



# All 4 Monthly Highlights January 2020



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

■ % VOD   ■ % Linear

Program	% VOD	% Linear
SAS: WHO DARES WINS	34%	66%
CATCHING A KILLER	24%	76%
CELEBRITY COACH TRIP	21%	79%
DEADWATER FELL	20%	80%
BRING BACK THE BUSH: WHERE DID OUR PUBIC...	19%	81%
LOSING IT: OUR MENTAL HEALTH EMERGENCY	19%	81%
HOLLYOAKS	11%	89%
999: WHAT'S YOUR EMERGENCY?	10%	90%
CRAZY DELICIOUS	10%	90%
24 HOURS IN POLICE CUSTODY	9%	91%

BARB 4-screen totals + TV VOD de-duping using All 4 viewing analytics and Project Firefly outputs Jan 2020

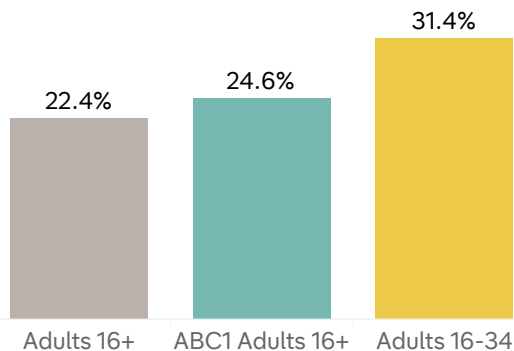
## January Highlights

All 4 got off to a strong start in January, with views up +7% YoY, making it All 4's best ever start to a year! Gripping storylines in Hollyoaks culminated in a special Hollyoaks Later (back for the first time since 2013). Hollyoaks was up a whopping +35% on the platform in January. Deadwater Fell has been one of the most talked about dramas on TV this year. Not only was it one of the most watched series on All 4 in January, but it is now the biggest drama to ever play on All 4. A strong month wasn't just down to dramas, as SAS demonstrated YoY growth of +25%, and 24 Hrs In Police Custody achieved impressive VOD views. The Great Pottery Throw Down narrowly missed out on making the Top 10 shows on All 4 in the month, but its still absolutely "kilyn" it, as it is the biggest More4 origination to ever play on All 4.

## Top Picks for February and March...

- Celebrity SAS: Who Dares Wins
- Hollyoaks
- Celebrity Bake Off
- The Great Pottery Throw Down
- Bagdad Central
- Stockholm Requiem
- Celebs Go Dating
- Homeland
- The Undateables
- Prison

## All 4 Monthly Reach



IPA TouchPoints 2019

## All 4 Ad Completion Rate

**97%**

## All 4 Viewing Time Per View

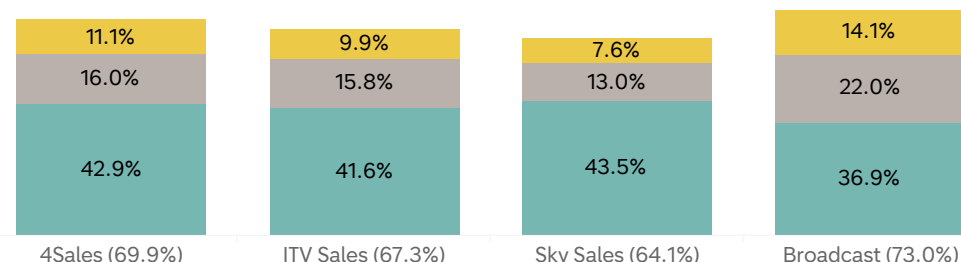
**45 minutes**

## All 4 Viewers Minutes (Small Screen VoD)

**506 million**

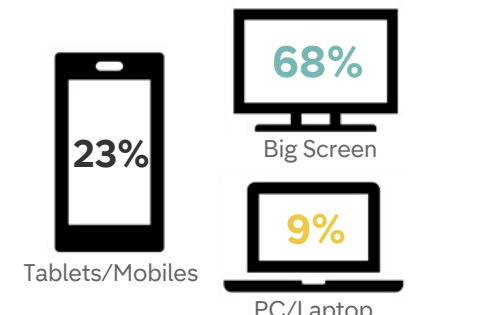
## Reach by Sales House (16-34s)

■ VOD   ■ Both   ■ TV



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

## All 4 Viewers Minutes (Small Screen VoD)



Share of Viewing (excl simulcast & TV Player) Q4 2019