



itv

January 2026
The ITV Debrief



WELCOME TO

ITV's January Highlights

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

In terms of reach on the big screen, across all our channels we reached over 42m adults this month, making ITV the biggest commercial TV service in the country.

ITV's mass reach offering was complemented by unrivalled levels of viewing, with ITV achieving a sum of 931m monthly viewer hours in January - more than double the combined total of the SVOD Ad-Tiers.

In terms of programming, 64 episodes of ITV shows surpassed the 3m+ average viewers milestone in January. For context, this benchmark was achieved a total of 2 times on other commercial broadcast and SVOD Ad-Tiers. This once again demonstrates ITV's unique ability to deliver mass audiences to advertisers.

The evergreen Coronation Street was the star performer in January with its average audience of 4.3m viewers per episode making it the biggest show of the month across all commercial TV. Within this, the landmark Corriedale crossover episode achieved

an appropriately big audience with 5.6m viewers across its first 7 days of availability.

Another factor in ITV's strong performance in January 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- continuing a streak that goes all the way back to the start of 2024.

January was also notable for ITVX achieving its highest ever monthly streaming hours figure with 156m hours - a fantastic achievement for the service and testament to how ITVX continues to grow as it enters its fourth year since launch.

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

KELLY WILLIAMS

Managing Director Commercial, ITV





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

42.1M

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

931M

Total monthly adult TV-set viewer hours. **More than double the SVOD Ad-Tiers combined.**

January Headlines

#1 VOD Service

ITVX had the highest adult reach among all commercial VOD services in January (and every month of 2025 and 2024 too!).

5.6m

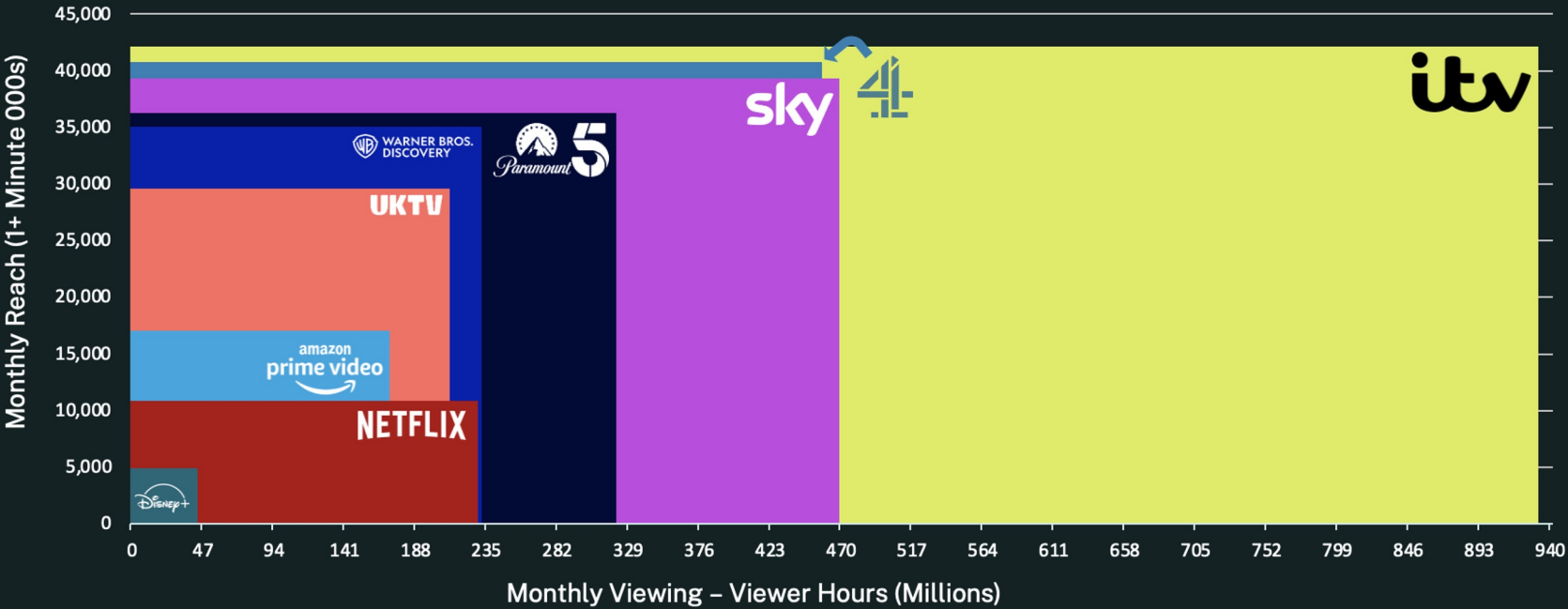
Average audience for Corriedale. **The biggest commercial TV episode of the month.**

