



**REINVENTING ENTERTAINMENT:**

# VIRGIN ISLAND

October 2025



Following 12 adult virgins on a unique intimacy course, **Virgin Island** helped to normalise intimacy anxiety, spark reflection and conversation.

The groundbreaking and heartwarming series is Channel 4's biggest new unscripted series launch for 16-34s since modern records began, reaching **4.5m viewers** across streaming and linear within 28 days.

## Driving impact

Virgin Island is the kind of show only Channel 4 would dare to make – exploring an under-discussed issue with warmth, sensitivity and wit. Viewers found it essential in exposing these topics and offering hope to young people in similar situations:

**8 in 10 (79%)**

said Virgin Island explored intimacy and intimacy anxiety in a way they've not seen before on TV.

**7 in 10 (67%)**

said it challenged the societal pressures and expectations that many face around intimacy, sex and body image.

**5 in 10 (51%)**

felt that hearing experiences from a range of people helped to normalise intimacy anxiety and sexual inexperience.

## Representing unheard voices

As a publicly owned public service broadcaster, Channel 4 is committed to representing unheard voices. Our remit also encourages us to push boundaries – and like so many of the best Channel 4 shows, Virgin Island combined real social purpose with entertainment.

**7 in 10 (74%)**

viewers agreed Channel 4 talks about the issues young people face in a way that others wouldn't.

“

This kind of programme and bold approach to broadcast is why I love Channel 4.”

M25-34



**Watch Virgin Island**  
Stream free on Channel 4

*Channel 4 'Virgin Island' Social Impact Study based on 109 viewers of the programme via a bespoke online study.*