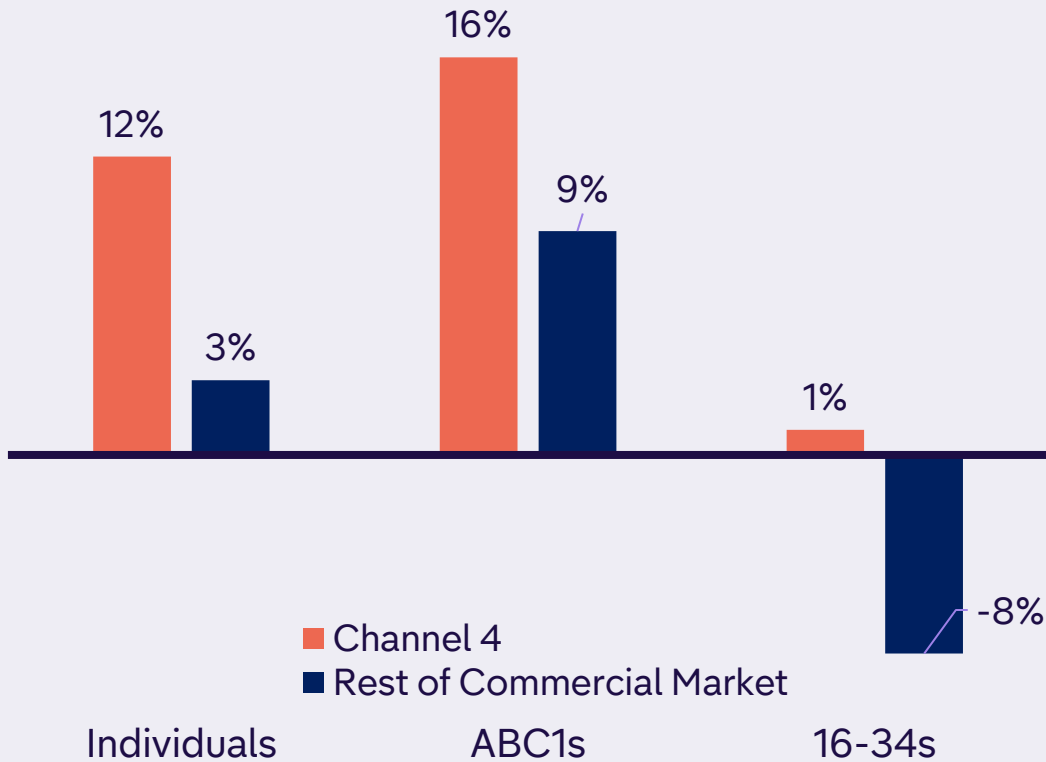


# Viewing Report

Thursday 22<sup>nd</sup> 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](mailto:4Sales@Channel4.co.uk).

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



Overview

# All 4 Performance Highlights



## Week 12.04.21 – 18.04.21

- **Views** are up 9% vs week 16 of 2020 where Friday Night Dinner and The Inbetweeners drove Archive views
- **Married at First Sight Australia** (down -33% week-on-week) continues strong contribution with expected week-on-week decline since ending 1<sup>st</sup> March
- **Gogglebox S17**, up +31% on S16 (0-2 days, 8ep average). Remains on course to be our best season ever and the 7th consecutive season on season growth (0-30days)!
- **Taskmaster Series 11** consistent vs S10
- **Made In Chelsea S21**, flat week-on-week, and up 10% vs S20. S21 launched on Mon 29<sup>th</sup> with the biggest launch ep since S13 of 2017 (0-6days)
- **24 Hours in Police Custody**, our 2<sup>nd</sup> biggest Police Custody episode to date (0-3 days)

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Gogglebox	Married at First Sight Australia
Hollyoaks	It's A Sin
Married At First Sight Australia	Hollyoaks
Made in Chelsea	Celebs Go Dating: The Mansion
24 Hours in Police Custody	Gogglebox
Taskmaster	The Circle
Below Deck Mediterranean	The Inbetweeners
The Circle	Taskmaster
The Inbetweeners	One Tree Hill
Four in a Bed	First Dates

