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**Love Island – Did YOU**

**Watch This Summer's**

**Biggest Hit Reality TV**

**Show?**

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With a rise in ownership of digital devices and online streaming services, we have been faced with the ongoing debate: are the younger demographic abandoning traditional TV in favour for online services such as Netflix?

ITV's latest reality TV show has proven all pessimistics wrong! Young viewers do engage in traditional TV when it's the right content for them and even go beyond watching, by tweeting and buying the merchandise.

For those who didn't watch ITV2's biggest hit show of the summer, the concept was simple yet effective: a group of girls and guys live together in a Spanish villa for 7 weeks, dating

one another until they couple up. Once in their couple, they set out to convince viewers they've found their perfect match and that their relationship is the sincerest, which leads to one couple winning the grand prize of £50,000. The show had the nation hooked, bringing in ITV2s highest ever audience for the season finale, with 2.9 million people tuning in to see who was crowned winner.

The show originally launch in 2005 featuring Z-list celebrities and, no surprise, it didn't achieve the same success. It was rebranded and relaunched 2015 with no celebrities, and has slowly been building credibility amongst the younger audience. This year alone has helped ITV2 boost viewing among 16-34 year olds by 50%. Not only were people watching the show live, online viewing for ITV2 grew by 34%, with 20 million people now registered to its online hub, and 75% of them being within the 16-34 age bracket. It is apparent that ITV2 has benefited greatly from the hit show.

Many people have criticised the show for 'being another trashy tv show', however for others it has been a form of innocent escapism. This year hasn't exactly been reassuring to say the least, especially for the younger generation who are worried about how todays decisions will affect their future. From Brexit to Donald Trump, it's no surprise Love Island has been so popular!

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