

The best channel for young adults

ITV2 is the second most watched digital channel by adults aged 16-34. It offers content that entertains and pushes boundaries, with an impressive mix of comedies, films, entertainment formats and dramas. It also features the iconic and hugely popular UK programme Love Island and also popular animated series such as Family Guy and American Dad.

The core target is people aged between 25 and 34.

TV

Monthly reach ¹	29,810,000
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Audience Profile

Men	40%
Women	60%
6-15 years	7%
16-24 years	7%
25-34 years	15%
35-44 years	17%
45-54 years	16%
55-64 years	38%



¹Glance, BARB, 2024. ITV2 is published in United Kingdom.