

The Voice franchise is on top of the world

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31 August, 2020 – It was a busy week for The Voice franchise. Multiple versions of the global phenomenon secured strong ratings. In the UK, 3.7 million viewers tuned in to watch Justine Afante from Pixie Lott’s team being crowned the winner of The Voice Kids 2020. This season has been bringing in fantastic ratings, with an average of almost 4 million viewers and a market share of 33.8% in the key demo (16-34) each week.

In the Netherlands, the 3rd season of The Voice Senior launched on RTL4 last Friday night with stellar ratings. The heart-warming show with vocal veterans, age 60 and older, captivated 1.3 million viewers and scored a market share of 27.5% in the key demo (25-54). The Voice Senior is locally produced by ITV Studios Netherlands.

Elsewhere in the world, the 7th season of the kids version of The Voice premiered last Saturday on TF1 in France and also kicked off super strong. The first two episodes achieved an impressive 27.3% share in the key demo (h <50) and secured 3.6 million viewers. The show is locally produced by ITV Studios France.

The Voice franchise, consisting of The Voice (2010), The Voice Kids (2012) and The Voice Senior (2018) currently has a total of 121 adaptations across the globe, making it the biggest and most successful format brand in the non-scripted global marketplace to date. Even in these unusual times with local restrictions due of Covid-19, The Voice continues to find its way to the viewers and stays a steady pillar in broadcasters schedule.

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ITV Studios is a creator, producer and distributor of world-leading programmes that people can't get enough of. We connect millions of people every day and shape and reflect the world they live in, we are More Than TV. ITV Studios is home to some of the best creative minds, crafting over 8,400 hours of original programming across 55 production labels. Our global footprint spans 13 countries including the UK, US, Australia, France, Germany, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 46,000+ hours to broadcasters and platforms around the world.

ITV Studios is part of ITV PLC, which includes the UK's largest commercial broadcaster.

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