

I'm A Celebrity...Get Me Out Of Here! 2020 is show's biggest ever launch

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14.3 million viewers watch show's first episode - an 18 year high

ITV's I'm A Celebrity...Get Me Out Of Here! launched with 14.3 million viewers - its biggest ever overall audience for the opening episode of the long-running series.

The first show of the 2020 series, produced by ITV Studios, which ran on Sunday 15 November at 9pm, consolidated to an audience of 13.8m TV viewers [52% audience share] over the first seven days of its availability. With 0.5m viewers watching via non-TV devices, the total reached 14.3m viewers. This is the biggest show of the year outside news specials - and ITV's biggest audience since the Croatia v England World Cup Semi-Final in 2018.

And the audience drew the second highest ever TV audience for the show, which is now in its 20th series, having started in 2002. The final of the early 2004 series, when Kerry Katona was crowned Queen of the jungle, drew an audience of 14.1m.

The show attracted its third highest ever share of younger viewers with an average of 3.7m 16-34 year-old and a 75% audience share. This was the biggest 16-34 audience of the year across all channels and ITV's biggest 16-34 audience since the 2018 launch of I'm A Celebrity.

Overall, the launch episode of this year's I'm A Celebrity...Get Me Out Of Here! was up year-on-year by 1.2m viewers and 6% audience share points.

I'm A Celebrity...Get Me Out Of Here! is on ITV at 9pm on weeknights and Sunday until 4 December and available on ITV Hub.

Press Contacts

grant.cunningham@itv.com

Viewer enquiries

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