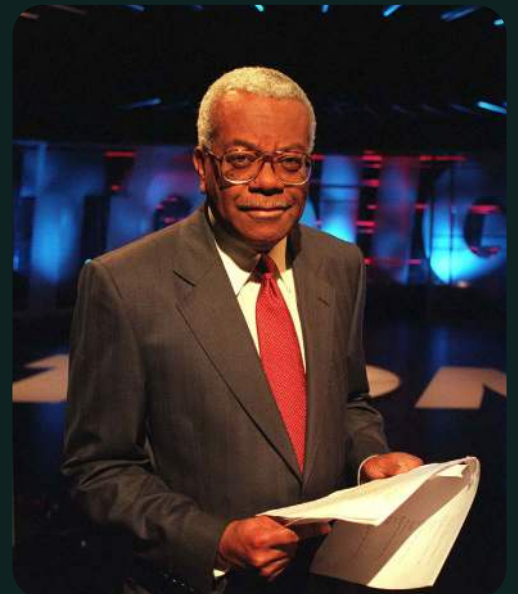




# 70<sup>itv</sup> YEARS OF MAKING WHAT MATTERS



# ITV AT 70

As ITV looks ahead to the future and a must-watch season of new programming this autumn, on September 22nd we will take time to reflect and celebrate, marking 70 years since our 1955 launch.

To celebrate seven decades at the forefront of high quality, unashamedly entertaining, popular television, viewers will be treated to a treasure trove of content from the archives, all available free to stream on ITVX, including rarely seen remastered classic material. ITV will also celebrate the birthday across the broadcast schedule.

ITV's 70th celebrations started earlier this year, when The Queen visited the set of ITV drama *Trigger Point* and attended a reception with ITV stars, and staff working behind the scenes.

September also saw a glittering celebration at the iconic Guildhall. The Guildhall is symbolic for ITV because the first ever programme shown on the opening night in the London area was an outside broadcast of a dinner from the Guildhall, to celebrate ITV's launch.

The introduction of commercial television in 1955 has no doubt created a richer and more diverse media landscape for UK viewers, and over the past 70 years ITV has transformed into a global media and entertainment company.

As we have done so we have remained a crucial part of British popular culture across a wide spectrum of programming genres - which are this month represented across the decades on ITVX, for viewers to take a trip down memory lane.

With over 70 years of programming highlights, it is impossible to feature all of our biggest and best loved shows but below are some memorable moments from across the decades:

## ITV Best bits

Drama

Soaps

Entertainment/Reality

Factual

Daytime

News

Sport



# AWARD WINNING DRAMA

ITV has defined the drama landscape for seven decades with award-winning, prestige period dramas, literary epics, global crime blockbusters and comforting comedy series.

Only a few days after ITV launched in September 1955, *The Adventures of Robin Hood* first aired and soon became hugely popular topping the ratings in the UK and the US. It was the first ITV show sold to a US network (CBS) and even had two cinematic spin-offs.

The 1960s saw Roger Moore play a modern day Robin Hood as the dashing Simon Templar in *The Saint* and along came the stylish, quirky, spy drama *The Avengers* which thrust its female stars, Dame Diana Rigg and Honor Blackman, firmly into the spotlight.

1971 saw ITV launch *Upstairs Downstairs*, a popular period drama which attracted 15 million viewers by its second week. However, 70s drama soon became far more gritty with Dutch detective *Van Der Valk* and *The Sweeney* arriving on the crime scene.

Lavish adaptations *Brideshead Revisited* and *The Jewel in The Crown* were considered by critics to be a high water mark of British TV in the 1980s. The 80s also gave us *Auf Wiedersehen, Pet*, voted by Radio Times readers as the best ITV programme of all time, in a poll to mark ITV's 60th.

The blaring sounds of police sirens continued as *The Bill* arrived in 1984 and stayed on the ITV beat for 26 years. Actors who made early appearances in *The Bill* include David Tennant, Keira Knightley and James McAvoy.



The late 80s and 90s saw ITV propel the careers of some of the UK's most celebrated actors through its genre-defining drama. Prime Suspect, Cracker and Agatha Christie's Poirot didn't just top ratings, they set a benchmark for smart, character-led storytelling, introducing viewers to acting royalty including Helen Mirren, Robbie Coltrane and David Suchet.

But, the 90s weren't all about tough talking detectives, the far more cosy, but equally criminal, Midsomer Murders debuted in 1997 and is still going strong over 23 series later. In that same year, ITV delivered some big-hearted, comedy drama with the arrival of the BAFTA award winning series Cold Feet and the whole nation was swept off its feet.

2010 saw a return to period drama with the launch of Downton Abbey which continued for six years and spawned three feature films. Downton Abbey enjoyed phenomenal success both in the UK and US, winning awards at the Golden Globes, Primetime Emmys and received a Special Award from BAFTA in 2015 to honor its global success.

This was soon to be followed by the on screen arrival of the nation's favourite dishevelled detective, Brenda Blethyn, who spent 14 years portraying the irascible Vera Stanhope and who could forget the heart-wrenching, BAFTA award-winning, Broadchurch.

