
Viewing Report

1st – 7th November 2021

NARRATIVE

- After the expected strong competition in the summer, portfolio performance has really got back on track with a combination of new series launches and returning favourites
- Channel 4 continues to dominate late peak on Tuesdays and Fridays for AD1634's, thanks to the strength of GBBO and Gogglebox
- In the week commencing 1st November, Channel 4 had 3 of the 5 top performing AD1634 shows across commercial TV that week

RETURNING/ONGOING

- First five episodes of 24 Hrs In Police Custody have averaged a 21% Share of 1634's - winning the slot each time it has been on for this audience
- Bake Off consolidated at 8.7m/36% across weeks 1-6. It has been the biggest show across all TV on each of the days it has been on
- Gogglebox S18 has consolidated at a slot winning 4.8m/24% in weeks 1-6
- Taskmaster is back on Thursdays at 9pm with a consolidated 2.2m/11% share and 760k/33% share for AD1634's across weeks 1-6. It was won the slot for AD1634's for 6 consecutive weeks
- The Last Leg at 10pm on Fridays is averaging 1.5m/13% and a slot winning 20% share of AD1634's

Overview

All 4 Performance Highlights



01.11.21 – 07.11.21

- Views in week 45 are flat week-on-week
- Views compared to the same week last year are up +8%
- Made in Chelsea had its third biggest week of the year, with Ep 4 becoming the biggest Made In Chelsea ep on All4 (0-6 Days O&O)
- Hollyoaks had its biggest week in 11 weeks thanks to the climate change crossover with the other soaps

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Married at First Sight Australia
The Great British Bake Off	Hollyoaks
Hollyoaks	Married at First Sight UK
Made in Chelsea	Gogglebox
24 Hours in Police Custody	Celebs Go Dating: The Mansion
Gogglebox	Below Deck Mediterranean
Taskmaster	The Great British Bake Off
Four in a Bed	Made in Chelsea
Escape to the Chateau	The Circle
Murder Island	It's A Sin

8%

Up 8%

Total views are up 8% versus the same week in 2020

27%

Up 27%

Across 2021 to date, we have seen a 27%* year-on-year increase in views

Channel 4 Performance Highlights



The Great British Bake Off



- Week 7 of the Great British Bake Off 'Caramel Week' overnighted with 30% of individuals tuning in. A 43% share of AD1634's is up 103% on the slot average
- The Great British Bake Off An Extra Slice on Friday, attracted its biggest audience of the run for both Individuals and ABC1ADs, this was the case for both volume and share
- Bake Off consolidated at 8.7million viewers/36% across weeks 1-6. It has been the biggest show across all TV on each of the days it has been on



Channel 4 Performance Highlights



01.11.21 – 07.11.21



Handmaid: Britain's Best Woodworker

- Handmaid: Britain's Best Woodworker has been a pleasing addition to the schedule, with the first two episode up on slot. Episode 3 on Thursday saw ABC1D's pull in a share figure that was up on slot average, while Male audiences were up on slot for share by 11%



Gogglebox

- Gogglebox easily won the slot for Individual, AD1634 and ABC1AD viewers



Escape to the Chateau

- Episode 3 of Escape To The Chateau attracted an 18.5% share on Sunday. This was up on slot by +9% for volume and +10% for share. ABC1ADs were up +28% for volume and +39% for share.



Close To Me

- New psychological suspense drama, Close To Me, launched on Sunday, views were up on slot for Individual share and ABC1AD volume and share



Taskmaster

- Taskmaster on Thursday, did what Taskmaster does; dominating the slot for AD1634's. For the seventh consecutive week, it was the most watched programme in the slot for the ME1634 audience across all TV (and by some distance too)



Britain By Beach

- Britain By Beach launched on Saturday night, up on slot for Individual and ABC1AD volume and share

Channel 4 Performance Highlights



24 Hours in Police Custody

- First five episodes of 24 Hrs In Police Custody have averaged a 21% Share of 1634's - winning the slot each time it has been on for this audience



First Dates

- First Dates continued in the Monday 10pm slot with weeks 1-5 consolidating with a slot winning 14% 1634 Share and 1.2m Individuals viewers



Ireland V Japan

- On Saturday Afternoon Ireland Vs Japan in the Rugby Autumn International was up on slot by over 20% for Individual volume and by 50% for ABC1AD's and 80% for all males (against vs slot average for volume)



Celeb SAS

- Celeb SAS S3 consolidated at 2.1m with a 17% 1634 Share across its 6 week run. Peaking in week 1 with 2.2m and a 24% 1634 Share



The Last Leg

- The Last Leg at 10pm on Fridays is averaging 1.5m/13% and a slot winning 20% share of AD1634's

Portfolio Performance Highlights



Married at First Sight UK

- Married at First Sight Australia S8 Week 5 averaged an overnight of 4% Individuals. The biggest week so far!



Olympus Has Fallen

- The biggest film in October is Olympus has fallen with a 3% share. Up +53% and +76% v slot respectively. A 3% ABC1AD Share is up 80% v slot



Matt Bakers Our Farm In The Dales

- Matt Bakers Our Farm In The Dales launched on Monday the 18th with the first two episodes consolidating with an average of over 900k viewers. It has been in the top 2 most watched digital programmes for the days it has been on Only Married At First Sight Australia (E4) was bigger on the 25th October



The Brookwood Mysteries

- The Brookwood Mysteries (Drama) is the most watched programme across UKTV in October, up 94% on the slot average for volume!

Portfolio Performance Highlights

UKTV Play - Week 01.11.21 – 07.11.21



- Viewing on UKTV Play grew 6% week-on-week
- Series 6 of Bad Girls drove the brand +90% Wow
- Miss Scarlett and The Duke +20% WoW
- Hornby: A Model World continues to grow +15% WoW
- Question Team +18% WoW
- Red Dwarf +13% WoW

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Bad Girls	Classic Eastenders
Classic Eastenders	Taskmaster
Would I Lie to You	Bad Girls
Outsiders	Birds Of A Feather
Birds Of A Feather	Would I Lie To You?
Hornby: A Model World	Last Of The Summer Wine
Taskmaster	Bangers And Cash
Last Of The Summer Wine	Classic Casualty
New Tricks	The Brokenwood Mysteries