

## 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 <sup>1</sup>	40,480,622
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### Audience Profile

Men	31%
Women	69%
6-15 years	3%
16-24 years	2%
25-34 years	6%
35-44 years	8%
45-54 years	16%
55-64 years	24%
65+ years	41%



<sup>1</sup>TechEdge 2023. ITV1 is published in United Kingdom.