

# All 4 Performance Highlights



## Week Commencing 04.01.21

- **Views** are up **15% week-on-week** and up an incredible **45%** vs the same week last year
- **Married At First Sight Australia** launched last week and was the most watched programme on All4!
- The two part **Police Custody** has helped see it move up to 2<sup>nd</sup> place in the most watched programmes of last week
- **Ackley Bridge** has seen a resurgence in previous weeks and has now made the Top 10 week-on-week with **views up 39%**
- All content types are up **year-on-year!**
- Looking forward the **3<sup>rd</sup> lockdown** will likely help retain high viewing figures

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
Married at First Sight Aus.	The Inbetweeners
24 Hours in Police Custody	Married at First Sight Austr
Hollyoaks	Hollyoaks
The Inbetweeners	24 Hours in Police Custody
Gogglebox	One Tree Hill
Taskmaster	The West Wing
One Tree Hill	Ackley Bridge
Ackley Bridge	Taskmaster
The West Wing	Made in Chelsea
Malcom in the Middle	Gogglebox

# 45%

### Up 45%

All4 continues to experience huge viewing growth – with total views last week up 45% versus the same week in 2019

# 12%

### Up 23%

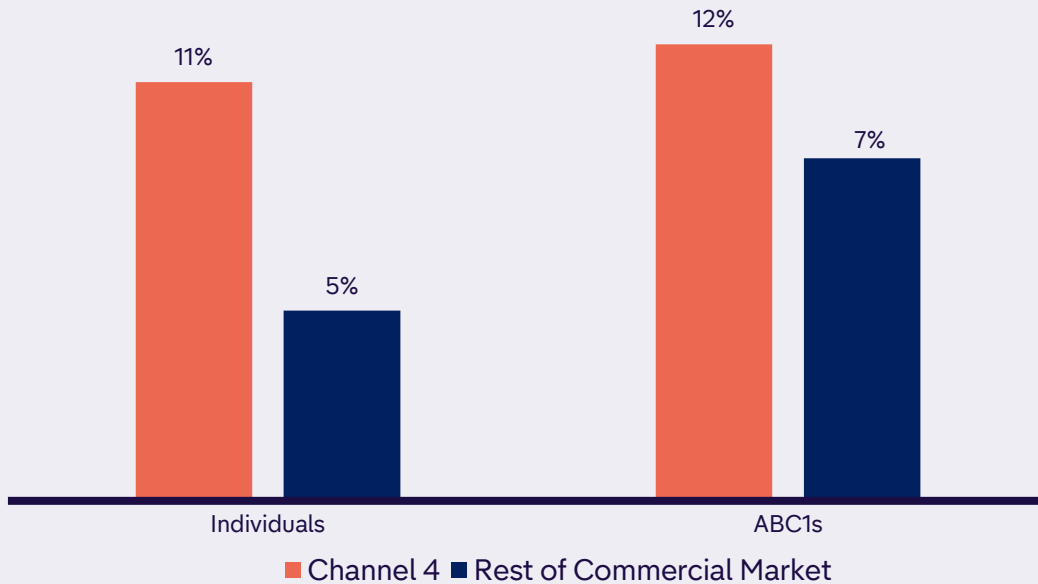
Across 2021 to date, we have seen a 12% year-on-year increase in views

# Viewing Report

Thursday 14th January 2021

Welcome to our latest viewing update, where we continue to share performance highlights from across our linear and digital portfolio. If you need any specific information or guidance, please do contact your usual 4Sales representative, or alternatively contact [4Sales@Channel4.co.uk](mailto:4Sales@Channel4.co.uk).

Year-on-Year % change in Commercial TV viewing since UK Lockdown



Year to date 2021 Total TV Viewing year-on-year is +5% Individuals; +8% ABC1's. Among Commercial Channels (Exc. C4) this is +5%; +9%. While for C4 this is +11%; +12%.

**The Great Pottery Throwdown S2** launched on Sunday at 7:45pm with 2.223 million (12%). Up 74% on the slot average. A 14% ABC1 Share is up 92%!

The biggest audience since it moved to C4 and 3rd biggest since it launched on BBC2 5 years ago.

