

June 2024 sets new streaming records for ITVX

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- **Best month on record with 375.8m streams across June**
- **Biggest ever day in streaming on June 30th with 30.3m streams**

Huge audiences to ITV's Euro 2024 coverage, a sizzling new series of Love Island and a strong selection of new dramas drove record streaming numbers last month for ITVX, with 375.8 million streams across the month of June, making it ITVX's best ever month in streaming, up 54% year on year.

Sunday 30th June also saw ITV's biggest ever day in streaming, with a powerful combination ITV's coverage of England's nail biting victory, Spain's win against Georgia and Love Island contributing to a total of over 30 million streams across

the day.

The 19 Euro 2024 matches on ITV in June were streamed just under 84 million times, with the current series of Love Island up to 76 million streams after 28 episodes, which is up 10 million on the comparable point in the series last year.

Including streams to previous series which are also available on ITVX, Love Island has delivered over 80 million streams across June.

New dramas drawing notably strong audiences in June include The Flash, the epic DC superhero series and Arrow spinoff, darkly comedic crime thriller Bay of Fires, and the much anticipated UK premiere of Orphan Black: Echoes starring Krysten Ritter and Keeley Hawes. Commissioned dramas including Red Eye and Douglas Is Cancelled continue to grow and were also top performers in the period.

ITVX Managing Editor Craig Morris said:

“We’re delighted that more people than ever before came to ITVX in June. They come in for a football match or Love Island but then stay to binge on the hundreds of films and TV shows now available.”

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