97%

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 services in January

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

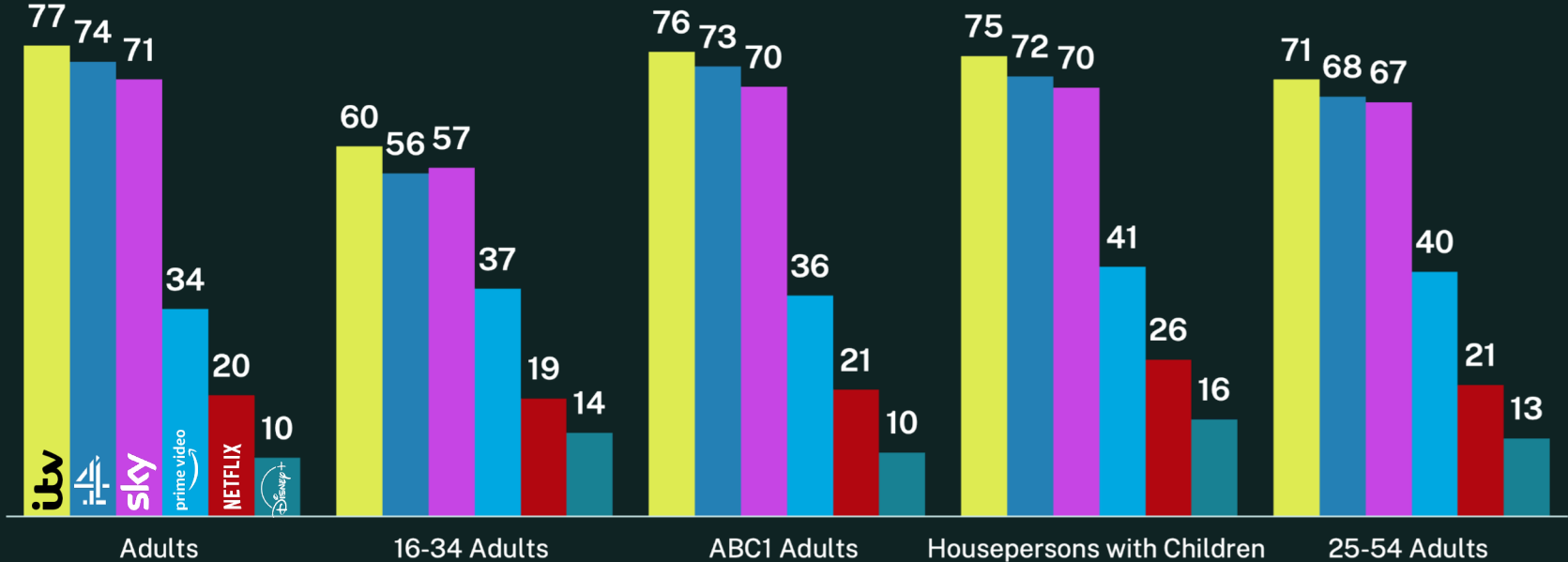


Source: BARB | Jan 2026 | Online Multiple Screens Network | As Viewed | TV Set Only | All Adults 16+
Barb only measures Video sharing Platform and SVOD usage via home router.