ITV drama may boast the biggest talent, beautifully crafted series and cabinets full of awards but nobody could have predicted what was to come following the launch of four-part series Mr Bates vs The Post Office in January 2024. The postmasters' campaign to win justice following the Horizon IT scandal had been ongoing for almost 20 years, but it took this drama to finally bring any justice.



Available on ITVX  
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# LEGENDARY SOAPS



Soaps are the beating heart of ITV drama with millions of loyal fans tuning in to immerse themselves in all of the latest action on the cobbles or in the dales every week.

Coronation Street began on December 9th 1960 and was originally due to run for just 13 episodes. As of the end of September 2025, 11682 episodes will have aired and the show is recognised by the Guinness World Records as the world's longest-running TV soap opera.

Based in the fictional town of Weatherfield, 'Corrie' as it is often called, follows the trials and tribulations of the residents of a northern terraced cobbled street. During its time on air the residents have welcomed 61 babies, celebrated 143 weddings and mourned 228 deaths.

William Roache appeared in the very first episode as Ken Barlow and Barbara Knox made her first on screen appearance as Rita Tanner in 1964, making them the two longest-serving cast members of a TV serial drama in the UK.

A record breaking 27 million viewers tuned in to the Christmas Day episode in 1987 to say goodbye to the legendary Hilda Ogden, played by Jean Alexander as she departed Coronation Street after 23 years.

Coronation Street has fans in over 135 countries including the USA, Canada, Australia, New Zealand and South Africa. The soap has won 10 BAFTAs, 27 National Television Awards and 116 British Soap Awards.

Originally known as Emmerdale Farm, Emmerdale launched on 16 October 1972 as “the living story of the Sugden family – the excitement of country life around”. It was initially intended to fill a lunchtime slot for only 13 weeks.

The original eight characters were Annie Sugden, Jack Sugden, Joe Sugden, Peggy Skilbeck, Matt Skilbeck, Sam Pearson, Henry Wilks and Marian Wilks but the drama broadened to include characters from the wider community and the word Farm was dropped from the programme title in November 1989.

Over 50 years later Emmerdale has seen 16 landlords and ladies of The Woolpack, 50 births, 179 deaths and 121 weddings - but not necessarily 121 marriages!

One of the biggest, most dramatic and most infamous Emmerdale episodes aired on 30th December 1993 when a plane crashed onto the dales. The aftermath of that storyline saw the show enjoy its highest ever viewing figures with over 16 million tuning in and an audience share of 67%.

Emmerdale won the BAFTA award for Best Soap and Continuing Drama in both 2020 and 2017. 2017 also saw the serial drama win Broadcast, RTS, NTAs and British Soap in the same year, adding to multiple awards already bestowed upon the show.

ITVs soaps are among the most streamed shows on ITVX, with over 300 million streams so far in 2025, this is up a third (33%) year-on-year.





# EXCITING ENTERTAINMENT

Sunday Night at the London Palladium debuted during ITV's launch week in 1955 and quickly became a weekly hit with millions watching. When Bruce Forsyth took over hosting the show in 1958, ITV's first homegrown entertainment star was born.

1969 saw Eamonn Andrews present the "big red book" for the first time to Lord Mountbatten in the launch episode of This Is Your Life. Over 22 million viewers tuned in to witness the only time a royal appeared on the show and the series went on to run for 25 years.

Legendary talent show New Faces debuted in 1973 and over a run of 15 years it discovered, amongst others, Lenny Henry and Victoria Wood. Famous faces of another kind arrived on screen in 1984 with the launch of the sharp, political, satirical puppet show, Spitting Image.

Cilla Black burst onto our screens that same year hosting Surprise, Surprise soon to be followed by the launch of the UK's first dating show, Blind Date in 1985. Both shows ran for 18 years and regularly attracted audiences of over 15 million viewers.

November 2000 saw Judith Keppel make UK TV history as the first millionaire winner on Who Wants To Be A Millionaire?, at its peak, the show garnered a 72% audience share.

In 2001 ITV premiered the UK's original musical talent competition series with Popstars which saw Will Young battle it out with Gareth Gates to become the first winner. Popstars paved the way for the reality music competition format, leading to shows like Pop Idol, Popstars: The Rivals, The X Factor, and The Voice. Girls Aloud were first discovered on Popstars: The Rivals in 2002.



2001 also saw the first appearance of record company executive turned global entertainment icon, Simon Cowell as a judge on Pop Idol before he went on to enjoy worldwide, record breaking success with The X Factor and Britain's Got Talent.

2004 saw the first episode of The X Factor, the series that discovered countless music stars, including Leona Lewis, Alexandra Burke, Olly Murs, Shayne Ward, James Arthur, Ella Henderson, Stacey Solomon, Fleur East and Brenda Edwards. Despite coming third in the final in 2010, One Direction went on to become one of the best selling boy bands of all time and hugely successful girl band, Little Mix, became the first group ever to win the competition in 2011.

Britain's Got Talent hosted by Ant and Dec launched in 2007, with the first series being won by opera singer Paul Potts. Potts famously sang "Nessun Dorma" in an episode which peaked at 11.2 million viewers, making it one of the most-watched TV moments that year in the UK. The series also launched the careers of Diversity and Susan Boyle.

Robbie Williams and Jonathan Wilkes launched Soccer Aid for UNICEF in 2006 and it's since become the world's largest televised charity football match, raising over £121 million for UNICEF and featuring some of the biggest names from sport and showbiz.

