The success of The Voice Senior

December 23, 2020 - Audiences across the globe are falling in love with the inspiring singing seniors. The Voice Senior recently wrapped up fantastic seasons in both Italy and Belgium, and also in Spain the hit format is performing incredibly strong. Italian viewers couldn’t get enough of the talent show, demonstrated by raving reviews from the Italian press and high rating numbers. The first season averaged an impressive 4.1 million viewers and a 19% share, scoring +13% above channel average. The Voice Senior was the most viewed show each week.

In Belgium the show was leader in all targets every week, making it the best scoring show for four weeks straight in the Friday prime time slot. The series averaged 1,175,900 viewers and a 39.6% market share for the key demo, +61.6% above the slot average of VTM. Also in Spain, where the second season is currently on air on Antena 3, the talent show is reaching new heights. This week’s episode became again leader in all targets and was the most watched show in the Spanish prime time slot.

It is heartwarming to see that the age group that may have been hit the hardest by the current pandemic is getting this stage to showcase their talent and share
their interesting life stories. The success of the show is a tribute to the candidates and everyone who believes in the power of the format.

About The Voice Senior

In this spin-off it is the turn of the seniors to prove that you are never too old to shine. Four celebrity coaches will compete to pick their favorite seniors in the world-famous blind auditions. In the Knockouts, each coach will select their two best seniors to take to the finals. In the final episode, the winner will be crowned! Which senior turns out to have a voice of gold?

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About ITV Studios

ITV Studios is a creator, producer and distributor of world-leading programmes that people can’t get enough of. We connect millions of people every day and shape and reflect the world they live in, we are More Than TV. ITV Studios is home to some of the best creative minds, crafting over 8,400 hours of original programming across 55 production labels. Our global footprint spans 13 countries including the UK, US, Australia, France, Germany, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 46,000+ hours to broadcasters and platforms around the world.

ITV Studios is part of ITV PLC, which includes the UK’s largest commercial broadcaster.

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