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

MONTHLY 1+ REACH (%)

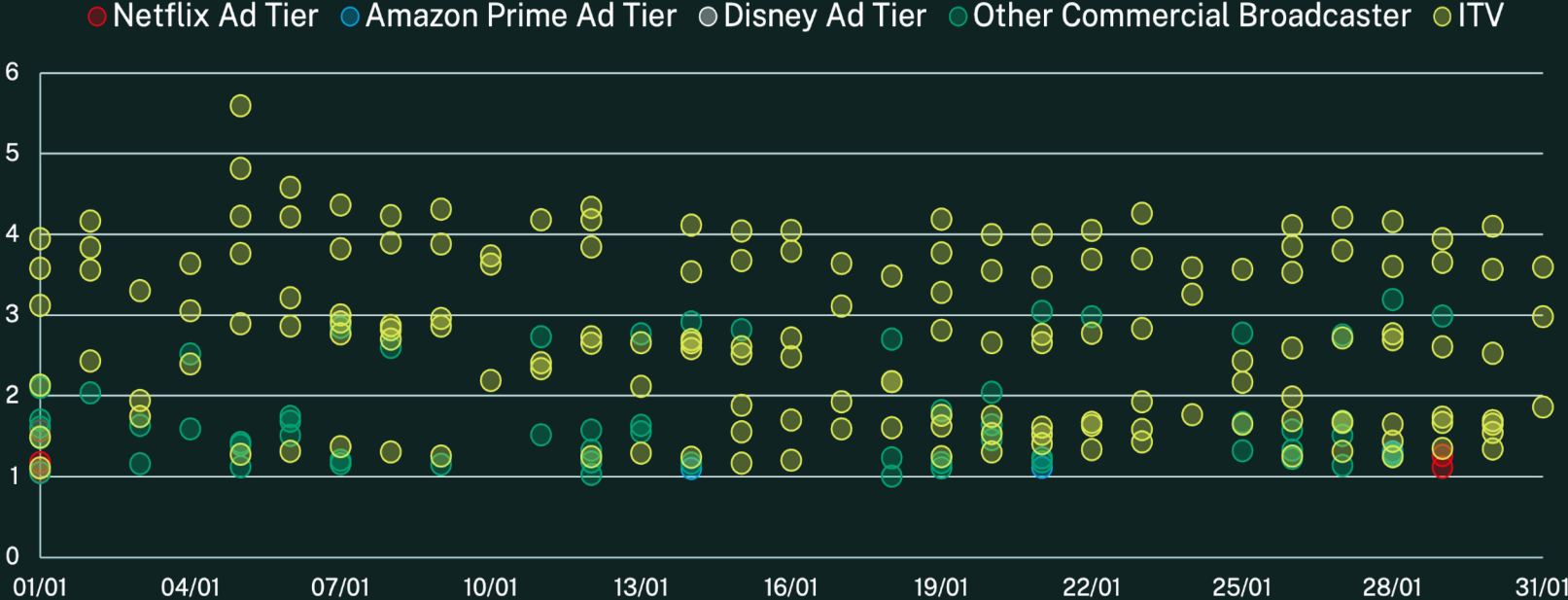


Source: Barb | Jan 2026 | Online Multiple Screens Network | As Viewed | All Devices | SVOD Ad Tier



