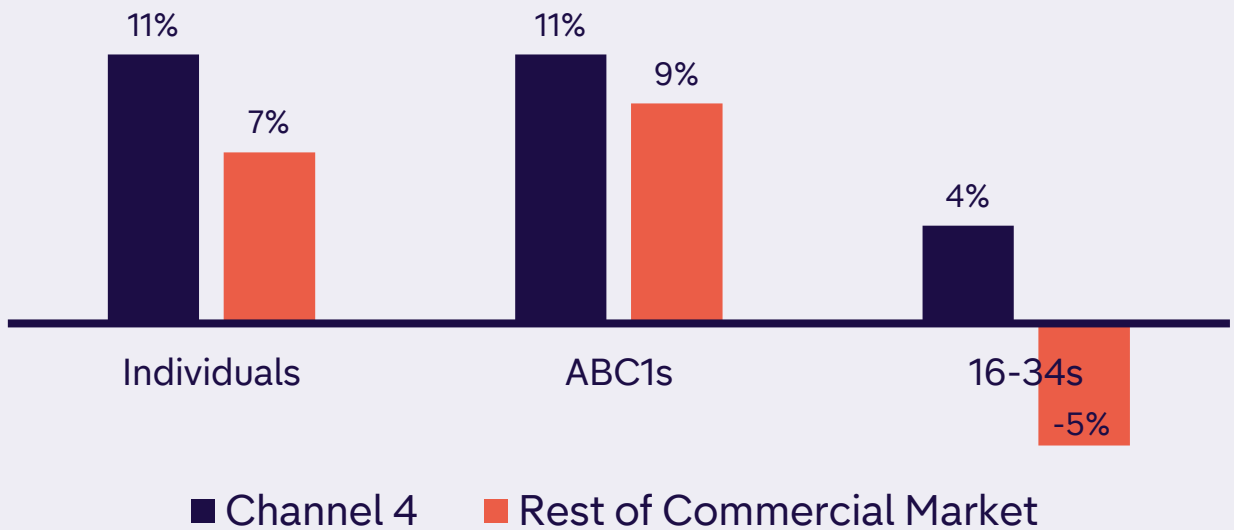


Viewing Report

Thursday 22nd of October 2020

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



Channel 4's share of young viewers has seen a year-on-year increase of 4% whereas the rest of the commercial market has seen a down turn of -5%. Currently this position is being reinforced by 3 programmes:

The 5th episode of **The Great British Bake Off** averaged 6.9 million viewers and a 33.1% share; up 16% for volume and 12% for share against Ep 5 of the previous series. *Bake Off* is still the highest rating programme for young viewers on any channel this year!

Week 6 of **Gogglebox** attracted an overnight audience of 4.419 million. Up 2% on last week's episode and the 5th consecutive week of growth. It won the 9pm slot once again by a huge margin for Share and Volume against all key demo's. A 29.95% Share of 1634s was enough to win late peak on Friday across all Channels and our 2nd Biggest Friday Late Peak Share of the Year!

Married at First Sight was watched by 1.284 million and drew a 13% 1634 Share. After 3 weeks it's currently up 27% series on series!

Channel 4 Performance Highlights



Taskmaster – Thursday 9pm

Taskmaster launched with 1.687 million and a 10.1% Share. Up 44% and 50% respectively on the slot averages.



Gogglebox- Friday 9pm


Week 6 of Gogglebox attracted an overnight audience of 4.419 million. Up 2% on last week's episode and the 5th consecutive week of growth. It won the 9pm slot once again by a huge margin for Share and Volume against all key demo's. A 29.95% Share of 1634's was enough to win late peak on Friday across all Channels and our 2nd Biggest Friday LP Share of the Year!



