

# ITV Drama has its best start to the year for 6 years

Published Fri 12 Apr 2024



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[\[Full series drop available on ITVX here\]](#)

ITV Drama has had its best start to the year for 6 years with the top four performing brand new original dramas in 2024 all coming exclusively from ITV.

In the company's first quarter (January - March 2024), across both ITVX and linear channels, ITV drama reached 44 million viewers which equates to more than 72% of the UK population.

On ITVX, there have been 273 million streams of drama content which is up by nearly a quarter on this point last year (+24%).

*Mr Bates vs the Post Office* is ITV's biggest drama since records go back, over 20 years, with an average of 14 million viewers and 24 million streams across the four episode series.

*Trigger Point* series 2 launched with 8.6m and continues to grow its audience across the six episode series. The second series provided a big boost to the first and the two series together have had over 36m streams. Series 2 is the most streamed drama on ITVX this year, whilst the first series is in fourth place.

*After the Flood* launched with 8.8m and the series has been streamed 28m times so far across the six episode series. *Breathtaking* launched with 5.9m and the series has been streamed 7.5m times.

*Vera*, now in its 13th season, averaged 7.6m and all series have been streamed 15m times on ITVX this year alone.

Polly Hill, Head of Drama ITV said:

"It's been an incredible start to the year, kick started by the phenomenal success of *Mr Bates vs the Post Office* which continues to make us all proud of the good our drama has achieved in shining a light on this terrible miscarriage of justice. This was soon followed by the success of *Breathtaking*, which was yet another example of ITV telling a vitally important story about one of our public institutions."

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