

13 million watch Wales draw with USA on ITV

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ITV's coverage of Wales v USA peaked with 13 million viewers tuning in across TV and streaming, to see the draw in their opening group game.

The match from kick off to final whistle was watched by an average of nearly 10 million viewers across TV and streaming.

Yesterday's World Cup coverage gave ITV its most watched day so far this year and its best daily share performance since July 2021. It was the most watched Monday night for more than six years - the highest since England's Euro 2016 exit against Iceland.

And 1.2m viewers aged 16-34s watched the coverage - ITV1's biggest overnight audience for young people outside of its viewership for I'm a Celebrity, Get Me Out of Here!

ITV also had its biggest day of the year so far for streaming, with 13.4 million streams across the day.

[end]

Note to Editors: Guidance on ITV's ratings reporting. ITV is able to combine BARB overnight data reporting, which measures in-home viewing on TV sets, which captures linear channels as well as online TV platforms viewed by the BARB panel, with a fully reliable measure of non-TV device data: smartphones, tablets and computers. This allows ITV to report an overall peak figure showing all viewing across all devices, without duplicating any viewers within its calculation.

ITV is able to share this overall figure late morning and will do so during the World Cup.

About ITV Streaming: ITVX is officially launching on December 8th, with the new app rolling out now across platforms in a phased roll out to ensure wide distribution when new exclusive titles launch on December 8th. Streaming data combines viewing on ITV Hub, and ITVX.

Press Contacts

grant.cunningham@itv.com

Viewer enquiries

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