2020 saw ITV's competitive singing shows take a delightful turn with The Masked Singer UK which keeps audiences guessing as they try to fathom which celebrities are performing songs dressed in elaborate costumes and masks to conceal their identities.

And finally, the powerhouse partnership who are undoubtedly Britain's most loved and celebrated presenters, Ant and Dec. The dynamic duo have hosted many of ITV's most enduring hit entertainment shows including The BRITS, Pop Idol, Ant & Dec's Saturday Night Takeaway, I'm A Celebrity...Get Me Out Of Here!, Britain's Got Talent, and Ant & Dec's Limitless Win. Ant and Dec have won over 40 National Television Awards, including Most Popular Entertainment Presenters for 23 years running, 19 BAFTA Awards, as well as countless other industry accolades and awards.



Available on ITVX



# MOST TALKED ABOUT REALITY

The doors of The Sugar Hut night club in Brentwood, Essex were first flung open to reveal the cast of The Only Way Is Essex, often referred to as TOWIE, in 2010 and the gripping world of scripted reality began.

The Only Way Is Essex introduced the nation to Gemma Collins, Joey Essex, Mark Wright, Amy Childs, Sam and Billie Faiers, Pete Wicks and Ferne McCann, all of whom have gone on to become TV personalities and in some cases, host ITV shows outside of the series. The Only Way Is Essex was not only an instant fan favourite but also a popular culture phenomenon winning the Audience Award at the 2011 BAFTA Awards. TOWIE is still going strong, 15 years and 36 series later.

Affairs of the heart have always been the root of all drama in the ever popular dating reality show, Love Island. The series originated as Celebrity Love Island in the UK in 2005 before the revamped version, Love Island, hit our screens in 2015. It has since amassed over 2 billion views on ITVX, with audiences witnessing the ups and downs, tears and tantrums, break ups and make ups of the Islanders ever since. The series has also enjoyed global success spawning numerous international versions, including in the U.S. and Australia.

Love Island alumni Olivia Attwood has gone on to host her own hit ITV2 and ITVX series, Olivia Attwood's Bad Boyfriends. Following a successful first series which amassed over 12 million streams on ITVX, Olivia is about to return with an explosive second series as a new batch of eight unruly bad boys, commitment-phobes and serial cheats compete to become the most improved boyfriend.

The nation's most renowned residence, the Big Brother house, is always home to all manner of mischief, mayhem and relationship dramas. Following the success of previous series which have seen the Big Brother brand exceed 100 million streams on ITVX, Big Brother is set for its third instalment this autumn on ITV2 and ITVX. Hosts AJ Odudu and Will Best will once again welcome an eclectic mix of strangers from across the UK who will become housemates living under one roof in a Big Brother house that has undergone a makeover that's easy on the eye.



Available on ITVX

# GROUND BREAKING FACTUAL

ITV's reputation for ground breaking factual programming began with the debut of its seminal documentary series 7 Up in 1964, which will return in 2026 with its tenth film, 70 Up.

The social experiment series, which documents the lives of the same group of socio-demographically diverse children every 7 years, topped a British Broadcasting Guild poll of the most influential British TV Programmes over the last 50 years in 2024.

A few years later, along came the esteemed, long-running documentary series Whicker's World, which followed renowned journalist Alan Whicker as he travelled the globe uncovering unique cultural and historical stories with great wit and insight from 1968 to 1994.

1978 saw the factual genre expand into the arts with the first episode of The Southbank Show, conceived, written and hosted by Melvyn Bragg. The infamous magazine series brought both high art and popular culture to a mass audience and ran for 32 years on ITV.

Over its 70 year history, ITV's factual offering has broadened further to include a wide range of factual entertainment shows along with popular single documentaries and much-loved long-running series.

Since 2011, BAFTA award-winning series, Long Lost Family, presented by Davina McCall and Nicky Campbell, has been warming the hearts of the nation by reuniting families who have been separated for years.

Meanwhile, The Martin Lewis Money Show, has seen financial journalist Martin Lewis CBE offering the nation expert advice on consumer and money

matters. Martin's unique ability to communicate complex information in a way people understand has made this an appointment-to-view programme since 2012.

Over on ITVX, Olivia Attwood: The Price of Perfection, the 2024 documentary series offering a vital insight into the cosmetic surgery industry, is the channel's biggest-ever factual entertainment show with over 5.4 million streams.

In recent years, ITV has also enjoyed huge success with companion factual documentaries to complement its popular dramas including, Vera... Farewell Pet which marked the end of the iconic TV detective drama Vera, and The Real Ruth Ellis which accompanied the dramatisation of the last woman to be hanged in the UK, A Cruel Love: The Ruth Ellis Story.

Mr Bates vs The Post Office: The Real Story, the documentary following the award-winning drama series was ITV's biggest factual programme of 2024, watched by 5.1 million viewers.

Finally, celebrating 25 years on ITV this year, The Pride of Britain Awards, the annual, star-studded ceremony to honour the nation's truly inspirational and awe-inspiring unsung, everyday heroes for their bravery and brilliance.





