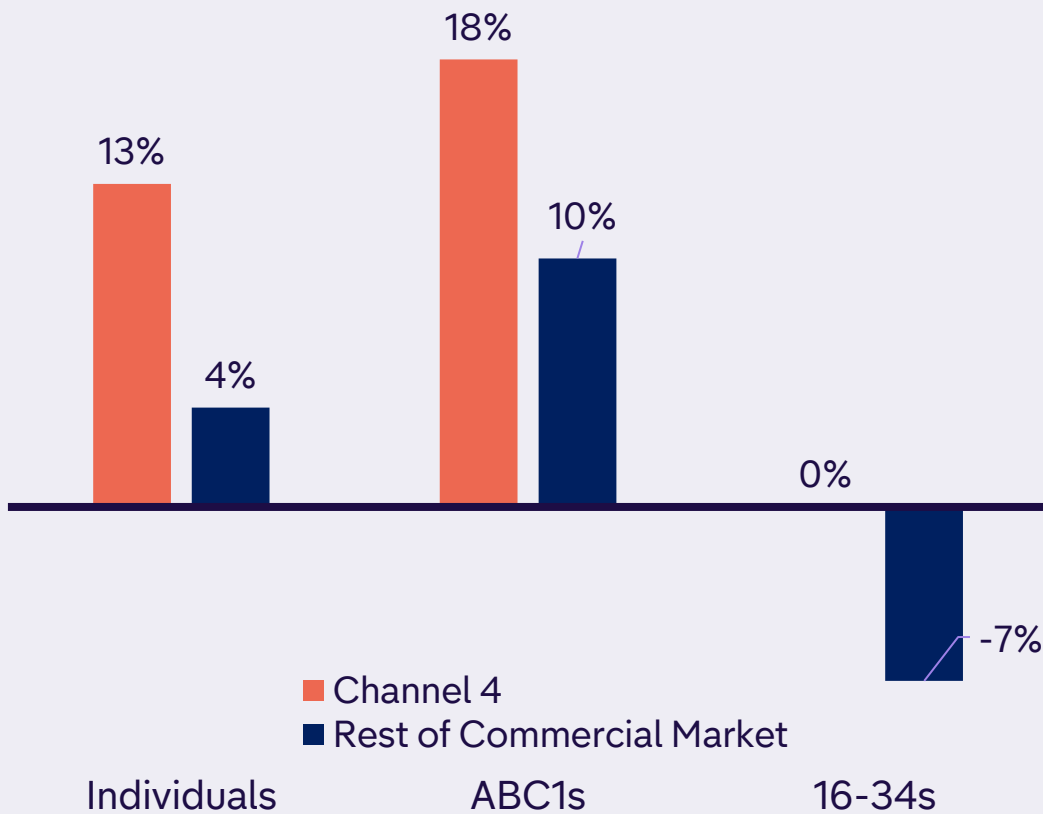


Viewing Report

Thursday 15th April 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.

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



Overview

All 4 Performance Highlights



Week 05.04.21 – 11.04.21

- **Views** are +12% week-on-week. *Married at First Sight Australia* continues strong contribution with expected week-on-week recede since ending 1st March
- **Views** are up 39% vs week 15 of 2020 where *Friday Night Dinner* and *The Inbetweeners* drove Archive views
- **The Circle**, our top First Run and Simulcast title ends the series with the biggest finale ep. Up 7% vs S2. S3 up 4% vs S2 (0-2days). S'castup 129% up same week last year!
- **Gogglebox** S17, up +11% on last week, up +33% on S16 (0-2 days, 7ep average). Remains on course to be our best season ever and the 7th consecutive season-on-season growth (0-30days)!
- **Taskmaster** up 12% week-on-week, up +5% vs S10 (0-2 day 4ep average)
- **Made In Chelsea** S21, up 40% week-on-week and up 10% vs S20. S21 launched on Mon 29th with the biggest launch ep since S13 of 2017 (0-6days)
- **Celeb Bake Off** S4, ends +17% up vs S3 (0-5 days). Our biggest series of Celeb Bake Off to date!

