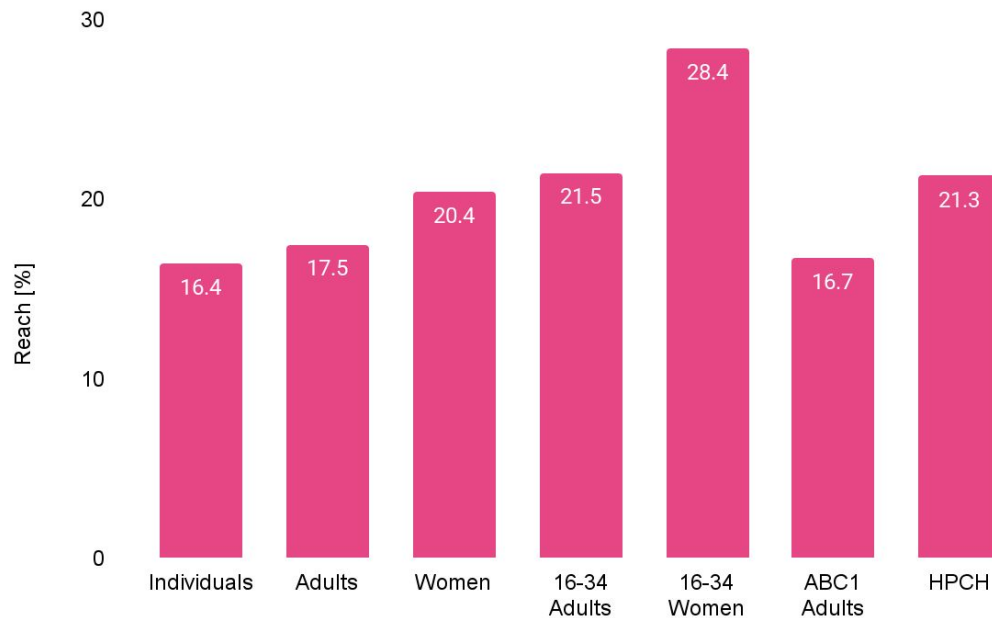
ABC1

45%

C2DE

S12 Reach

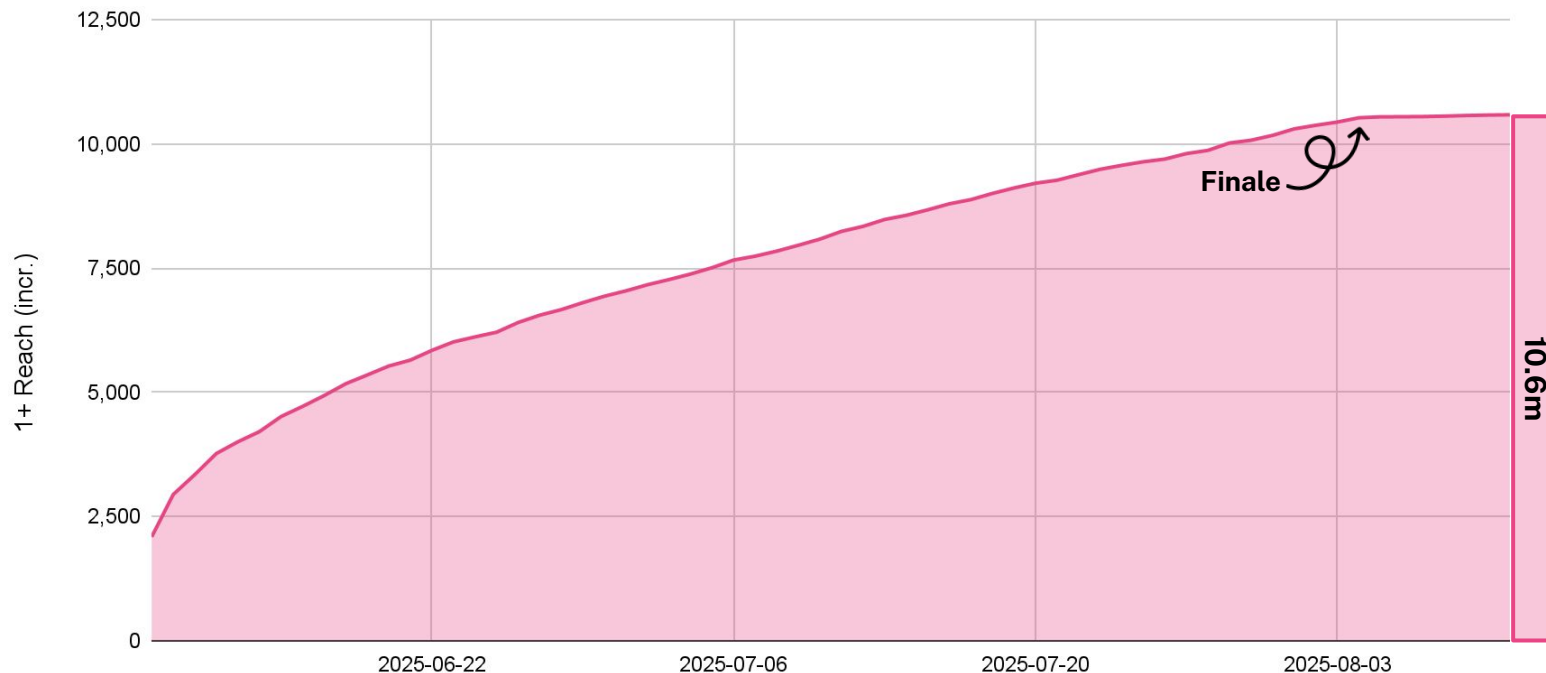
Love Island S12 reached 16.4% (10.6m) of individuals and 21.5% (3.4m) of W16-34



