

Biggest commercial channel in the UK, ranking number 1 in all age groups

The wide range of programming including drama, documentaries, comedy and entertainment.

There are iconic prime-time programmes such as Britain Got Talent and The Masked Singer, aimed at the whole family. There are also award-winning locally-produced dramas and many locally-produced dramatic mini-series.

The core target is people aged between 25 and 64.

TV

Monthly reach ¹	66,480,000
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Audience Profile

Men	40%
Women	60%
6-15 years	4%
16-24 years	2%
25-34 years	5%
35-44 years	8%
45-54 years	14%
55-64 years	67%



¹Glance, BARB, 2024. ITV1 is published in United Kingdom.