

Most watched on BritBox over Christmas

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LONDON, 27th December 2020: BritBox, the streaming service where the best of British creativity comes together, today announced the most streamed content over the Christmas period.

After closely watching subscriber habits from Christmas Eve through to Boxing Day it has become clear that the most viewed content was the classic *Dad's Army* which was added to the service on 24th December. In its first three days, subscribers streamed the 78 episode collection en masse, outstripping BritBox Original *Spitting Image* and *Only Fools and Horses* which were the other most popular choices over the festive period.

Looking back over 2020, BritBox's most-streamed series of the year was its first *Spitting Image*, which will return to the platform for a second series in Autumn 2021. *Love Island*, *Broadchurch*, *Doctor Who Classic* and *Only Fools and*

Horses complete the tally of the top five most popular shows.

Will Harrison, BritBox UK's Managing Director commented: 'We are very pleased that our subscribers are cosyng up with Captain Mainwaring and the platoon this Christmas. There is nothing better than a bit of Dad's Army especially at this time of year!'

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About BritBox

BritBox is a digital video subscription service created by the BBC and ITV. The service brings the very best in past, present and future British programming and award-winning content to viewers all in one place for £5.99 per month in HD. British TV boxsets from All 4 and British films from Film 4 are also available. The service includes high quality factual and entertainment content from Channel 5 plus original British comedies from Comedy Central UK. BritBox features the biggest collection of British content available on any streaming service, and brand new commissions for British production companies specifically created for BritBox. BritBox also offers expert curation and playlists that will enable viewers to easily find programmes they know and discover new favourites via web, mobile, tablet, connected TVs and streaming devices including Fire TV, Apple TV, Freesat & Chromecast. Content on BritBox can be downloaded and viewed offline where rights allow.

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