# TOPICAL DAYTIME

The dawn of breakfast television saw TV-am launch Good Morning Britain with the “Famous Five”, Anna Ford, David Frost, Robert Kee, Michael Parkinson, and Angela Rippon. Popular duo Nick Owen and Anne Diamond took the helm of the show in 1983 joined by superstar rodent Roland Rat who quickly became a sensation and boosted the show's ratings.

Throughout the 90s and 00s the show was known as GMTV before the re-launch of Good Morning Britain in April 2014. The show is now fronted by a roster of presenters including Susanna Reid, Ed Balls, Kate Garraway, Richard Madeley, Ranvir Singh, Adil Ray and Charlotte Hawkins.

Five prime ministers have been interviewed on Good Morning Britain; David Cameron, Theresa May, Boris Johnson, Rishi Sunak, and Liz Truss. Good Morning Britain has won 2 RTS awards, 6 TRICs and 1 Nymphe D'Or International Monaco TV Festival.

Lorraine Kelly first appeared on ITV as Scotland correspondent on TV-am's Good Morning Britain in 1984 and went on to host her own show, Lorraine, in September 2010. Lorraine not only features a warm mix of showbiz, fashion, and celebrity interviews but has also become known for its commitment to raising awareness of health and social issues. Lorraine's Change + Check campaign has been recognised by The King and Queen who invited Lorraine and the Change + Check Choir to perform at Buckingham Palace earlier this year.

In 2024 Lorraine Kelly CBE celebrated 40 years on screen and received a BAFTA TV Special Award to honour her contribution to television.



1988 saw the launch of daily magazine show, This Morning, hosted by Richard Madeley and Judy Finnigan. Currently hosted by Cat Deeley and Ben Shephard, This Morning is now the longest-running live daytime TV show in Britain as well as being one of the most-streamed programmes on ITVX, with over 51M streams in 2024.

This Morning has won 18 National Television Awards, 5 TRIC Awards, 6 TV Choice Awards, 6 TV Quick Awards, 2 TV Times Awards and a BAFTA TV Special Award to honour the 30th anniversary of the show in 2018.

Loose Women first burst onto our screens in September 1999, with Kaye Adams, Nadia Sawalha, Jane Moore and Baroness Karren Brady on the panel. Seven generations of Loose Women currently appear on the show, from Gloria Hunniford who is 84 to GK Barry who was born in the same year the show started.

The Loose Women have interviewed everyone from Rishi Sunak, Sir Keir Starmer and Nigel Farage to Idris Elba, Emma Thompson and the Duchess of York, Sarah Ferguson.

The show has won 13 prestigious awards including a National Television Award and Royal Television Society Awards. The show's 2025 RTS award along with a BAFTA nomination were in recognition of the impactful Loose Women, Facing it Together, domestic abuse awareness campaign.

2024 saw Loose Women celebrate 25 years on air along with the launch of the hugely popular Loose Women podcast, which will see a second series launch this autumn.





# INFORMATIVE NEWS AND CURRENT AFFAIRS

When Christopher Chataway read the first ITN news bulletin at 10pm on 22 September 1955, it not only marked an historic moment for ITV news but also a leap forward from the traditional BBC news, introducing live reports and probing interviews. The following day, Barbara Mandell became Britain's first female news reader.

ITV expanded its news regionally in 1956, with ATV and ABC launching in the Midlands, followed by Granada in the North. In 1968 Barbara Blake Hannah became the first Black female reporter on ITV on Thames Television's Today programme, a role which saw her interview Prime Minister Harold Wilson.

In 1973, the inimitable, iconic Sir Trevor McDonald became the first Black male news presenter at ITN, going on to become the sole presenter of ITV's News at Ten in 1992. In 1990 Sir Trevor McDonald conducted an exclusive interview with former Iraqi President Saddam Hussein in Baghdad, making him the only British journalist to do so. The interview was broadcast on ITN news and remains a significant moment in British television history. 20th November 2008 saw Sir Trevor McDonald read his final News at Ten bulletin.

ITV has always pushed the boundaries of TV news broadcasting creating genre defining strands that also make the headlines. 1963 saw the launch of World in Action, a hard-hitting current affairs series which drew audiences of up to 23 million viewers in the UK at its peak, and ran for 35 years. Famously, when Mick Jagger was released from jail for drug possession in 1967 he flew directly by helicopter to conduct a World in Action interview.



ITV's investigative journalism was instrumental in exposing Jimmy Savile's abuses, through the groundbreaking 2012 documentary *Exposure: The Other Side of Jimmy Savile*. The programme featured victims' accounts and uncovered decades of sexual misconduct, sparking widespread public awareness and prompting further investigations into his crimes.

In 2003, ITV aired its infamous *Tonight With Trevor McDonald: Living With Michael Jackson* special which featured the late singer being interviewed at his Neverland Home by journalist Martin Bashir. The controversial interview delved into Jackson's childhood and relationships, and it was broadcast in the US on ABC a few days later, introduced by Barbara Walters.

ITV made broadcasting history in 2010 with *The First Election Debate*, it was the most watched factual programme of the year with more than 9 million viewers.

Groundbreaking investigative journalism and quality, trusted, news reporting remains at the heart of ITV and after almost 70 years ITV news continues to be at the forefront, bringing the biggest global events live to viewers as they happen.

