

Love Island hits a heart-pumping 100m streams

Published Thu 30 Jun 2022



[Corporate](#)

ITV can today confirm that Series 8 of Love Island has already hit 100 million streams, which is the earliest point in the series the show has reached this milestone.

This makes the eighth series of the sunshine dating show the most-streamed series so far, and ITV's most-streamed title of 2022.

Yesterday was ITV's biggest day for Hub viewing so far this year, with nearly 10 million streams across the day.

Love Island is unique in having a huge 'appointment to view' audience in streaming, with 64% of the audience who stream it on the night of broadcast watching live between 9-10pm or through 'start again' streaming during the time slot.

Press Contacts

holly.osmond.smith@itv.com

Viewer enquiries

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