



All 4 Monthly Highlights October 2019



Top 10 October Picks (16-34s)

	% VOD	% Linear
THE CIRCLE	34%	66%
THE ACCIDENT	26%	74%
FIRST DATES HOTEL	23%	77%
THE BRITISH TRIBE NEXT DOOR	17%	83%
THE GREAT BRITISH BAKE OFF: EXTRA SLICE	16%	84%
THE DOG HOUSE	12%	88%
TRAVEL MAN: 48 HOURS IN DUBROVNIK	11%	89%
THE GREAT BRITISH BAKE OFF	11%	89%
SNACKMASTERS	10%	90%
HOLLYOAKS	10%	90%

BARB 4-screen totals + TV VOD de-duping using All 4 viewing analytics and Project Firefly outputs 01/10/19 - 12/11/19

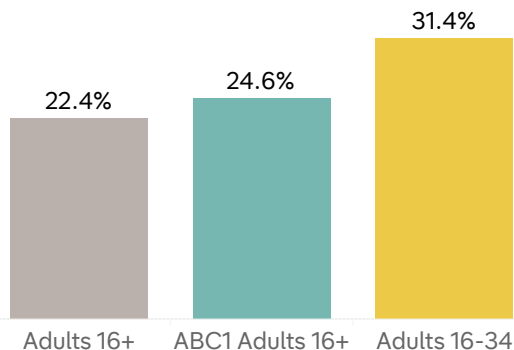
October Highlights

In October, The Circle achieved 34% of all views on VoD, which was the biggest VoD share in the month. New drama The Accident also did well – becoming the biggest ever drama launch on All 4. The Great British Bake Off was up 5% on All 4 YoY with 11% of all views coming from VoD. Hollyoaks had its best ever week on VoD in October and has continued to perform strongly.

Top Picks for November and December...

- The Accident
- Junior Bake Off
- End of the F***ing World
- Hollyoaks
- Made in Chelsea
- Gogglebox
- Friday Night Dinner
- Escape to the Chateau
- Kirstie's Handmade Christmas
- My Grandparents' War

All 4 Monthly Reach



All 4 Ad Completion Rate

97%

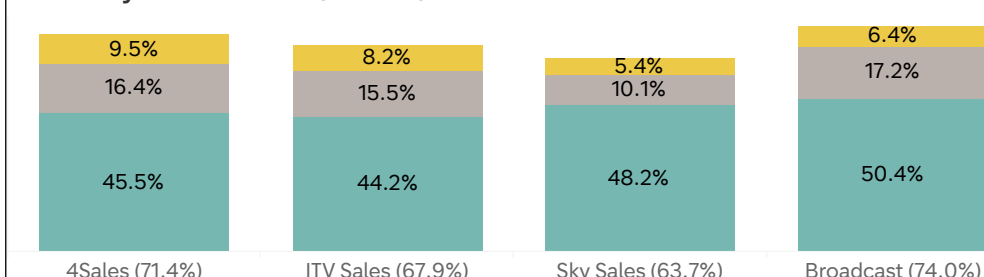
All 4 Viewing Time Per View

47 minutes

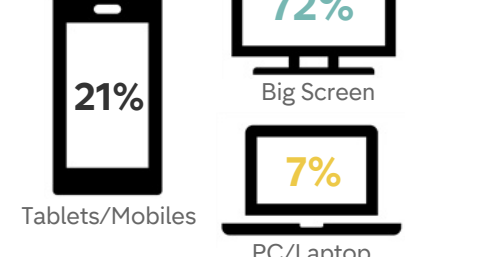
All 4 Viewers Minutes (Small Screen VoD)

620 million

Reach by Sales House (16-34s)



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



IPA TouchPoints 2019

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

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