Nobody could forget the incredible footage of ITV News Washington correspondent, Robert Moore reporting amidst the chaotic, angry mob that stormed the Capitol on 6 January 2021 following Trump's insurrection. Robert Moore and his team were the only journalists inside the Capitol as the world watched the shocking events unfold with their live coverage garnering 11million views on Twitter. Moore and his team won a BAFTA award for their exceptional broadcasting and Moore was named journalist of the year.





# LANDMARK SPORT

In 1966, England famously won the World Cup for the first time and the football tournament not only became sporting history but also marked a landmark moment for TV broadcasting, with the BBC and ITV sharing rights and matches televised internationally via satellite.

ITV broke new ground in sports broadcasting during the World Cup in 1970 by introducing a panel of pundits to provide expert insight and analysis. The innovative format attracted more viewers than the BBC and set a new standard for televised football coverage.

2003 saw ITV capture another historical sporting moment with England's first Rugby World Cup win against hosts Australia. England triumphed in a dramatic final with Jonny Wilkinson's iconic drop goal sealing victory over the Wallabies.

As the home of horse racing, ITV was proud to broadcast the moment the first female Grand National winner, Rachael Blackmore, crossed the finishing line in 2021.

ITV continues to proudly be the home of both the England Men and Women's international teams, as well as broadcasting the upcoming FIFA World Cup 2026 next year. Sporting highlights this year also include the return of the Carabao Cup and the English Football League.



# ITVX CELEBRATES ITV'S 70TH

ITVX is opening up a whole world of unforgettable ITV footage for viewers to revel in to mark ITV's 70th anniversary including previously unseen versions of enduring entertainment shows, classic comedy, new archive content and hours of full-length ITV news coverage of historic news events. Plus a pop up FAST Channel to delight the most die-hard TV fans.

From September 22nd, viewers seeking a nostalgic TV hit will be able to find all of these programmes and the Channel on a dedicated rail on the ITVX homepage, which will also link through to a rich portal featuring collections curated by decade and genre.

## RARELY SEEN ARCHIVE ENTERTAINMENT INCLUDES:

**Sunday Night at the Palladium (1961)**  
A never seen before, remastered version of the classic 1961 episode featuring Bruce Forsyth and Norman Wisdom. A strike stopped other performers appearing on the show which led to the two stars writing and performing the entire hour-long episode themselves.

**Sammy and Bruce (1980)**  
A chance to see this classic one-off ITV special with Bruce Forsyth teaming up with American legend Sammy Davis Jnr, the programme Bruce referenced as one of his personal all time favourites.

Plus, ITVX is bringing a range of much-loved quiz and entertainment gems out of the vault, including Beadle's About, Surprise Surprise, The Golden Shot - and even a young Steve Coogan performing in the Observation round on The Krypton Factor.

## DOCUMENTARIES INCLUDE:

### **ITV News at 70: The Stories that Shaped Our Nation**

A new documentary showcasing the major stories that the award-winning ITV news team have covered over the decades.

### **ITV 70: Around the Regions**

A newly curated series of clips showcasing fascinating, historic and entertaining regional news stories from the last 70 years which also includes the opening nights of many ITV regional news hubs.

### **'Thunderbirds: FAB at 60' and 'Space: 1999 - 50 years Out Of Orbit'**

New documentaries on the iconic Gerry & Sylvia Anderson series also celebrating their anniversaries this year.

### **London Studios: Home of the Stars (2018)**

A look back at the classic shows made at ITV's iconic South Bank Studios.

### **The Story of SM:TV (2021)**

Ant and Dec reunite with Cat Deeley to reminisce on the hit Saturday morning TV show that catapulted their careers into stardom.

## CURRENT AFFAIRS INCLUDES EPISODES FROM ITV'S GROUND BREAKING WORLD IN ACTION:

12 classic 60 minute episodes including; Mick Jagger being interviewed on his release from prison on drugs charges, the launch of The Sun Newspaper in the 1960s, 'A Trip Round Acid House' looking at illegal raves and drug culture in 1990s Britain and 'The Flip Side' following a music manager who tries to launch a new 60s pop group to rival The Beatles.



## FULL ITV COVERAGE AND HIGHLIGHTS OF HISTORIC NEWS EVENTS INCLUDING:

Churchill's Death Announcement and Funeral - 1965 (45mins)

Queen Elizabeth II Silver Jubilee - 1977 (45mins)

Margaret Thatcher: General Election - The Nation Decides - 1979 (7hrs 35mins)

The Royal Wedding: Charles and Diana - 1981 (2hrs 45mins)

Gulf Crisis: Trevor McDonald talks to Saddam Hussein - 1990 (1hr 20mins)

Tony Blair: Election Night Special - 1997 (1hr)

Farewell to Hong Kong, ITN Special - 1997 (1hr 30mins)

HM Queen Mother's Funeral - 2002 (3hrs)

The Day Will and Kate Got Married - 2011 (45mins)

Queen Elizabeth II: A Nation Remembers - 2022 (1hr 30mins)

Charles: Our New King - 2022 (1hr)

And if you want to see more, grab your remote and rewind through 70 years of iconic ITV shows, moments, news and events on the **ITV70 24/7 FAST Channel**.

The pop up FAST channel will be running from mid-September, all the way through to the end of 2025, featuring the best of ITV's shows throughout the years.