ITV had a constant supply of mass audiences throughout January

Episodes with Individuals 4+ Audience > 1m average viewers

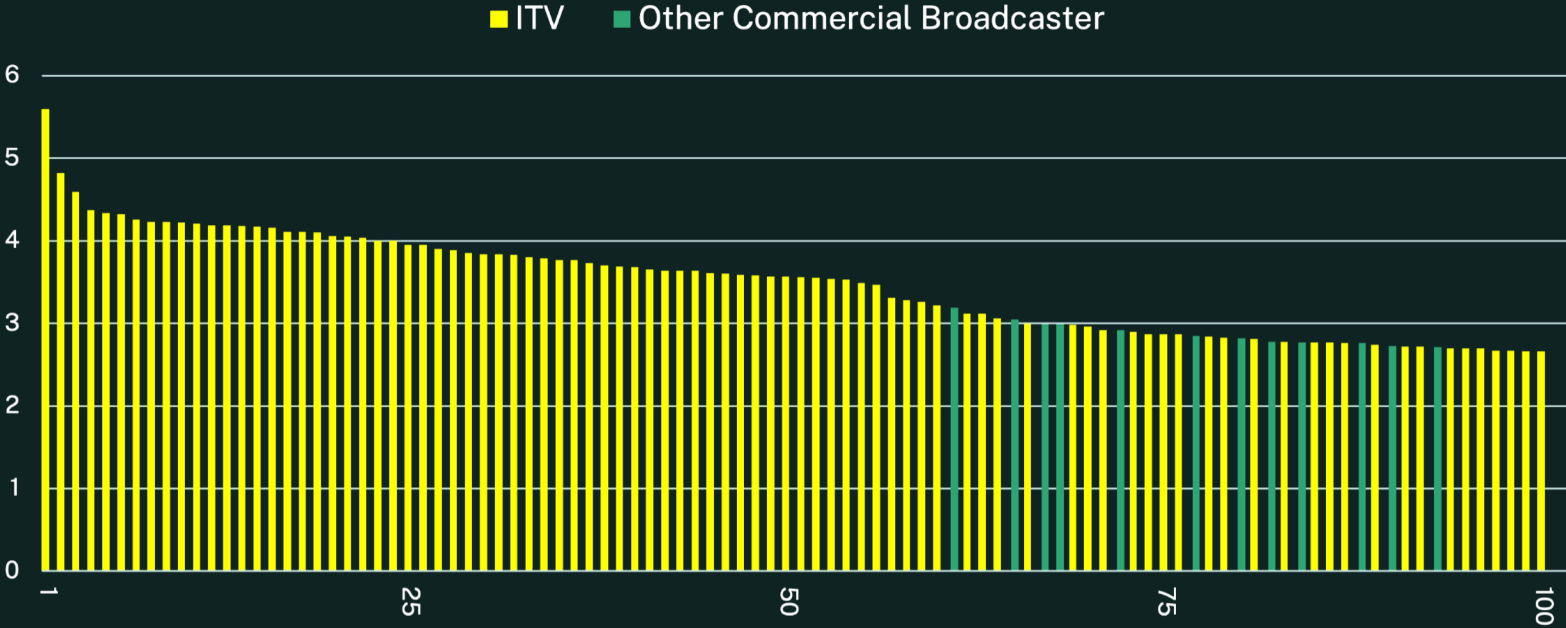


Source: Barb | Jan 2026 | Online Multiple Screens Network | Individuals 4+ SVOD Ad Tiers TV Set Only based on First 7 Days of Availability As Viewed up to 06/02/2026 Broadcaster based on All devices C7, Online 1-7 and All Devices+Pre-TX As Broadcast.



ITV accounted for 88 of the top 100 commercial TV episodes in January

Top 100 Commercial TV episodes of January 2026 (Average Audience millions)







Source: Barb | Jan 2026 Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set only based on First 7 Days of Availability As Viewed up to 06/02/2026. 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 January

Number of Episodes with 1m+ Average Audience

	1m+	3m+	4m+
	161	64	23
Other Commercial Broadcasters	60	2	0
	3	-	-
	5	-	-
	-	-	-

Source: Barb | Jan 2026 | Online Multiple Screens Network | Individuals 4+
SVOD Ad Tiers TV Set only based on First 7 Days of Availability As Viewed up to 06/02/2026
Broadcaster based on All devices C7, Online 1-7 and All devices+Pre-TX As Broadcast.



