

ITVX celebrates six months since launch

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- ITVX Now available on more platforms than ever, including live channels on LG TVs
- Streaming hours up by 49%
- 182m streams of Love Island so far in 2023
- Awareness of ITVX at 85% amongst adults
- Over a quarter of ITVX's streaming hours is by 16-34s

- One billion streams hit four months after launch

ITVX, the UK's freshest streaming service, is celebrating a successful six months since its launch in December 2022.

The full ITVX experience, including all Premium content, is now available on over 22 different platforms across smart TVs, mobile devices, consoles and browsers including (but not limited to) Amazon Fire, Android, Apple, Freesat, Freeview Play, LG and Samsung TVs, Sky and Virgin Media plus the launch of ITVX on Sky Q boxes - a new platform for ITV.

Most recently, live and FAST channels are now available within ITVX on LG devices via Freeview Play, bringing live ITV content to even more viewers.

Earlier this week with the launch of Love Island series 10 on Monday 5 June, ITVX had 9.2m streams across the whole day, which is a year-on-year increase of 112%. Continuing from Series 9 earlier this year, Love Island has already had 182 million streams in 2023 alone.

ITVX is filled with 20 thousand hours of commissioned and acquired UK and US series, single episode shows, and films across all genres. From short form to FAST channels and everything in between, as well as exclusives dropping every week. And that breadth of content is getting through to viewers - awareness of ITVX in April was 85% amongst all adults and 90% amongst our target lighter viewers.

In the first quarter of 2023 alone, ITVX has helped ITV deliver a 49% increase in streaming hours and over a quarter of ITVX's streaming hours are by 16-34s. Alongside Love Island, 16-34s have been catching up on some ITV classics on ITVX, with 25% of Broadchurch's streaming hours from 16-34s, 35% of Bad Girls and 37% of Footballers Wives. American boxsets have also proved popular, with 47% of The O.C.'s streaming hours from 16-34s, 52% of The Vampire Diaries and 59% of One Tree Hill.

On Easter Sunday 2023, ITVX officially hit the one billion streams mark, just over four months after the service's launch on December 8th in 2022. 2022 was ITV's previous most successful year for streaming, when it took nearly seven months to hit the one billion streams mark.

Rufus Radcliffe, Managing Director, Streaming, Interactive & Data ITV, said:

“Like proud new parents, we’re still counting ITVX’s age in months, but it's testament to the hard work of the team, as well as ITVX’s proliferation across different platforms and devices and the scale and quality of our content, that we’ve achieved so much in a relatively short period of time.”

[end]

About ITVX

Launched in late 2022, ITVX is UK’s freshest streaming service, letting viewers stream new programme exclusives, with adverts, for free; ranging from premium dramas, documentaries, US series, comedy and reality shows to blockbuster films and much, much more. ITVX is the first streaming service in the UK to offer viewers the flexibility to access free content with ads and ad-free paid subscription, all in one place. Paying subscribers also have access to BritBox UK. ITVX live streams must-watch events, from live sport to Love Island, as they are broadcast on ITV’s channels. ITVX also offers an ever-changing host of exclusive themed channels in line with viewer preferences and popularity; these constantly evolving pop-up channels provide a scheduled experience through a streaming service.

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Viewer enquiries

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