

ITVX officially hits the one billion streams mark

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On Easter Sunday 2023 ITVX officially hit the one billion streams mark, just over four months after the service's launch on December 8th in 2022.

2022 was ITV's previous most successful year for streaming, when it took nearly seven months to hit the one billion streams mark.

This follows on from ITVX achieving its best ever month for streaming in March 2023, with 282 million streams, up by more than 100 million on last year.

Gripping dramas *The Twelve*, *Without Sin* and *A Spy Among Friends* have been the top performing ITVX premieres in the period, attracting harder to reach audiences to ITVX. 80% of audiences who have watched ITVX premieres, including titles like *Nolly* and *Litvinenko*, have gone on to watch other content on ITVX.

Amongst the huge array of series and films available on ITVX, the most popular UK drama series from the archive is so far *Footballers Wives*, with *One Tree Hill* clocking up the highest volume of streams to date amongst the range of US boxsets on ITVX. The most popular film amongst the extensive film library in the period has been *Love Actually*, with *The Chase* channel as the most popular themed (FAST) channel, to date.

Love Island in 2023 has been a strong driver of streaming and is the most watched programme on ITVX this year based on streams, with the fifth series of *Unforgotten* being the most watched drama, with streams of the acclaimed cold case series up 49% on series four.

Streams of sporting events including 6 Nations Rugby and the FA Cup have pulled in strong livestream audiences in 2023, with year on year uplifts on the new and improved service.

ITVX's consideration and awareness scores have risen strongly since launch, with recently reported data from YouGov's BrandIndex tool revealing that ITVX has now overtaken All4 and Disney+ in terms of consideration.

Forthcoming highlights on ITVX include ***The Real Crown: Inside the House of Windsor*** (streaming free from April 20th), the real behind-the-scenes story of the lives, loves, scandals, trials and tribulations of the world's most famous family.

New drama ***Tom Jones*** will stream free on ITVX from May 4th. Based on Henry Fielding's classic novel, following the title character's complicated journey to find real love, Solly McLeod (*The Rising*) stars as the hero Tom, alongside Sophie Wilde (*You Don't Know Me*) as the heroine Sophia Western. The series also stars Hannah Waddingham (*Ted Lasso*).

May 11th will see the free streaming premiere of ***Crime*** on ITVX, the Irvine Welsh series starring Dougray Scott, Joanna Vanderham and Angela Griffin.

The two part documentary ***Rolf Harris: Hiding in Plain Sight*** streams from May 18th. Almost a decade on from his arrest, these films speak directly to Harris' accusers, telling the story of how his assaults became gradually more serious throughout his television career in the 70s and 80s.

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About ITVX

Launched in late 2022, ITVX is UK's freshest streaming service, letting viewers stream new programme exclusives, with adverts, for free; ranging from premium dramas, documentaries, US series, comedy and reality shows to blockbuster films and much, much more. ITVX is the first streaming service in the UK to offer viewers the flexibility to access free content with ads and ad-free paid subscription, all in one place. Paying subscribers also have access to BritBox UK. ITVX live streams must-watch events, from live sport to Love Island, as they are broadcast on ITV's channels. ITVX also offers an ever-changing host of exclusive themed channels in line with viewer preferences and popularity; these constantly evolving pop-up channels provide a scheduled experience through a streaming service.

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