January's top series on ITV

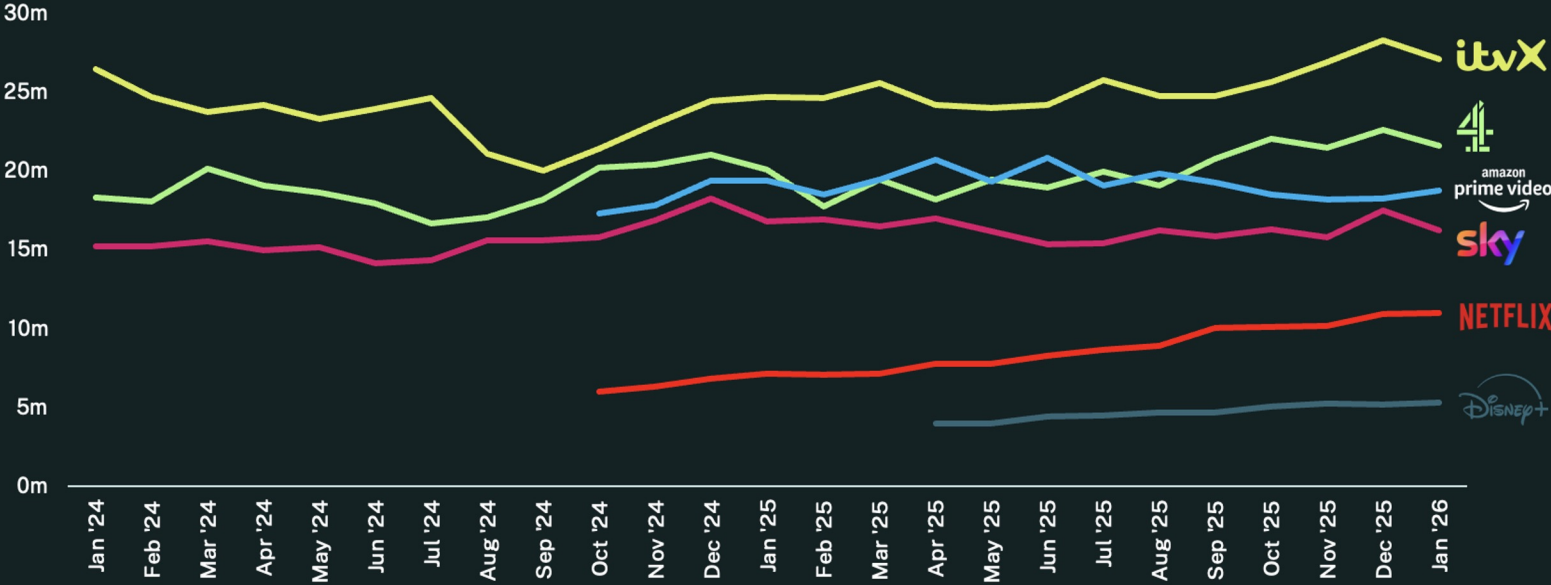
	PROGRAMME TITLE	AVERAGE AUDIENCE PER EPISODE (MILLIONS)
1.	CORONATION STREET	4.3m
2.	RED EYE	3.8m
3.	EMMERDALE	3.8m
4.	THE 1% CLUB	3.6m
5.	AFTER THE FLOOD	3.5m
6.	THE MASKED SINGER	3.2m
7.	MILLIONAIRE HOT SEAT	2.8m
8.	GRANTCHESTER	2.8m
9.	THE CHASE (S17)	2.7m
10.	THE CHASE (S18)	2.5m



itvX

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

MONTHLY 1+ REACH (%)



