



ITV Hub Come on in



Since its launch at the end of 2015, the ITV Hub has become the undisputed home of all your favourite ITV programmes and online services. Live streaming of ITV's six channels is at the heart of the Hub. Available in more places than ever before, it's somewhere to watch the shows which you already love and discover new shows that we're sure you'll love. The ITV Hub also won the VoD platform of the year at the Broadcast Digital Awards.

2017 saw another record-breaking year on the ITV Hub, as it achieved over **1 billion** requests and **540m** hours of TV watched.

ITV audiences can download their favourite shows and take them with them wherever they go with the ITV Hub+, the ad-free subscription service, which gained **63k** subscribers in 2017.

The ITV Hub mobile app has also been downloaded on over **27m** devices across the country. The ability to talk directly to our audience has reached new heights – with over **22m** people now registered to the ITV Hub database, including more than half of Britain's **16-24s**. ITV is now routinely speaking directly to individual viewers through the database using both email and mobile push notifications.

The 30 day catch up will now be supplemented with series-stacking rights for our key dramas, as well as exclusive box sets, premieres and a select amount of Hub-only exclusives.

The enriched browser experience across desktop, mobile and tablet means that in 2018 brands are now able to expand on our platforms and reap the benefits of a greater design and user experience. A range of new innovations on the ITV Hub mean there's no better VoD platform to advertise on.

These include:

- **Splash reveal on the ITV Hub home page**
- **Programme and episode pages**
- **Premium pushdowns on ITV show pages**
- **The highest reaching VoD pre and mid roll**
- **A wide reaching display network**

 **1.4bn**

Over **1.4 billion** requests

 **22m**

22 million regular users

 **5.7m**

No. of Reg users active **16-24**

 **27m**

27 million app downloads

[Source: ITV Internal Data]

