

ITV dominates mass live viewing this weekend across Entertainment, Sport & Drama

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- Including *Britain's Got Talent* launch - watched by more than 12m over the weekend, making it ITV's biggest entertainment show this year
- Across the 16 Saturday nights in 2024 so far, ITV has won 11
- The FA Cup semi-final, which peaked at 7.1m

- **Red Eye launch - ITV's third biggest drama this year**

ITV dominated mass live viewing this past weekend across Entertainment, Sport and Drama, including the 17th series launch of *Britain's Got Talent* on both Saturday and Sunday evenings watched by 12 million across the weekend; The FA Cup semi-final on Sunday afternoon, which peaked with 7.1m viewers making it ITV's second highest overnight this year after the quarter-final match last month; plus brand new and exclusive drama launch *Red Eye* on Sunday evening. And across the 16 Saturday nights in 2024 so far, ITV has won 11 including this weekend.

Made by Thames, a Fremantle label, more than 12 million people tuned into the eagerly awaited first two launch episodes of *Britain's Got Talent* this weekend. Episode 1 peaked with 5.8 million viewers (5m ave.) with a 39% share and has already consolidated up to 6.2m. With episode 2 peaking at 5.2m (4.5m ave.) and a 32% share. 16-34 viewing across both episodes is strong with the first episode attracting a 49% share and in 1 day consolidating to 732k, plus 547k peak (442k ave.) and a 45% share for episode 2.

In addition, *BGT* content created for socials has so far garnered 25 million video views.

For sport, The FA Cup semi-final between Manchester United and Coventry peaked with 7.1m (ave. 4.4m) and a 41% share, which is ITV's second highest overnight this year after the quarter-final match on 17th March.

And for drama, *Red Eye* with Jing Lusi and Richard Armitage launched with a peak of 4.1m (ave. 3.7m). Based on overnights alone this makes it ITV's third biggest drama this year after *Mr Bates vs The Post Office* and *Vera*.

Plus, the multi award winning *Ant & Dec's Saturday Night Takeaway* final has also currently consolidated to 5.9m, up on last year's final, with the series winning its time slot every weekend bar one.*

*Channel 4 were showing the England v Brazil match at that time.

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