

# ITVX celebrates biggest New Year's Day ever

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Yesterday's New Year's Day 2024 saw 8 million streams across ITVX, which is the best New Year's Day on record and up on last year by 2.5 million streams (+44%). And since launch, ITVX is also up to 3 billion streams.

In addition, ITV1 had its best New Year's Day for two years with its all time audience up by +10%, compared to New Year's Day last year.

*Mr Bates vs the Post Office* was the most watched programme across all channels yesterday with 3.9m, easily beating *The Tourist* on BBC1 (2.2m). On ITVX the series has already been streamed more than 1 million times in its first day alone.

*Jeopardy* also launched on New Year's Day with 2.2m. Alongside *Deal or No Deal*, which premiered late last year, it is the highest gameshow launch since *Lingo* in 2021.

*The Winter King* on ITVX has been streamed 5.7 million times since launch too.

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