**The Great British Bake Off Festive Special** (3rd Jan) consolidated at 4.006m (16% Share) 2.551m ABC1's and a 21.45% Share were new Highs for Xmas/NY Specials!

Overview

# Channel 4 Performance Highlights



## 2020 Summary

- Biggest Christmas Day since modern records began
- Bake Off Final with 11.5 million is our 2nd biggest audience ever. The Series consolidated at 10m with all 10 episodes delivering over 10m viewers
- 59 broadcasts over 4m compared to 25 in 2019
- Channel 4 remains the destination for 16-34 viewing on Friday nights, winning the night 35 times out of 52 in 2020
- C4 News grew its 1634 Share by 50% year-on-year with viewing up 40%
- C4 delivered biggest ever audiences for Bake Off, Gogglebox, Last Leg, Celeb SAS, Bake Off Professionals, Friday Night Dinner, Police Custody, Escape to the chateau and many more!
- New titles such as Taskmaster, Deadwater Fell, Murder in the Outback and Barrymore also delivered huge audiences and critical acclaim

## 2021 Programming



### Taskmaster's New Year Treat, 1<sup>st</sup> Jan, 9pm

- Taskmaster's New Year Treat consolidated at 3.133 million. The Series biggest ever audience. As it was for ABC1's (2m) and 1634's (1m). It also delivered a 30% Share of 1634's!



### The Great New Year Bake Off, 3<sup>rd</sup> Jan, 7:45pm

- The Great British Bake Off Festive Special (3rd Jan) consolidated at 4.006m (16% Share). 2.551m ABC1's and a 21.45% Share were new Highs for Xmas/NY Specials



### Gogglebox Festive Special, 3<sup>rd</sup> Jan, 9pm

- At 9pm on Friday the Gogglebox Festive Special was watched by 3.276m viewers. Up 18% on last year's Special with 2.781m and delivering a slot winning 28% 1634 share

# Channel 4 Performance Highlights



## 2021 Programming continued



### Police Custody: Black Widow

- Police Custody: Black Widow returned on Monday at 9pm with 2.205 million (11%). Up 71% on the slot average for Individual Volume; 72% for ABC1s; and 100% for 1634s (16% Share)
- The 2nd instalment on Tuesday delivered an overnight audience of 2.854m (15%). The Series biggest ever overnight audience having launched back in 2014!



### Grand Designs

- Grand Designs returned on Wednesday at 9pm with 1.959m (10%). Up 80% vs slot for Ind Volume and 121% for ABC1s (13%)
- This launch episode was also up 6% on the previous Series debut in September 2019 and the biggest launch since 2017



### The Great Pottery Throwdown

- The Great Pottery Throwdown S2 launched on Sunday at 7:45pm with 2.223m (12%). Up 74% on the slot average. A 14% ABC1 Share is up 92%!
- The biggest audience since it moved to C4 and 3rd biggest since it launched on BBC2 5 years ago



### Jamie & Jimmy's Friday Night Feast

- Friday Night Feast returned for an 8th Series on Friday at 8pm with 1.152m and an 8% Share of 1634s



### How to lose weight well

- Series 6 of How To Lose Weight Well launched last Tuesday at 8pm with 1.281m. Up 2% on last year's debut overnight audience

# Portfolio Performance Highlights



## Married at First Sight Australia

- Married at First Sight Australia S6 returned to E4 last week in its Monday-Friday 7:30pm-9pm slot averaging 446k. Up 7% vs week 1 of S5
- Viewing peaked on Tuesday with 524k viewers. Up 125% vs the slot average. A 7% 1634 Share Up 112%



## Chaos

- Film4's biggest film of the week was Chaos on Sunday at 9pm with 432k. Up 42% vs the slot average.
- Kingsman: The Golden Circle (2nd Jan) consolidated at 1.002m. F4's biggest film since Xmas Eve 2018



## 24 Hours in A&E

- More4's highest rating show of the week was 24 Hours in A&E on Sunday at 9pm with 337k. Up 58% on the slot average. A 4% 1634 Share is up 130%.



## Death In Paradise

- UKTV's biggest audience of the week was Death in Paradise on Drama on Tuesday at 9pm with 499k viewers