

# Liverpool set comedy G'wed enjoys success across ITVX, ITV1 and ITV2

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**[\[Full series drop available on ITVX here\]](#)**

Brand new Liverpool set comedy G'wed, which launched back in February, has since seen 1.7m viewers for episode 1 across ITVX, ITV1 and ITV2 and the series has been streamed 4.9 million times, becoming ITVX's biggest comedy since Changing Ends.

G'wed is ITV2's most watched programme of the year after Love Island and across ITV's channels, the show is the biggest sitcom launch since Kate and Koji in March 2020.

This follows ITVX recording its best ever quarter from 1 January to 31 March 2024 with an increase of streams by 12% on Q1 last year, including record-breaking months for both January and February.

Set in Liverpool and filmed entirely on location, G'wed features an exciting cast of fresh, young local talent alongside established actors. G'wed isn't shy of tackling big issues like grief, sex, diversity and class differences, all with a wicked sense of humour.

Nana Hughes, Head of Comedy ITV said:

"It's amazing to see the success of G'wed across ITVX and the linear channels, a true testament to the new talent involved, the hugely talented cast, excellent authentic writing by Danny Kenny and expertly executive produced by Mario Stylianides. I'm thrilled that G'wed has found a home at ITV and that the comedy resonated with our audience."

Mario Stylianides, Executive Producer at Golden Path Productions Ltd comments:

"This truly was a labour of love for everybody involved in the production of the show, so for it to connect with such a large and broad audience is something we are immensely proud of. For a first-time writer and cast to hit the heights that they did is extraordinary. A massive thank you to Nana Hughes and Kevin Lygo at ITV for believing in us right from the very start, guiding us to make the show better and giving us the freedom to realise Danny's vision for the project."

The series is produced by Golden Path Productions Ltd and written by Liverpool native Danny Kenny. The Executive Producer is Mario Stylianides.

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