

# ITVX has record quarter

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ITVX recorded its best ever quarter from 1 January to 31 March 2024 with 896 million streams across the service - an increase of 12% on Q1 last year.

This follows January's record breaking month with 328m streams, more than any other month on ITVX or previously on ITV Hub, and February was just behind with 322m.

It was a significant quarter for Drama receiving 273 million streams which is up by nearly a quarter on this point last year (+24%) with 24 million streams for Mr Bates vs The Post Office.

In Sport, the Six Nations was streamed over 16 million times, the most ever for the tournament on ITVX, and up by more than 3 million streams vs last year.

The FA Cup Quarter Final between Manchester United and Liverpool was streamed 6.1m times which was a record for a domestic football match on ITVX, only the matches from the World Cup in 2022 and the Euros in 2021 had more streams.

In Reality, new series Love Island All Stars was streamed over 100 million times on ITVX this quarter, making it the number 1 series across all genres this year. Whilst new to ITV, Celebrity Big Brother was streamed 17.5 million times.

Olivia Attwood: The Price of Perfection is the biggest factual series on ITVX so far this year. It has been streamed 5.4m times making it ITVX's biggest ever fact-ent title.

The range of content available on ITVX is proving extremely popular with viewers with 88% of viewers who come to watch an original programme going on to watch something else on the service.

Rufus Radcliffe, ITV MD of Streaming said:

“We’ve seen an incredible quarter for ITVX, continuing to build on a record breaking month in January. The breadth and variety of our content means that we really do offer something for a wide range of viewers and the continuing success of ITVX is testament to the work the teams across sectors from editorial to technology have put in.”

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Press Contacts

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

Viewer enquiries

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