

The Pembrokeshire Murders lands channel's biggest new drama overnight audience average since 2014.

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[Drama](#)

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ITV's The Pembrokeshire Murders concluded with 6.6 million viewers last night and [36 per cent of all TV viewers] - the biggest overnight audience for any ITV drama episode in three years [behind a January 2018 Vera episode].

Overall, the three-part true crime series depicting the pursuit of a cold-blooded serial killer, stripped across three nights from Monday, averaged 6.3m viewers and a 33 per cent audience share, making it ITV's biggest new Drama series for overnight viewing since Cilla in 2014.

The Pembrokeshire Murders was popular among younger viewers, with the final episode watched by 0.6m [31 per cent] 16-34s. The series averaged 0.6m overall with a 27% share of 16-34s. All three episodes were in the top four most-watched programmes amongst 16-34s across all channels, with the other being an episode of Coronation Street.

The series, made by World Productions, part of ITV Studios, and starring Luke Evans and Keith Allen, is available in full on ITV Hub [here](#)

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