

Record drama success in 2021 for ITV

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ITV Drama has had a strong start to the year, offering more new hours of drama than any other main channel, and achieving four out of the top six highest rating dramas shown so far this year, according to the latest consolidated ratings data.

The wealth of drama across ITV in 2021, with Finding Alice and The Bay among the titles made available in full from launch, has helped ITV Hub to have its best ever start to the year for drama, with 85 million streams so far, up by more than 50% on last year, and more than 100% on 2019.

The biggest drama of 2021 to date is ITV's The Pembrokeshire Murders, which averaged 12.1million viewers across 28 days, on all devices, and including repeats.

ITV's strong start to the year for drama also includes:

Unforgotten, with over 9 million viewers for the first episode of the latest series, across 28 day viewing, on all devices and platforms.

The Bay, with 8.9 million million viewers for the series launch across 28 day viewing, on all devices and including repeats. Viewing across 28 days is not yet available for all episodes of the second series of The Bay, however across seven day consolidated viewing the final episode achieved 8 million viewers, up by one million on the seven day consolidated launch figure, with nearly half (45%) of the audience watching this episode ahead of transmission, on ITV Hub.

Finding Alice, has achieved 9.1 million viewers for the series launch across 28 day viewing, on all devices and including repeats. Across seven day consolidated viewing the series averaged 7 million viewers, with 54% of the audience watching the final episode on ITV Hub before transmission.

McDonald and Dodds' audience is currently consolidating at 6.9 million viewers across platforms and transmissions, and rising.

Grace is currently consolidating at 6 million viewers, up by nearly 40% on its overnight rating launch audience, and rising.

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