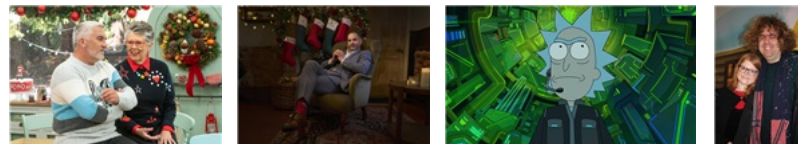




All 4 Monthly Highlights December 2019



Top 10 December Picks (16-34s)	% VOD	% Linear
RICK AND MORTY (ADULT SWIM)	30%	70%
FILM: THE INBETWEENERS MOVIE (2011)	25%	75%
24 HOURS IN A & E	17%	83%
FILM: THE INBETWEENERS 2 (2014)	15%	85%
DISPATCHES: GROWING UP POOR: BRITAIN'S B	14%	86%
OUR GUY IN JAPAN	14%	86%
GUY MARTIN'S GREAT ESCAPE	13%	87%
8 OUT OF 10 CATS DOES COUNTDOWN CHRIST..	13%	87%
BIG FAT QUIZ OF THE YEAR 2019	13%	87%
HOLLYOAKS	12%	88%

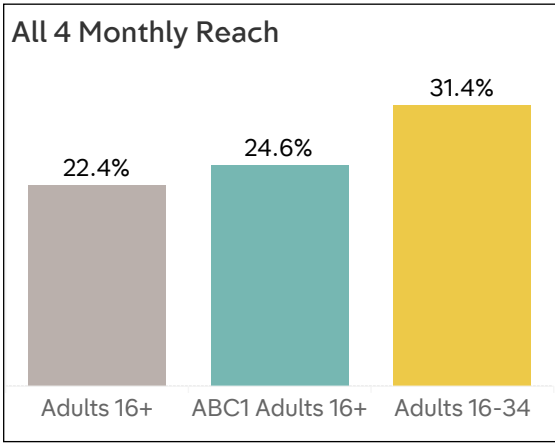
BARB 4-screen totals + TV VOD de-duping using All 4 viewing analytics and Project Firefly outputs Dec19

December Highlights

Owned and Operated Views were up +25% in December, ensuring All 4 had its biggest December on record. Rick and Morty was responsible for +36% of this growth. Hollyoaks was up +33% in December. 20% of this growth was increased Catch Up Viewing, with the other 13% from previewing episodes that hadn't played on linear yet. Festive specials including We're Going on a Bear Hunt, Father Christmas and The Snowman performed strongly on All 4. This laid a solid foundation for new animation The Tiger Who Came To Tea, which attracted very credible numbers on this platform.

Top Picks for January and February...

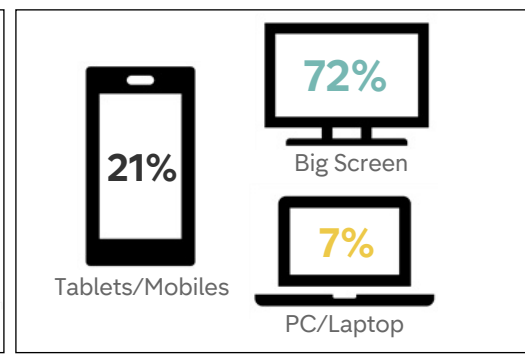
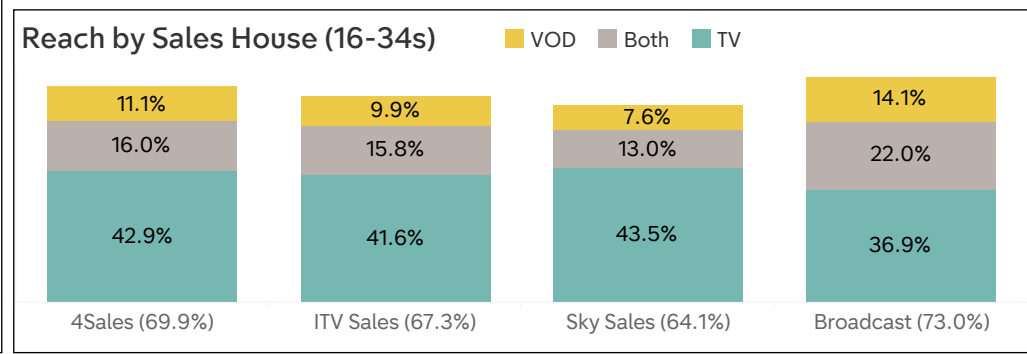
- Deadwater Fell
- SAS: Who Dares
- 24 Hours in Police Custody
- Hollyoaks
- Rick & Morty
- Celeb Coach Trip
- Hunted
- The Windsors
- Bagdad Central
- Friday Night Dinner



All 4 Ad Completion Rate
97%

All 4 Viewing Time Per View
42 minutes

All 4 Viewers Minutes (Small Screen VoD)
430 million



IPA TouchPoints 2019

IPA TouchPoints 2019 MediaPlanner Sales House reach using 500 TVRs split 80:20 TV/BVOD

Share of Viewing (excl simulcast & TV Player) Q3 2019