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Circle	Married at First Sight Australia
Married at First Sight Australia	It's A Sin
Gogglebox	Hollyoaks
Hollyoaks	Celebs Go Dating: The Mansion
Taskmaster	Gogglebox
Made in Chelsea	The Circle
Below Deck	The Inbetweeners
24 Hours in Police Custody	Taskmaster
Celeb Bake Off for SU2C	One Tree Hill
Friday Night Dinner	First Dates

39%

Up 39%

All 4 continues to experience huge viewing growth – with total views last week up 39% versus the same week in 2020

74%

Up 74%

Across 2021 to date, we have seen a 74%* year-on-year increase in views

*Owned & Operated and Sky up to most recent data load 04/04/21

Channel 4 Performance Highlights



Linear Performance Highlights from w/c 5th April 2021



The Great Celebrity Bake Off for SU2C

- Celeb Bake Off week 5 aired last Tuesday at 8pm with 3.183m (16%). Up 1% week-on-week. Winning the slot for both Volume and Share across Individuals, ABC1's and 1634's



Gogglebox

- Gogglebox Series 17 episode 7 at 9pm on Friday was down -6% week-on-week with 4.172m. A 25% Individual share and a 27% ABC1 share were both up week-on-week



The Circle

- The Circle Final at 10pm was Up 18% week-on-week with 1.242m (11%). Up 26% vs slot average. The Series 2nd biggest overnight. Only the Series 2 launch in September 2019 bigger



The Dog House

- At 8pm on Thursday The Dog House week 6 was up 12% week-on-week with 1.354m (7%). Setting a new high for ABC1 Volume with 783k. Up +7% vs the slot average



Location, Location, Location

- Location returned on Wednesday at 8pm with 1.734m (9%). Up 29% vs the slot average. A 13% ABC1 share is up 38% vs slot with a 70% ABC1 Adult Profile

Channel 4 Performance Highlights



24 Hours in Police Custody

- 24 Hours in Police Custody week 3 at 9pm was up 20% week-on-week with 2.199m (12%). Up 67% vs slot average volume. A slot winning 19% 1634 share is up 68%



Taskmaster

- At 9pm week 4 of Taskmaster was watched by 1.432m (8%). Up 5% week-on-week and 26% vs slot average. A slot winning 21% 1634 share is up 71% vs slot



Food Unwrapped Does Great Britain

- Food at 8pm returned with 1.023m. An 8% 1634 share up 23% vs slot average



First Dates Hotel

- The First Dates Hotel week 3 at 9pm on Wednesday with 1.489m (8%) was down 1% WoW but up 16% vs slot average. An 11% 1634 share is up 17% and 10% ABC1 is up 21%



Johnny English Strikes Again

- On Sunday at 7:10pm the premiere of Johnny English Strikes Again delivered an overnight audience of 803k

Portfolio Performance Highlights



Teen First Dates

- Teen First Dates weeks 1-6 consolidated at 430k (3%) with a 7% Share of 1634's. (Up 80% vs slot for 1634's). Peaking in week 1 with 901k Viewers and a 19% 1634 share



The Equalizer 2

- Film4's biggest film of the week was The Equalizer 2 on Wednesday at 9pm with 689k (5%) viewers. Up 157% vs slot. A 4% 1634 share is up 187% vs slot



Matt Baker: Our Farm in the Dales

- Week 1 of Matt Baker: Our Farm in the Dales consolidated at 1.839m (9%). With a 9% ABC1 Adult share. **MORE4'S BIGGEST EVER SHOW!**



Last of the Summer Wine

- UKTV's biggest audience of the week was Summer Wine on Drama on Friday at 7:20pm with 515k

Portfolio Performance Highlights

UKTV Play



Week 05.04.21 – 11.04.21

- UKTV Play views are up 10% week-on-week
- 3% vs the same week last year
- All channels were up week-on-week
- The S2 launch of **Meet The Richardson's** drove the brand up +307% week-on-week
- **Secrets Of The Transport Museum** continues to grow 34% week-on-week
- S8 of launched on **Drama** & drove the brand up +73% week-on-week with **Inspector George Gently**

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill: The Early Years	The Bill: The Early Years
Classic Eastenders	Classic Eastenders
Taskmaster	The Bill
The Bill	Taskmaster
Bangers And Cash	Bangers And Cash
Last of the Summer Wine	Would I Lie to You
Would I Lie to You	Last of the Summer Wine
Meet The Richardsons	Birds Of A Feather
Birds Of A Feather	Hypothetical
One Foot In The Grave	Abandoned Engineering