



# All 4 Monthly Highlights August 2019



## Top 10 August Picks (16-34s)

	% VOD	% Linear
MADE IN CHELSEA	37%	63%
KATHY BURKE'S ALL WOMAN	34%	66%
STATH LETS FLATS	31%	69%
GAMEFACE	29%	71%
CELEBS GO DATING	27%	73%
THIS WAY UP	19%	81%
FIRST DATES	18%	82%
THE GREAT BRITISH BAKE OFF: EXTRA SLICE	18%	82%
HOLLYOAKS	18%	82%
JADE: THE REALITY STAR WHO CHANGED BRITA	16%	84%

BARB 4-screen totals + TV VOD de-duping using All 4 viewing analytics and Project Firefly outputs 01/08/19-10/09/19

## August Highlights

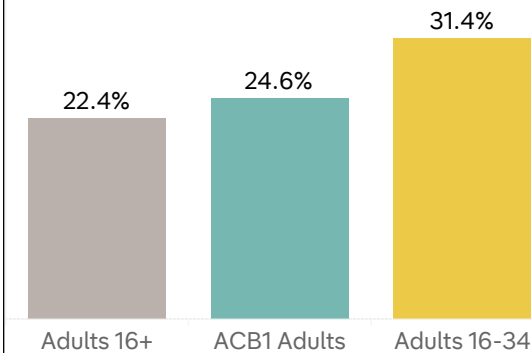
Made in Chelsea remains a top performer on VoD. New three part documentary, Kathy Burke's All Woman, achieved over 30% of views on VoD and an above average share on linear.

Three of the Top 10 Picks are original comedies, demonstrating the success of the Summer of Comedy promotion across both linear and All 4. Hollyoaks is one of the youngest shows on All 4 and remains one of the biggest brands, due to the strength of recent storylines.

## Top Picks for September and October...

- Bake Off
- Celebs Go Dating
- The Circle
- Friday Night Dinner
- First Dates Hotel
- The Handmaid's Tale
- Celeb Hunted
- Celeb Coach Trip
- The Light
- Cats Does Countdown

## All 4 Monthly Reach



## All 4 Ad Completion Rate

97%

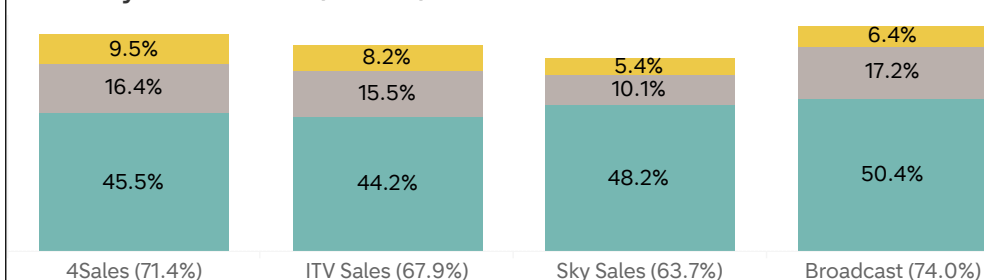
## All 4 Viewing Time Per View

47 minutes

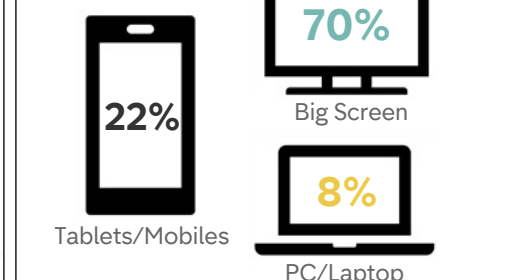
## Total All 4 Viewers Minutes (Small Screen)

467 million

## Reach by Sales House (16-34s)



## Share of Viewing (excl simulcast) Q2 2019



IPA TouchPoints 2019

IPA TouchPoints 2018 MediaPlanner Sales House reach using 500 TVRs split 80:20 TV/BVOD

Share of Viewing (excl simulcast) Q2 2019