

The biggest shows on TV - are all on ITV

Published Thu 19 Dec 2024



[Corporate](#)

As 2024 comes to a close, audience data for the year to date reveals that ITV programmes have come out on top, across the widest range of genres.

Mr Bates vs The Post Office is 2024's biggest drama, and I'm a Celebrity...Get Me Out of Here! continues to claim the top spot as the UK's biggest entertainment show, with recent seven day consolidated data revealing that the series averaged 9.1 million viewers across the run.

The biggest sports audience of 2024 was of course England's win against the Netherlands in the Euros semi final, watched by a peak audience of 21.6 million viewers.

The biggest quiz show on TV in 2024 is ITV's The 1% Club, which was watched by a high of 6.3 million viewers.

The biggest programme in daytime is ITV's unstoppable The Chase, which attracted 3.5 million viewers to its best episode, the biggest daytime audience of the year.

Coronation Street maintains its crown as the biggest soap on TV, with an average audience of 4.4 million viewers across 2024.

ITV has also had the biggest current affairs audience on any channel this year, with 5.4 million people watching Sunak v Starmer: The ITV Debate hosted by Julie Etchingham, the first election debate in June. In 2024, ITV continued to have the most watched News programmes on any of the commercial channels.

The biggest commercial factual programme audience of 2024 was to the ITV documentary Mr Bates vs the Post Office: The Real Story, watched by 5.1 million viewers.

Kevin Lygo, ITV's Managing Director of Media and Entertainment said,

"At ITV, we're squarely focused on making what matters to our audiences, whether that's thrilling drama, brilliant entertainment and reality, or high quality news and current affairs - there's something for everyone, and thanks to the talented producers and companies we work with, I'm delighted that's ITV's shows have come out on top with audiences, in 2024."

Press Contacts

jenny.cummins@itv.com

Viewer enquiries

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