First Dates – Thursday 9pm

On Wednesday at 10pm First Dates was Up 11% week-on-week with 936k viewers. Up 77% on the slot average. A 14% 1634 Share is up 91%

The Greatest Showman – Sunday 7pm



On Sunday night at 7pm the premiere of The Greatest Showman delivered an overnight audience of 2.932m. Up 142% on the slot average. A slot winning 25% 1634 Share was up an impressive 312%! Our biggest audience to a premiere since Rise of the Planet of the Apes in July 2014

Married at First Sight – Tuesday 9.15 pm



On Tuesday at 9:15pm Married at First Sight was watched by 1.284 million and drew a 13% 1634 Share. After 3 weeks it's currently up 27% series on series

Ugly House to Lovely House – Thursday at 8pm



On Thursday at 8pm the new Series of Ugly House to Lovely House debuted with 1.841m. Up +59% vs slot. A 15% ABC1 Share +94%

The Great British Bake Off S11 Ep 5 - Tuesday 20th of October at 8pm



- The 5th episode of the 11th series of *The Great British Bake Off* averaged 6.9m/33.1% last night; up 16% for volume and 12% for share against Ep5 of the previous series.
- By far the biggest ep 5 ever for volume and share on Channel 4.
- The Eps 1 -5 overnight series average [6.8m/33.2%] is currently up 19% year-on-year for volume and up +15% for share.
- The episode had a 1min peak of 7.7m/35.6% at 8.44pm.
- All 4 viewing up 35% compared to S10 launch

Launch Episode Stats

- Week 1 Consolidated with almost 12 million viewers in total including linear repeats
- Biggest Channel 4 broadcast since 1985
- Highest rating programme for young viewers on any channel this year
- All 4 viewing up 35% compared to S10 launch
- Week 1 Consolidated at an incredible 10.839m Individuals Viewers

Extra Slice

- On Friday at 8pm Extra Slice week 4 delivered an overnight audience of 1.772m, up +8% week-on-week
- The series 2nd biggest overnight ever only beaten by the Series 2 finale in November 2018

GBBO is still the highest rating programme for young viewers on any channel this year!

Portfolio Performance Highlights



Ghostbusters

- E4's highest rating show of the week was **Ghostbusters** on Sunday at 9pm with 326k viewers. Up 49% on the slot average. A 5% 1634 share was up 75%



The Great Wall

- Film4's biggest film in the last 7 days was **The Great Wall** on Monday at 9pm with 359k.



24 Hours in A&E

- More4's highest rating show in the last 7 days (overnights) was **24 Hours in A&E** on Saturday at 9pm with 334k, up 64% on the slot average with a 2% ABC1 Share up 75% on the slot average



Death in Paradise

- Across the UKTV Portfolio of Channels in the last 7 days the highest rating show was **Death in Paradise** on Drama on Monday at 9pm with 521k

All 4 Performance Highlights



25%

Up 25%

All4 continues to experience huge viewing growth – with total views last week up 25% versus the same week in 2019



18%

Up 18%

Across 2020 to date, we have seen a 18% year-on-year increase in views



Week Commencing 12.10.20 viewing figures

- **Views are up 3% week-on-week**, Gogglebox, MIC & Malcom in the Middle all up week-on-week
- **Up 25% vs same week last year** despite The Circle 2020 production postponed
- **Bake Off** 4th ep up 18% vs S3 ep4. S4 series average is up 42% vs S3
- **Gogglebox** up 7% week-on-week, up 39% vs Season 15
- **Taskmaster** strong new format launch, with 56% of views coming from viewers exploring back catalogue of all seasons
- **All Platforms up week-on-week**, Big Screen up 3% week-on-week and 50% up same week last year
- **Reach up 18% vs same week last year** with strong return of First Run titles
- **New Exclusives announced** to launch this month: West Wing & One Tree Hill

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Great British Bake Off	Friday Night Dinner
Gogglebox	The Inbetweeners
Hollyoaks	Hollyoaks
Made in Chelsea	Married at First Sight Aus.
Married at First Sight	Gogglebox
Malcolm in the Middle	Made in Chelsea
Taskmaster	Shameless
Married at First Sight Aus.	Celebs Go Dating
The Inbetweeners	Four in a Bed
Scrubs	Scrubs