

18 million viewers watch England v USA on ITV1

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The biggest UK audience of the World Cup so far watched England v USA on ITV1 last night with a peak of 18 million viewers tuning in to see the Three Lions held to a draw in their second match of the tournament.

The audience figures, which encompass all viewers across television and non-TV devices, were higher than the launch of *I'm a Celebrity*, *Get Me Out Of Here*, making it ITV1's most watched programme this year. The huge audience also helped make it ITV1's best Friday in more than a decade.

ITV had its biggest day of the year for streaming, and third biggest on record, with 18m streams.

It attracted the biggest 16-34 audience on any channel this year, with 2.0m and 85% watching last night.

Across television, an average audience of 11.9m watched the overall coverage of England v USA, with an average of 15.1m watching the full match.

[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.

Press Contacts

grant.cunningham@itv.com

Viewer enquiries

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