The channel reimagines a classic ITV Schedule, where weekdays feature zones such as *Funny Afternoons*, *All Out Action* and *Classic Soaps*, with classic detective dramas in *Crime Fighter Evenings*, and the likes of *Bad Girls* and *Footballers' Wives* in *ITV Lates*.

Viewers can enjoy lazy *Retro Kids Mornings*, with quizzes and entertainment shows playing as part of *ITV's Big Night In* on Saturday nights, classic *World In Action* documentaries airing in the *News Headlines* zone, and iconic dramas in the *Sunday Night Drama* zone.

# 70 YEARS OF ITV TIMELINE

## 1955-1959

1954: Granada Productions is founded

1955: ITV begins broadcasting on 22 September. The very first programme is an outside broadcast from London's Guildhall, featuring a grand opening night dinner to celebrate the launch.

1955: ITN launches at 10pm on 22 September, with Christopher Chataway reading the first news bulletin. It marks a bold break from the BBC, introducing live reports, journalist-written scripts, and probing interviews. The following day, Barbara Mandell becomes Britain's first female newscaster.

1955: The UK's first-ever televised advertisement airs during ITV's launch, promoting Gibbs SR toothpaste.

1955: The Adventures of Robin Hood achieves significant success in the UK and the US, becoming the first ITV show sold to a US network (CBS).

1956: ITV expands regionally with the launch of ATV and ABC in the Midlands. Granada soon follows in the North, providing a platform for northern writers, commentators, and comedians.

1957: Take Your Pick becomes the first British television quiz to offer cash prizes and involve the audience as part of the show.

1958: Bruce Forsyth becomes ITV's first homegrown star, hosting the hugely popular Sunday Night at the London Palladium..

1959: South, an ITV Play of the Week set during the American Civil War, becomes the UK's earliest known gay TV drama.

## 1960-1969

1960: Coronation Street debuts its first episode and will go on to become one of the longest-running TV shows in British history.

1961: ITN's Brian Widlake conducts one of the first television interviews with Nelson Mandela, giving first-hand insight into the aims of the Black Freedom Movement.

1961: Survival launches on ITV with its first episode, 'The London Scene'. The series will go on to become one of the longest-running wildlife documentary series.

1963: World in Action Debuts. Over the years, the hard-hitting current affairs series uncovers major scandals from the Ministry of Defence overspending to the Birmingham Six miscarriage of justice.

1964: Stingray, the first British TV series filmed in colour, premieres on ITV. Created by Gerry and Sylvia Anderson

1964: The first of the 'Up' series airs '7 Up' and follows a group of socio-demographically diverse children at 7 year intervals, the programme wins 2024 BPG poll of the most influential British TV Programmes over the last 50 years.

1966: England wins the World Cup for the first time. The tournament becomes a landmark moment for TV broadcasting, with the BBC and ITV sharing rights and matches televised internationally via satellite.

1967: News at Ten launches in a network-wide 30-minute slot across all ITV regions.

1968: Barbara Blake Hannah becomes the first Black female reporter on ITV. Appearing on Thames Television's Today, she interviews figures such as prime minister Harold Wilson and actor Michael Caine.



## 1970-1979

1970: ITV breaks new ground in sports broadcasting during the World Cup by introducing a panel of pundits to provide expert insight and analysis. The innovative format attracts more viewers than the BBC and sets a new standard for televised football coverage.

1971: Upstairs, Downstairs is first broadcast, drawing 15 million viewers by its second week. The period drama explores class, gender roles, and women's rights through the lives of the Bellamy family and their servants, paving the way for future hits like Downton Abbey.

1972: After broadcasting hour restrictions are lifted, ITV launches its afternoon service. It features the debut of Emmerdale Farm (later renamed Emmerdale).

1973: Sir Trevor McDonald becomes the first Black male news presenter at ITN. He will later go on to be the main presenter of ITV's News at Ten in 1992.

1975: The Naked Civil Servant airs, marking a landmark moment in LGBTQ+ representation. Starring John Hurt, the primetime drama boldly celebrates unapologetic queer identity at a time when homosexuality is still taboo.

1975: The Sweeney becomes one of the first British police dramas to film on location, introducing a gritty realism that breaks with tradition and helps redefine the crime genre.

1977: This Is Your Life features Lord Mountbatten in a special episode, marking the first and only appearance of a member of the Royal Family on the show. The episode is watched by over 22 million viewers.

1979: The Muppet Show, broadcast on ITV, makes international stars of Miss Piggy and Kermit the Frog. During its run, the series features special guests including Roger Moore, Peter Sellers, Elton John, Diana Ross, and Sylvester Stallone.

## 1980-1989

1981: ITV sets a new standard for British drama with Brideshead Revisited, one of the most expensive UK productions of its time. Widely acclaimed, the series wins three BAFTAs, including Best Drama Series and Best Actor for Anthony Andrews.

1983: TV-am launches Good Morning Britain with the "Famous Five" — Anna Ford, David Frost, Robert Kee, Michael Parkinson, and Angela Rippon.

1984: Spitting Image first airs – a groundbreaking satirical puppet show renowned for its sharp political and cultural commentary.

1985: Blind Date, hosted by Cilla Black, becomes the UK's first dating show. It regularly attracts 16 million viewers.