Source: Barb/As-viewed, Reach = 3 min cont., all-devices, 9 Jun 25-11 Aug 25

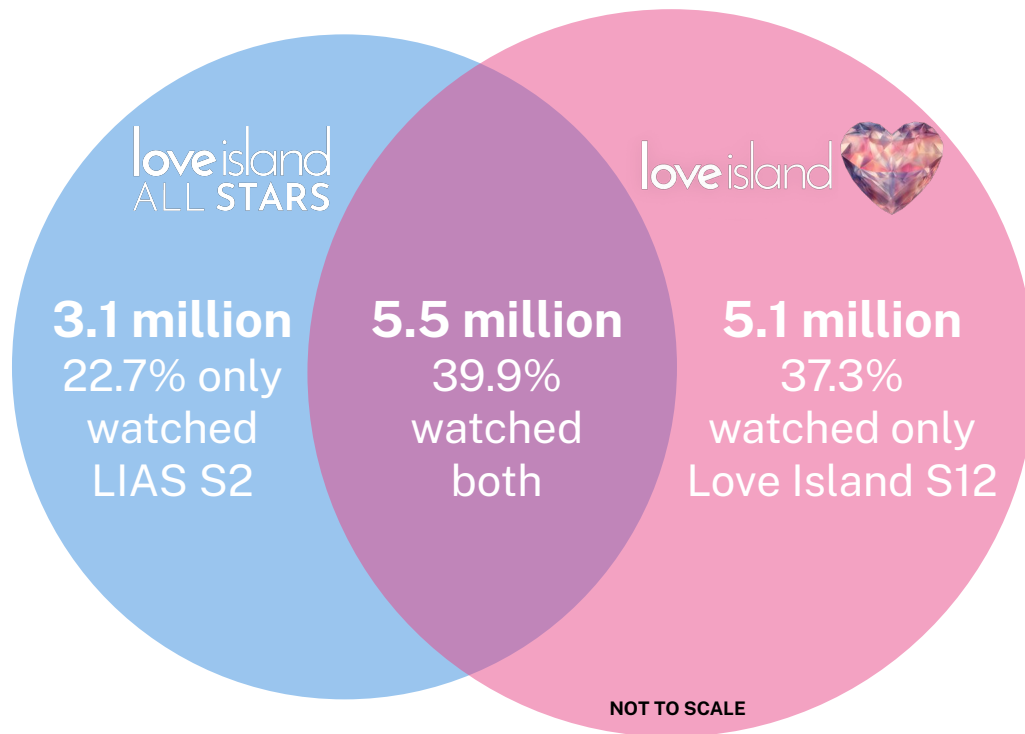


Love Island expanded its viewing audience every day, with series 12 reaching 10.6m individuals across all devices



Source: Barb/As-viewed, Reach = 3 min cont., all-devices, 9 Jun 25-11 Aug 25

Love Island and All Stars **deliver distinct and shared viewing audiences**, with both reaching **13.6m individuals cumulatively**



Source: Barb/As-viewed, Reach = 3 min cont., all-devices, Overlap=A+B-(A U B), 13 Jan 25-24 Feb 25 & 9 Jun 25-11 Aug 25