

# Good Morning Britain to launch first ever YouTube original series

Published Thu 14 Oct 2021



## Good Morning Britain to launch first ever YouTube original series

Good Morning Britain can today announce its first ever YouTube original series, 'Off The Table' - a brand new mini series which takes the heart of the award winning breakfast show to 18-34s and does what it does best, help shape the nation's conversations.

Produced by ITV Digital Content, 'Off The Table' begins filming today (Thursday 14th October 2021) and will be exclusively available on GMB's YouTube channel when the digital series launches later this month.

The new series will feature four hot topic 15 minute episodes which will be published across a month, including money, climate change, cancel culture and life after Covid - some of the most important issues affecting 18-34s in modern Britain today.

Presented by TV broadcaster and cultural curator Julie Adenuga (MTV Cribs UK, Don't Trust The Internet) will lead the debate as viewers hear diverse opinions from a panel of influencers, activists and journalists they can relate to - such as James Barr, Ryan Mark Parsons, Kaz Kamwi, Grace Blakely, Dr Emeka, Benjamin Butterworth, Esther Krakue and more.

GMB's YouTube channel is the fastest growing of all ITV's YouTube channels and boasts nearly 1 million subscribers. Fiery on air debates are regularly the top watched videos each month and the majority of views come from those aged under 35. In 2020 GMB video views on YouTube totalled 250 million and over 1 billion minutes were watched. In the same year GMB was the most-tweeted show and had 80 million video views on Facebook.

This year the team has created the digital GMBriefing series, GMB's exclusive daily Instagram Story feature to appeal directly to a younger, digitally-native audience with relevant bitesize content from the show. This new feature has increased reach on the platform by 60%.

16-34s viewership for the flagship breakfast show on ITV continues to see strong growth this year also up by a substantial +6.1 share points, averaging a 23.1% share and up +24% in viewing volume.

Julie Adenuga said: "I'm excited to be presenting Good Morning Britain's first ever YouTube original series. I love the idea of the GMB conversations that we see all the time making their way to new audiences thanks to 'Off The Table'."

Neil Thompson, Editor Good Morning Britain said: "It's a testament to the team and the programme's captivating output that our 16-34 year old audience has continued to go from strength to strength. So launching our very first YouTube original series seemed like the natural next, exciting step."

Joel Duncan, Digital Development Manager ITV said: "Over 1 billion minutes of GMB content were watched last year on it's YouTube channel and so we know there is a very healthy appetite for even more short-form GMB content online. With Julie at the helm plus some of the best known influencers, 'Off The Table' is set to be a very promising digital offering indeed."

\*\*\*

Watch GMB's 'Off The Table' exclusively on it's [YouTube channel](#) later this month

\*\*\*

Press Contacts

[natalie.phillips@itv.com](mailto:natalie.phillips@itv.com)

Viewer enquiries

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