1987: Hilda Ogden's final appearance on Coronation Street attracts a record audience of 27 million viewers. Broadcast on Christmas Day, it marks the end of her 23-year run on the soap.

1989: The first sponsor of a TV programme was Powergen sponsoring the ITV national weather.

## 1990-1999

1990: ITN's Sir Trevor McDonald conducts an exclusive interview with former Iraqi President Saddam Hussein in Baghdad, becoming the only British journalist to do so.

1993: Emmerdale's Zoe Tate, played by Leah Bracknell, becomes one of the first openly lesbian characters in a British soap opera.

1996: Jimmy McGovern's docudrama Hillsborough uncovers police failings behind the football stadium tragedy and explores its deep impact on the victims' families.

1998: ITV2 launches as a digital-only channel, available through online and satellite platforms rather than traditional broadcast. Bringing together original series and top US hits, it delivers bold, entertainment-led programming designed for a 16-34 audience.

1998: Coronation Street introduces the first transgender character in a British soap, Hayley Cropper, played by Julie Hesmondhalgh.

## 2000-2009

2000: ITN's 24-hour News Channel launches on cable, satellite, and digital platforms. It is rebranded as the ITV News Channel in 2002.

2000: November 2000 saw Judith Keppel become the first person to win the £1 million top prize on the UK version of Who Wants To Be A Millionaire? At its peak, the show garnered a 72% audience share.

2001: Popstars becomes the UK's first music competition series. It paves the way for shows like Pop Idol, The X Factor, and The Voice, which go on to launch stars such as One Direction, Leona Lewis, and Becky Hill.

2002: I'm A Celebrity... Get Me Out Of Here! debuts on ITV with hosts Ant and Dec. The first series crowns radio DJ Tony Blackburn as its winner, beginning what will become one of ITV's longest-running and most beloved shows.

2003: ITV broadcasts England's first Rugby World Cup win against hosts Australia. England triumphed in a dramatic final with Jonny Wilkinson's iconic drop goal sealing victory over the Wallabies.

2004: ITV3 launches as a successor to Granada Plus, showcasing classic shows like Foyle's War and A Touch of Frost. It later evolves into a home for high-quality British drama, mixing beloved classics with contemporary series.

2005: ITV4 launches as the home of free-to-air sport, factual, and entertainment content aimed at a male audience.

2005: Ken and Deirdre Barlow remarry on Coronation Street, far surpassing the audience for the wedding of the then-Prince Charles and Camilla Parker Bowles the following day.

2006: Soccer Aid for UNICEF is launched by Robbie Williams and presenter Jonathan Wilkes. It's since become the world's largest televised charity football match, raising over £121 million for UNICEF and featuring some of the biggest names from sport and showbiz.

2007: Britain's Got Talent launches, with opera singer Paul Potts winning the first series. His performance of 'Nessun Dorma' peaks at 11.2 million viewers, making it one of the UK's most-watched TV moments of the year.

2008: ITV Player is the first dedicated on-demand platform, allowing viewers to watch recently aired programmes from across its channels via the web. It later becomes ITV Hub in 2015.

2009: ITV plc merged Granada International and ITV Worldwide into ITV Global Entertainment, unifying its international distribution and making it one of Europe's largest production companies, distributing ITV Studios and independent content to over 200 countries.



## 2010-2019

**2010:** ITV makes broadcasting history with The First Election Debate. It's the most watched factual programme of the year, with more than 9 million viewers.

**2010:** Coronation Street marks its 50th anniversary with an hour-long live episode. The dramatic storyline, depicting the aftermath of a gas explosion and tram crash, draws nearly 15 million viewers.

**2011:** This Morning features the first legal product placement on British TV, with a Nescafé Dolce Gusto coffee maker.

**2012:** ITV's groundbreaking documentary Exposure: The Other Side of Jimmy Savile, featuring investigative journalist Mark Williams-Thomas, uncovers decades of sexual abuse by the former DJ, sparking widespread public awareness and prompting further investigations into his crimes.

**2013:** Broadchurch becomes both a critical and ratings success, with its series one finale attracting over 10 million viewers and establishing it as one of the UK's most-watched crime dramas of the decade. In 2014, it wins seven BAFTA Awards, including Best Drama Series and Best Leading Actress for Olivia Colman.

**2015:** Love Island launches in its current format, after first appearing as Celebrity Love Island in 2005. It has since become one of ITV's most successful and widely adapted reality shows.

**2017:** BritBox launches as a joint BBC and ITV streaming service, bringing a wide range of British television programming to American audiences. BritBox UK follows in 2019.

**2018:** ITV partners with the Campaign Against Living Miserably (CALM) to raise awareness of male suicide by installing 84 statues of real victims on top of its Southbank studio. The stunt generates 2 billion pieces of earned media, secures 290,000 signatures for CALM's petition, and prompts Jeremy Corbyn to raise questions in Parliament.

**2018:** The Queen's Green Planet features Queen Elizabeth II and Sir David Attenborough discussing the monarch's initiative to create a global network of protected forests across 53 countries.

**2019:** Ant and Dec pause the Britain's Got Talent final to launch ITV's Britain Get Talking initiative, encouraging nationwide conversations to support mental wellbeing. It has since become the UK's most recognised mental health campaign, sparking over 200 million conversations.

