

# **Britain's Got Talent is the biggest entertainment series of 2024 across any channel**

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ITV's Britain's Got Talent series 17 is the biggest entertainment series of the year across any channel. Made by Thames, a Fremantle label, it's currently averaging 7.1m including repeats, with the launch episode consolidating up to 8m and still growing.

BGT series 17 social content to date has generated in excess of 660M video views also.

In addition, ITV is dominating Saturday nights in 2024 having won 15 out of 21 weeks.

So far this year, ITV's entertainment shows have reached 85% of the population, that's over 54 million viewers. They have generated 166 million streams on ITVX (up +10% on last year). Plus 21 shows across four titles - BGT, Ant & Dec's Saturday Night Takeaway, The Masked Singer and The 1% Club - have all exceeded 5 million viewers.

BGT is one of the biggest entertainment shows in ITV's history. Across the years it has reached more than 55 million viewers and 143 of its episodes have exceeded 10 million viewers each.

Every year for 16 years, BGT has been in ITV's top five overnight audiences and for the past six series (as far as streaming records go back), it has been streamed 88 million times.

Total lifetime views across BGT social accounts is 24.1 billion and total views over the past 12 months is 4 billion.

Britain's Got Talent live shows Monday - Friday next week at 8pm, with the final next Sunday at 7:30pm all on ITV1 and ITVX

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