

Euro 2024 final watched by peak of 24.2 million on TV across ITV & BBC

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ITV posted its highest viewing share for a final since records go back

A peak TV audience of 24.2 million watched the Euro 2024 final last night across ITV and the BBC, with an average of 22.3 million watching the match from 8pm until the final whistle.

ITV had a 26% viewing share of those watching or streaming the match through a TV, an increase of 7 percentage points from ITV's viewing share to the Euro final in 2021, and ITV's highest viewing share for a major men's football tournament final since records go back.

Including further streaming across all devices, a total of 6.0 million watched the match from 8pm on ITV1 and IT VX, peaking with 6.4 million viewers. ITV's coverage from 6.30pm averaged 3.9 million viewers across all devices.

Across Euro 2024, ITV has had 2 of the top 3 highest rating matches, including the biggest audience to single channel, with a peak of 21.6 million across all devices watching England's semi final against the Netherlands.

ITV has also had the biggest single channel audience for each of the past six major men's football tournaments.

[end]

Notes to Editors:

ITV games were shown on ITV1, IT VX, STV and STV Player.

BARB data records go back to 2004

ITV's top two audiences of Euro 2024 were England v Netherlands with a peak of 21.6 million across all devices, and England v Slovakia with a peak of 18.4 million across all devices.

Biggest single channel TV audiences of the past six major men's football tournaments in order:

2024 Euros England v Netherlands Match 20m, Peak 22m

2022 World Cup England v France Match 16m, Peak 23m

2021 Euros England v Denmark Match 18m, Peak 28m

2018 World Cup England v Colombia Match 20m, Peak 24m

2016 Euros England v Iceland Match 15m, Peak 17m

2014 World Cup England v Uruguay Match 18m, Peak 20m

Press Contacts

jenny.cummins@itv.com

Viewer enquiries

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