

# ITVX achieves its biggest ever month for Streams

Published Thu 08 Feb 2024



[ITVX](#)

## ITVX achieves its biggest ever month for Streams

January has broken records to become ITV's biggest ever month for streams on ITVX.

There were **315m** streams on ITVX throughout the month, more than any other month on ITVX or previously on ITV Hub.

Sunday 28 January was the biggest single day for both the number of streams (14.8m) and streaming hours (6.1m) since England's World Cup exit on 10 December 2022, with viewers watching the FA Cup, Love Island All Stars and the launch of series two of Trigger Point.

During the month, Love Island All Stars has been streamed **43m** times and ITVX's coverage of the FA Cup including Liverpool v Norwich City has had **11m** streams.

It's been a huge month for Drama on ITVX with over **100 million streams (108m)** across the genre. The widely praised and hugely influential series Mr Bates vs the Post Office has been streamed **22 million** times and the gripping After the Flood **20 million**. Since its launch on Sunday 28 January, Trigger Point has already had **9m** streams across both series.

Rufus Radcliffe, ITV MD of Streaming said:

"ITVX has hit the ground running in 2024. It's clear that our breadth of quality programming across all genres has brought viewers in their multiple millions and our Drama programming, with the enormous success of Mr Bates as well as After the Flood and the return of Trigger Point, has been extremely successful."

Press Contacts

[laura.wootton@itv.com](mailto:laura.wootton@itv.com)

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>