



All 4 Monthly Highlights November 2019



Top 10 November Picks (16-34s)	% VOD	% Linear
THE END OF THE ****ING WORLD	54%	46%
RICK AND MORTY (ADULT SWIM)	30%	70%
THE ACCIDENT	28%	72%
FIRST DATES	27%	73%
WHAT MAKES A MURDERER	27%	73%
24 HOURS IN A & E	18%	82%
GOGGLEBOX	15%	85%
OUR GUY IN JAPAN	15%	85%
SMUGGLED	13%	87%
THE GREAT BRITISH BAKE OFF: EXTRA SLICE	13%	87%

BARB 4-screen totals + TV VOD de-duping using All 4 viewing analytics and Project Firefly outputs Nov19

November Highlights

End of the F***ing World S2 is 4x the size of S1 and the youngest skewing first run show ever on All 4. It is also the most binged first run show ever on All 4.

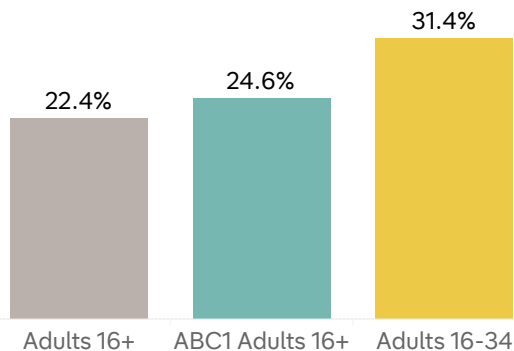
However, Rick and Morty S4 is now on track to become All 4's Youngest and most Male title ever. It's the third youngest skewing show of the year and the second youngest 16-34 skewing show of the 2019. The Accident ep 1 delivered more O&O views in 0-30 days than Kiri or National Treasure.

Hollyoaks is All 4's No. 1 first run catch up title this year with Total Views up YoY.

Top Picks for December and January...

- Hollyoaks
- Rick & Morty
- Gogglebox
- Friday Night Dinner
- Kirstie's Handmade Christmas
- Deadwater Fell
- SAS
- Celeb Coach Trip
- Police Custody
- Meat the Family

All 4 Monthly Reach



IPA TouchPoints 2019

All 4 Ad Completion Rate

97%

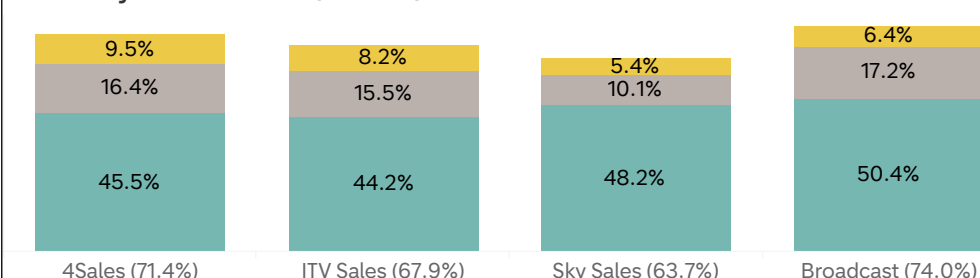
All 4 Viewing Time Per View

47 minutes

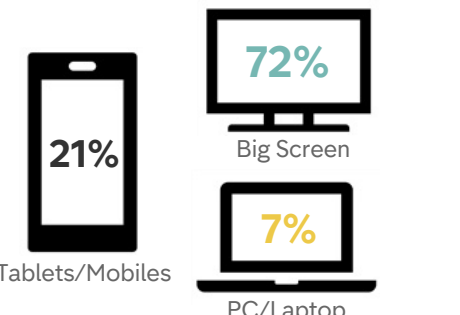
All 4 Viewers Minutes (Small Screen VoD)

564 million

Reach by Sales House (16-34s)



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



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