

ITV Hub on track for most successful year yet in 2021

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Figures released today show that 2021 is lining up to be ITV Hub's biggest year yet, thanks to Euro 2020, the return of Love Island, a bumper year for Drama, big TV moments and the success of young skewing commissions including The Cabins and Social Media Murders.

ITV has also more than doubled the amount of content on ITV in 2021, particularly in the popular genres of Drama and Reality, with more exciting plans in store for 2022.

And 2021 is set to be ITV's biggest ever Christmas on ITV Hub, with the announcement that Christmas period evening shows will be available on ITV Hub each morning, ahead of their evening broadcast. Whether it's the feature length Christmas special of The Larkins or the Christmas Day episodes of Coronation Street and Emmerdale, viewers won't have to wait, they will be able to stream these shows at their own convenience through ITV Hub from 7am in the morning, ahead of their evening broadcast.

Rufus Radcliffe, ITV Managing Director, On Demand, said:

"2021 has been a terrific year of growth for ITV Hub. Whether it's binge watching drama, live streaming sport, catching up on Love Island and TV's most talked about moments, or discovering content for the first time, it's a testament to our fantastic programmes, as well as the improvements we're making to the service, that this year is on track to be our most successful year yet."

The number of ITV Hub users has grown by 20% in 2021, and to date The ITV Hub has achieved 1.5 billion streams, up 26% year on year. Every month so far in 2021 has posted 100 million streams, and December is on target to do the same.

Love Island has been the most watched programme on ITV Hub this year, with 3.1 million watching the launch episode via the platform, out of a total audience

of 5.0 million and each episode averaged 2.1 million ITV Hub viewers across the series, which was streamed more than 200 million times.

Euro 2020 was a huge driver of viewing on ITV Hub, with ITV's matches streamed an astonishing 68 million times during the tournament, with England v Denmark in particular live-streamed by 1.6 million viewers through the ITV Hub.

A wealth and rich variety of drama, with some titles made available to audiences as boxsets from the start of the series, drove significant viewing to ITV Hub in this popular genre with catch-up audiences.

Series 2 of drama **The Bay**, which was made available as a boxset, was the second most watched programme on ITV Hub in 2021. The series had an average of 2.5 million viewers per episode, streaming the series through ITV Hub. The first series was also made available on The ITV Hub ahead of the second's release, and the two series combined have been streamed over 26 million times in 2021.

Top TV events in 2021 were also big draws on ITV Hub, including **Oprah with Harry and Meghan**, which was streamed through ITV Hub by 2.5 million viewers.

In November this year, ITV brought UK audiences a special and exclusive broadcast as Adele returned to home screens in an **Audience With Adele**, with 2.6 million viewers streaming the show via ITV Hub.

Shows popular with younger viewers have also driven ITV Hub's success this year.

Over 25% of the audience of critically acclaimed drama **Stephen** watched on ITV Hub

Over a third of the audience (more than 600,000 viewers) watched ITV2's recent first factual commissions aimed at younger viewers, **The Social Media Murders**, this way.

Nearly half (47%) of the audience of **The Cabins** watched on the Hub, which has been streamed over 7 million times.

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