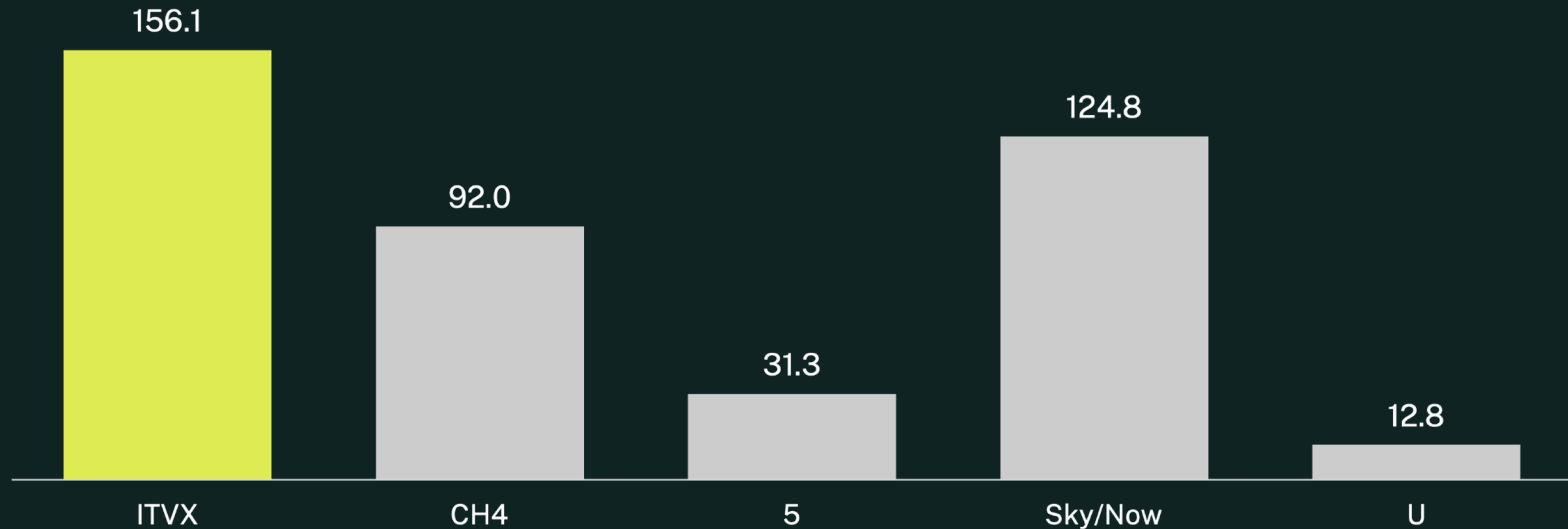
Source: Barb | Jan 2024-Jan 2026 | Online Multiple Screens Network | Adults 16+



ITVX had the highest levels of viewing of any commercial BVOD service in January

BVOD VIEWER HOURS (MILLIONS)

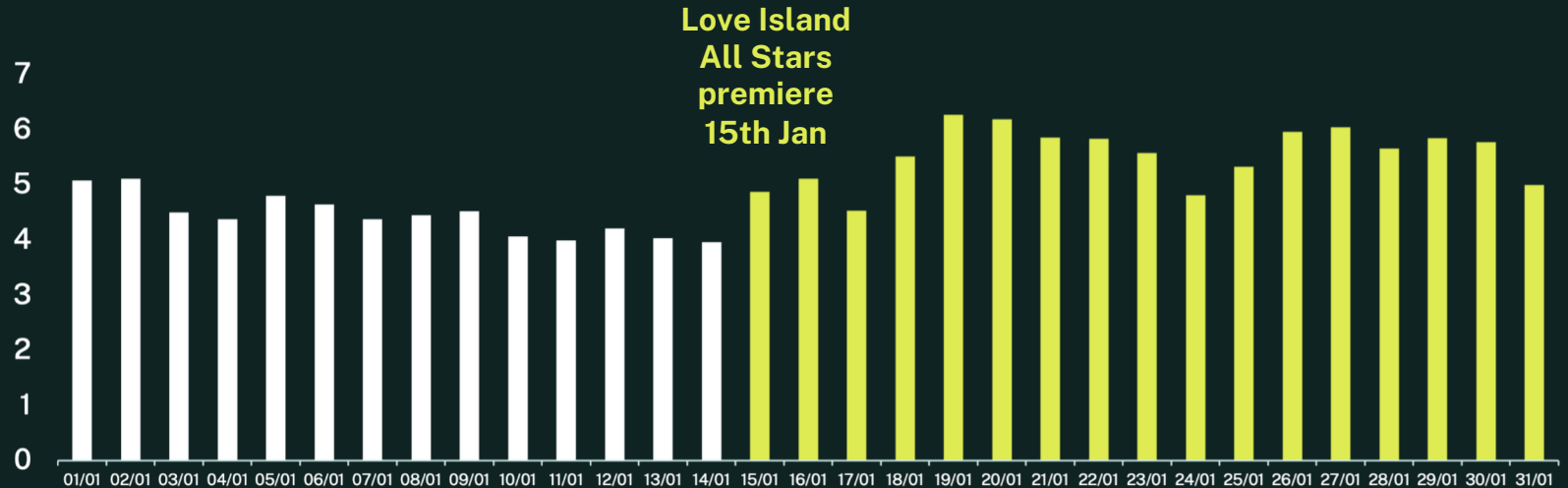
As Viewed All Devices



Daily streaming hours

The new series of Love Island All Stars helped drive streaming hours on ITVX across the second half of January as the service recorded its biggest ever month!

