

ITV's The Pembrokeshire Murders launches with 6.3 million viewers

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The Channel's biggest new drama first night audience since 2016.

New ITV drama The Pembrokeshire Murders launched with 6.3 million viewers - the channel's biggest overall Drama overnight audience since Vera in 2018 and biggest new Drama first episode overnight audience since The Durrells in 2016.

A third [33 per cent] of people watching TV across all channels last night [Monday 11 January], tuned in to see the first episode of the new three-part true crime series, depicting the pursuit of a cold-blooded serial killer.

Last night's 6.3 million audience was the biggest overnight Drama audience, and biggest new Drama overnight series launch, on any channel since June when The

Salisbury Poisonings launched with 7.2 million on BBC One.

The series, starring Luke Evans and Keith Allen, continues on ITV this evening at 9pm and concludes at the same time on Wednesday.

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Viewer enquiries

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