



TV. AND THEN SOME



ITV2 successfully targets those younger audiences that can often prove hard to reach on TV. The channel captures and retains a mischievous, fun-loving and brand-conscious 16-34 year old audience that is gender neutral.

ITV2 is the most watched digital channel for individuals and the second most watched digital channel for 16-34 Adults.

It is home to our premium programming that entertains and pushes boundaries, with an impressive mix of comedy, movies, format entertainment and drama.

2 Awesome an exciting new *Sunday afternoon show* that will bring ITV2 viewers new and exclusive scripted and unscripted programmes straight from the U. S of A (from the makers of *One Tree Hill*) with a whole host of boxsets available to watch exclusively on the ITV hub.

Now home to the Seth MacFarlane series with *American Dad*, *The Cleveland Show*, *Bordertown* and the famous *Family Guy* which all continue to bring in the younger audience late night, every night.

16-34s spent almost double the amount of time watching the Seth MacFarlane comedies on ITV2, than watching all the shows on Sky Atlantic and reached 8.2m (57%) of 16-34s. On average, viewers watched at least 30 episodes.

The channel plays host to the exceptionally naughty Keith Lemon with his popular and scandalous *Celebrity Juice*. Not to mention, the hugely popular *Love Island* which will be returning in 2017. *Love Island* reached 4.5m (31%) 16-34s during its run this summer, up on last year by 1.1m (8 share points). On average, viewers watched at least 8 episodes.

ITV2 also gives viewers that little bit extra by offering brand extensions of the most watched shows on ITV like *Britain's Got More Talent* and *I'm A Celebrity... Extra Camp* which received overnights of over 1.5million for it's final episode.

ITV2 shows reach high volumes online and on demand, with more than one million fans on social networks and breaking records in 2015 with *Love Island*.

ITV2 remains the **most watched digital channel** for Individuals and the second most watched digital channel for **16-34 Adults**.

ITV2's **16-34 SOV** has increased from **3.7%** to **4.6%** year-on-year. It's closest competitor, E4, has seen a decline in 16-34 SOV year-on-year. (from **5.10%** to **5.08%**)



More **16-34 Adults** spend time with ITV2 than E4. E4 may have the highest 16-34 SOV, but ITV2 has a bigger 16-34 20+ continuous minutes reach (**12.5m (86%)** compared to **11.4m (78%)**).



ITV2 takes a **6.0%** share of Adults non-terrestrial impacts and a **10.4%** share of **16-34 Adults non-terrestrial impacts**.



ITV2's share of **16-34 Adults non-terrestrial impacts** has increased year-on-year by almost 2 share points, to **10.4%** (**8.5%** in the same period last year).



ITV2 has attracted **over two million (2.3m)** tweets so far this year.

Source: BARB/AdvantEdge
1st January - 27th November 2016