

I'm A Celebrity...Get Me Out Of Here! launches with 12 million viewers

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Highest ever share of young viewers tune in

The 20th series of I'm A Celebrity Get Me Out of Here launched with a peak of 12m viewers tuning in to ITV to see Ant and Dec host the series from Wales for the first time.

Opening with an average of 10.9m across its slot from 9pm to 10.30pm, it drew the biggest audience for the show since the 2018 final. More than half the available TV audience - 51.9% - watched. This was an increase of a million viewers (+10%) compared with last year. It was the second biggest launch for the show since 2013 and the fifth biggest launch episode for the show ever.

The show was the fifth biggest programme on any channel so far this year (only beaten by the Queen's Address and PM's covid-related statements). Outside of news programmes, it is the biggest overnight audience on any channel since the Gavin & Stacey Christmas Special on BBC One last year.

It drew I'm a Celebrity's biggest ever share of 16-34 viewers with 77%, attracting an average of 2.7m viewers with a peak of 3m. It is also the biggest share for this demographic on any channel so far this year. For volume, it's the fourth biggest 16-34 audience on any channel so far this year (only beaten by Queen Address and PM's statements). It was the biggest 16-34 audience on ITV since the IAC 2018 launch and second biggest since the England World Cup Semi-Final in 2018.

I'm a Celebrity continues on weeknights and Sundays at 9pm on ITV through to its final on Friday 4 December.

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Viewer enquiries

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