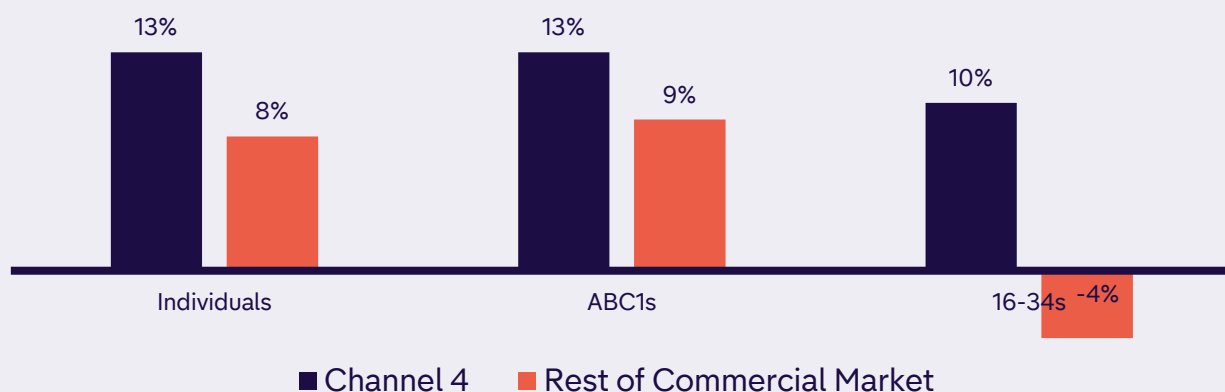


# Viewing Report

Thursday 24th September 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](mailto:4Sales@Channel4.co.uk)

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



Channel 4's AD1634 viewership is up 10% since lockdown began, whilst the rest of the commercial market is down -4%. This can be attributed to an increase in AD1634 viewership from daytime programmes such as **Steph's Packed Lunch** which took a 8% share on Wednesday, **Channel 4 News** which is up 64% year-on-year and, of course, our platinum specials, **The Great British Bake Off** and **Gogglebox**.

**The Great British Bake Off S11** Launched on Tuesday night attracting 6.9 million viewers, and a 32% share of audience. A massive 7.9 million peak viewers and 32% peak share, makes it the show's biggest ever overnight launch audience to date on Channel 4! It had the highest share of 16-34 year old viewers in its time slot with over half of this young audience watching TV at the time tuning in (56%). Its share of young viewers makes it the **BIGGEST PROGRAMME ON TV THIS YEAR AMONG 1634s** (excluding addresses from the Prime Minister and The Queen).

Last Friday at 9pm episode 2 of **Gogglebox** attracted an overnight audience of 3.9 million. The Individual share, 24.2%, is the biggest ever Gogglebox overnight and the 45.6% share of 1634s is the biggest ever delivered by a regular series episode.

## Channel 4 Performance Highlights



### Channel 4 News Weekdays 7pm

Across the lockdown period year-on-year viewing among 1634 Adults to C4 News is up 64%



### Gogglebox- Friday 9pm

Week 2 attracted an overnight audience of 3.95 million. Its 45.6% 1634 share is the biggest ever delivered by a regular series. It won the 9pm slot by a huge margin for share and volume against all key demographics



### Scotland's Scenic Railways - Sunday 8pm

On Sunday at 8pm Scotland's Scenic Railways launched with 1.3 million viewers. Our highest rating show of the day and with a 9% ABC1 share it was up 23% on the slot average.

### The Great British Bake Off S11 Launch Tuesday 22<sup>nd</sup> of September at 8.15pm



The Great British Bake Off S11 launch attracted 6.9 million viewers, and a 32% share of audience. A massive 7.9 million peak viewers and 32% peak share (5mins) - the show's biggest ever overnight launch audience to date on Channel 4!

Last night's launch show pulled in the biggest audience of any channel from 8.15pm to 9.45pm and the highest share of 16-34 year old viewers in its time slot with over half of this young audience watching TV at the time tuning in (56%)

### Further stats...

- The debut is Channel 4's biggest broadcast of 2020 to date and the channel's highest rating programme since the series nine final of GBBO in 2018 (7.5m / 35.2%)
- Its share of young viewers makes it the biggest programme on TV this year among 16-34 year olds - excluding addresses from the Prime Minister and The Queen
- Last night's audience, including AD1634s, more than tripled Channel 4's slot average
- Only the finals in 2017 and 2018 have delivered a bigger overnight to the series
- Up 22% and 1.253 million viewers on last year's debut
- Up 7% on the previous high of 6.52 million for the S1 premiere
- Up 258% on the slot average for Individual volume
- 1.816 million 1634 viewers are up 397% on the slot average
- 4.135 million ABC1 viewers are up 283% on the slot average
- A 32% Individual share is up 205% on the slot average
- A 55.8% 1634 share is up 216% on the slot average
- A 37.8% ABC1Share is up 207% on the slot average



# Portfolio Performance Highlights



Married at First Sight Australia

- The first 5 weeks of **MAFS Australia** Season 5 consolidated at 790k. Up 133% on the slot average. An 11% 1634 Share is up a mammoth 138%!
- Week 6 averaged an overnight audience of 485k. Viewing peaked on Friday with 533k. A 6% AD1634 share is up 87%



Kingsman: The Secret Service

- **Valerian and the City of a Thousand Planets** was Film 4's biggest film of the week with 285k viewers on Tuesday at 9pm. A 3% Male share was up 17% on the slot average



Emergency Rescue

- More4's highest rating show in the last 7 days was new series **Emergency Rescue** on Sunday at 9pm with 298k. A 3% 1634 Share was up 86% on the slot average



Last of the Summer Wine

- Across UKTV in the last 7 days the highest rating show was **Last of the Summer Wine** on Tues at 7:20pm with 455k

## All 4 Performance Highlights



# 10%

### Up 10%

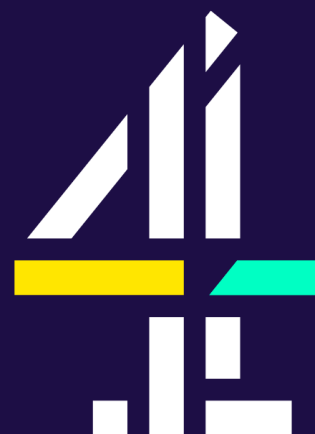
All4 continues to experience huge viewing growth – with total views last week up 10% versus the same week in 2019



# 20%

### Up 20%

Across 2020 to date, we have seen a 20% year-on-year increase in views



## Week Commencing 14.09.20 viewing figures

- Up +10% vs Week 38 of 2019, which included Bake Off, Hollyoaks & MIC
- Gogglebox S16 is up 43% on S15! Top show for reach this week, reach is up 71% vs Gogglebox same week last year
- Married at First Sight Australia grown since launch, S5 is up 22% vs S4!
- Hollyoaks steadily growing to pre-lockdown levels since return (7/9)
- First Runs expected to drive views through Q4 as Archive returns to 2019 levels
- Reach set to increase with strong First Run content

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Friday Night Dinner
Hollyoaks	The Inbetweeners
Gogglebox	Hollyoaks
The Inbetweeners	Married at First Sight Aus
Scrubs	Gogglebox
Friday Night Dinner	Made in Chelsea
Four in a Bed	Shameless
Buffy	Celebs Go Dating
Come Dine With Me	Four in a Bed
Five Guys A Week	Come Dine with Me