9%

### Up 9%

All 4 continues to experience huge viewing growth – with total views last week up 9% versus the same week in 2020

68%

### Up 68%

Across 2021 to date, we have seen a 68%\* year-on-year increase in views

\*Owned & Operated and Sky up to most recent data load 11/04/21

# Channel 4 Performance Highlights



## Linear Performance Highlights from w/c 12<sup>th</sup> April 2021



### The Great Celebrity Bake Off for SU2C

- Weeks 1-5 consolidated at 5.3m (23%); 3.1m ABC1 Adults (26%); and 1m 1634 Ads (34%)



### Gogglebox

- Gogglebox Series 17 episode 8 at 9pm with 4.009m (22%) was down -4% week-on-week. For the 9th consecutive week winning the slot for Volume and Share across Individuals, ABC1's and 1634's



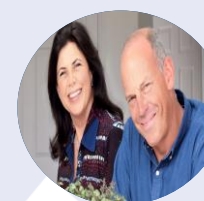
### The Circle

- The Circle S3 averaged 1.3m (9%) in consolidation. With a 29% 1634 Share. It won its slot for 1634 Share on 16/21 nights. Profile 38% 1634. Our youngest late peak title this year!



### The Dog House

- At 8pm on Thursday The Dog House week 6 was up 1% week-on-week with 1.365m (8%). Up 3% vs the slot average. An 8% Individual share and 9% ABC1 share is the Series Biggest To Date



### Location, Location, Location

- Location week 2 on Wednesday at attracted 1.532m (8%). Up 14% vs the slot average. An 11% ABC1 share is up 14% vs our slot average with a 64% Upmarket Profile

# Channel 4 Performance Highlights



## 24 Hours in Police Custody

- 24 Hours in Police Custody week 4 at 9pm was up 7% week-on-week and was watched by 2.352m (14% share). Up 75% and 88% vs slot respectively. The Series 7th biggest overnight to date!



## Taskmaster

- At 9pm week 5 of Taskmaster was watched by 1.186m. Up 4% vs the slot average. A slot winning 24% 1634 share is up 17% week-on-week and 96% vs slot



## Cats Does Countdown

- Cats Does Countdown returned on Friday at 10pm with 1.091m (9%) with a slot winning 17% share of 1634's



## F1 Race Highlights

- With F1 Race Highlights on Sunday at 6:30pm attracting 1.651m (9%). Up 35% vs slot. Up 20% vs Bahrain Race Highlights and Up 12% vs last year's highlights



## First Man

- Saturday night was movie night once again with the premiere of First Man at 9pm with 537k viewers and a 5% ABC1 Adult Share

# Portfolio Performance Highlights



## Made in Chelsea, Lego Masters & Gogglebox

- Made in Chelsea week 3 delivered its biggest audience of the current run with 240k viewers
- Lego Masters USA launched on Tuesday at 9pm with 295k
- Gogglebox on Sat at 10pm with 357k viewers. Up +27% vs slot average



## The Greatest Showman

- Film4's biggest film of the week was the first play of The Greatest Showman with 354k viewers (2.4%) last Wednesday at 9pm. Up +24% vs the slot average. A 2.6% 1634 share is up 90%



## Matt Baker: Our Farm in the Dales

- More4's highest rating show of last week was week 3 of Matt Baker: Our Farm in the Dales with 632k viewer (3%). Up 175% vs slot average. A 3% ABC1 share is up 137%



## Last of the Summer Wine

- UKTV's biggest audience of the week was Summer Wine on Drama on Friday at 7:20pm with 562k. **UKTV'S BIGGEST OVERNIGHT OF THE YEAR**

# Portfolio Performance Highlights

## UKTV Play



### Week 12.04.21 – 18.04.21

- S2 Ep2 launch of **Meet The Richardsons** pushed the brand up 34% week-on-week & takes second place in the **Dave** top 3 shows
- **Qi XL** up 16% week-on-week
- **Warbird Workshop** is up 89% week-on-week in preparation for the S2 launch this week
- UKTV Play year-to-date position +26%

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