



LOVE ISLAND

ALL STARS 2024

ITV has breathed new life into Love Island with the launch of its first All Stars series - and fans are lapping it up.

With a boom in both ratings and online traffic, it's clear viewers have relished seeing stars they already know and love returning to the famous villa for a second chance at romance.

The latest season hit the ground running and dramatically outperformed last year's winter counterpart - plus with the US launching its own Love Island: The Games spin-off, we suspect the franchise will continue to evolve to stay ahead of the curve and avoid the dreaded viewer fatigue.

SHOW ENGAGEMENT

All Stars resonated most with mass market females who are most likely mums given the trending topics they consume alongside Love Island coverage. This audience is highly social; they are more likely to discover content through social and are also sharing The Sun's coverage more compared to the Summer series.

While ITV has played with the format to engage viewers, The Sun also introduced new ways to keep fans engrossed with the launch of 'Love Island - Cracking On with The Sun' Podcast and Vidcast hosted by Sun showbiz talent.

10PM

Page views build from 7PM and peaked at 10PM

21M

Total page views with each article seeing over 20k PVs on average

+25%

More shares for 'All Stars' content vs Summer 2023 series

1.8M

Vidcast views on and off platform

How to target: Connect with addressable audience of 388k 'Love Island' fans across The Sun who are key decision makers in the household finding escapism through reality TV content:

Profile.

Skews C2DE (61%), and female (68%), with the biggest age demo falling in 36-45 year old category. They are most likely to have children aged 5-11.

Trending Topics.

1. Pop Culture
2. Schools
3. Music and Festivals
4. Travel Advice
5. Parenting Advice

Top Products.

1. Grocery
2. Gas & Electric
3. Car Insurance
4. Online Shopping
5. Personal Finance

The Sun captures the best of reality TV! Please contact TheSunPublishing@News.co.uk for more information about this and future opportunities.