## 2020-2024

**2020:** Lorraine launches the No Butts campaign in partnership with Bowel Cancer UK and fronted by Dame Deborah James. The campaign aims to break the stigma around bowel health, encouraging viewers to recognise symptoms and speak openly with their GP.

**2020:** Dancing on Ice makes history when Ian "H" Watkins and Matt Evers become the first same-sex pairing on a dance-based reality show.

**2020:** Diversity delivers a powerful Black Lives Matter-inspired performance on Britain's Got Talent, prompting over 24,000 complaints. ITV defends the decision by placing full-page ads in major newspapers stating: "ITV stands with Diversity."

**2021:** Rachael Blackmore becomes the first female Grand National winner, in a race broadcast on ITV.

**2021:** Robert Moore and his team are the only journalists inside the United States Capitol during the 6 January insurrection, providing live coverage that draws 11 million views on social media. Moore is later named Journalist of the Year at the British Journalism Awards, and he and his News at Ten team win a BAFTA.

2022: ITVX launches, offering over 10,000 hours of content – from dramas and documentaries to comedy, reality shows, and blockbuster films.

2023: ITV launches the Head First Award - a new advertiser-facing industry initiative that puts mental wellbeing in the spotlight. WWF is named the inaugural winner, earning a £1 million airtime prize for its campaign.

2024: Mr Bates vs The Post Office airs, spotlighting the Horizon IT scandal, in which hundreds of sub-postmasters were wrongly prosecuted due to faulty accounting software. The series sparks national outcry, leading to government action that clears sub-postmasters of wrongdoing and awards compensation. It becomes 2024's most-watched programme, and - along with an accompanying documentary - reaches 14.8 million viewers, sells to 13 countries, and wins 3 NTAs and 2 BAFTAs.

2024: Lorraine hosts Britain's first live on-air gay wedding.

2024: ITV and YouTube announce a new distribution and commercial partnership, enabling hundreds of hours of ITV content to be made available on the platform.

2025: Queen Camilla visits the set of Trigger Point and attends a reception with ITV stars and staff - the first major event to celebrate the channel's 70th anniversary.



# ITV 70TH QUIZ

Quiz shows have always been part of ITV's DNA, the day after ITV launched in September 1955, *Take Your Pick* made history as the first British TV quiz to offer a cash prize and ITV soon turned quiz shows into a national obsession airing them six nights a week. In the last year, 43 million viewers have watched a quiz show on ITV channels, that's 69% of the population. Quiz shows have amassed a mighty 185 million streams on ITVX in the last year.

2025 is not only the year that ITV turns 70, but it's also the year that saw the launch of a brand new quiz channel, ITV Quiz - a dedicated quiz a clock, around the clock destination bringing fans of the genre non-stop entertainment from 9am to 2am every day. ITV Quiz plays host to a line-up of the best, brain-teasing, award-winning shows including *Tipping Point*, *Wheel of Fortune*, *Deal or No Deal* and *Who Wants To Be A Millionaire?*.

To honour ITV's quizzing heritage, test your knowledge of momentous moments from some of ITV's much-loved shows and see if you know who said what.....

And don't forget.....**"What do points make? .....Prizes!"**

*Bruce Forsyth, Play Your Cards Right, 1980 - 2003*



**“I’LL HAVE A P PLEASE BOB”**

*Bob Holness, Blockbusters, 1983 - 2012*

**“YOU SEE THIS SMILE BETTY, IT’S NOT REALLY A SMILE. IT’S A LID ON A SCREAM”**

*Bet Gilroy, Coronation Street, 15th May, 1989*

**“LOOK AT WHAT YOU COULD HAVE WON”**

*Jim Bowen, Bullseye, 1981 - 1995*

**“OUR SURVEY SAYS....”**

*Les Dennis, Family Fortunes, 1980 - 2002*

**“YOU’RE NICKED!”**

*The Bill, 1984 - 2010*

**“WHAT’S YOUR NAME AND WHERE D’YA COME FROM?”**

*Cilla Black, Blind Date, 1985 - 2003*

**“HOT POT KEN? I’LL BE RIGHT WITH YOU LUVVIE?”**

*Betty Williams, Coronation Street*

**“SAY WHAT YOU SEE”**

*Roy Walker, Catchphrase, from 1986*

**“I DON'T LIKE MA'AM – I'M NOT THE BLOODY QUEEN!”**

*DCI Jane Tennison, Prime Suspect, 1991 - 2006*

**“IS THAT YOUR FINAL ANSWER?”**

*Chris Tarrant, Who Wants To Be A Millionaire, from 1998*

**“YOU LOOK LIKE A POPSTAR, YOU SOUND LIKE A POPSTAR, YOU ARE A POPSTAR!?”**

*Louis Walsh, The X Factor, 2004 - 2018*

**“DON'T JUST WATCH THE ADS....WIN THEM”**

*Ant and Dec, Ant & Dec's Saturday Night Take Away, 2002 - 2024*

**“VULGARITY IS NO SUBSTITUTE FOR WIT”**

*Dowager Countess of Grantham, Downton Abbey, 2010 - 2015*

**“TAKE IT OFF”**

*Masked Singer, from 2019*