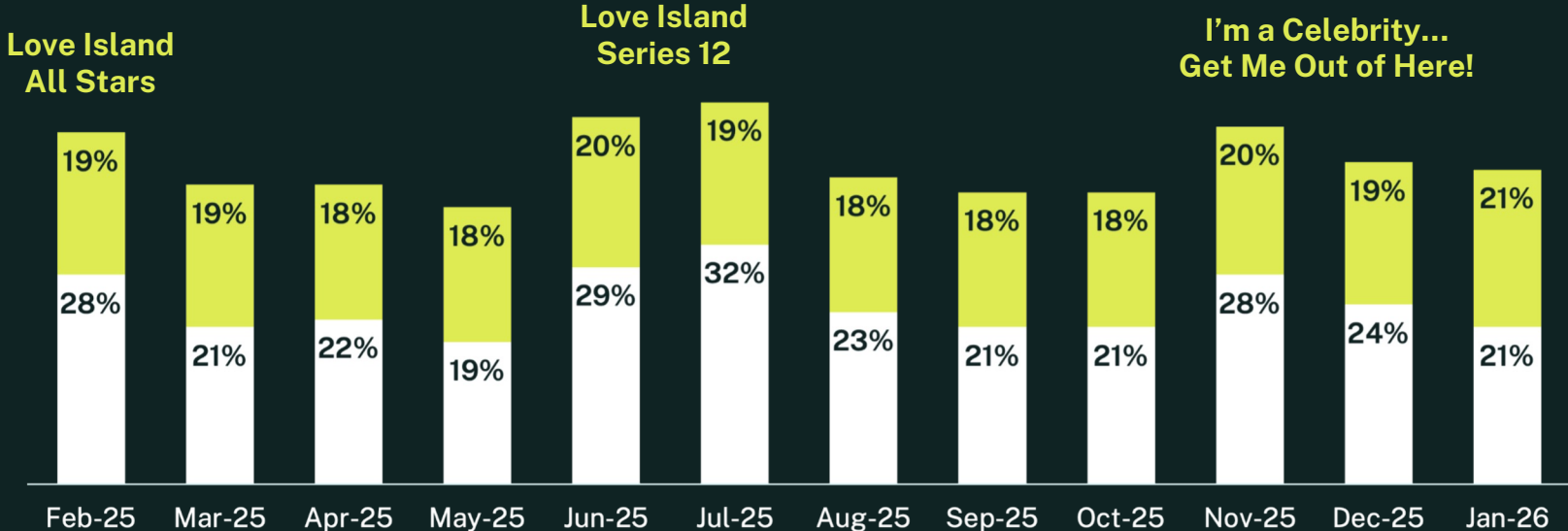
DAILY STREAMING HOURS (MILLIONS)



Young audiences continued to drive streaming hours on ITVX in January

% TOTAL MONTHLY STREAMING HOURS

● 16-44s ● 16-34s



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



January's top titles on ITVX

	PROGRAMME TITLE	NO. OF SERIES VIEWED	NO. OF EPISODES VIEWED	STREAMING HOURS (MILLIONS)
1.	LOVE ISLAND ALL STARS	3	89	20.4m
2.	RED EYE	2	12	11.1m
3.	CORONATION STREET	5	355	9.8m
4.	EMMERDALE	5	551	8.2
5.	AFTER THE FLOOD	12	72	6.5m
6.	GOOD MORNING BRITAIN	2	31	4.6m
7.	MIDSOMER MURDERS	24	138	3.7m
8.	THIS MORNING	2	26	3.4m
9.	THE CHASE	4	497	3.2m
10.	GRANTCHESTER	10	67	3m