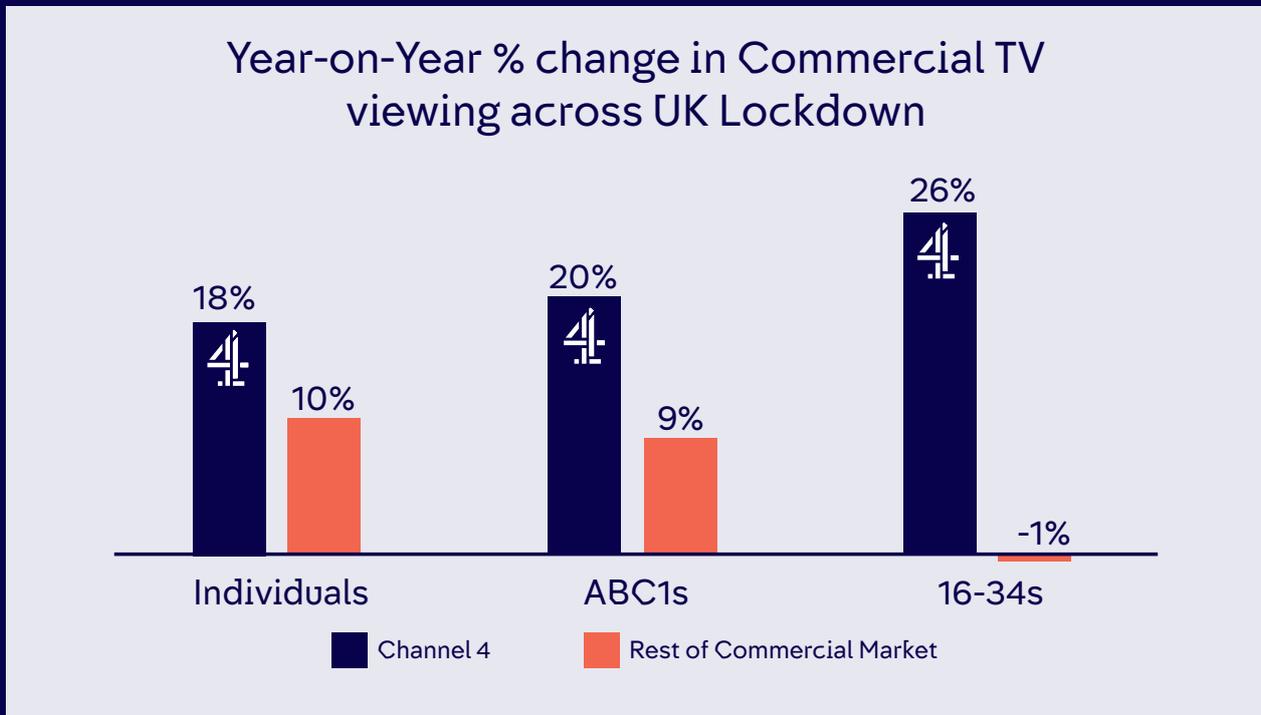


Viewing Report

Thursday 25th June 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.



The Coronavirus pandemic, and subsequent lockdown, has had huge impact on many aspects of our lives – including changes in media consumption habits. Since the beginning of Lockdown in March, **TV viewing has increased 18% for Channel 4 – nearly double the rest-of-commercial market average**. And young viewers have seen the biggest swing to Channel 4, with their viewing up a huge 26%, versus a rest of commercial market seeing a small decline in viewing. In fact, **across the Lockdown period Channel 4 has delivered the biggest year-on-year Uplift to 1634 share of commercial impacts amongst all commercial channels, gaining an impressive 1.99% points of share**. This success is driven by strong young performance across the schedule – **including a 58% rise in daytime 1634 viewing and an 80% rise in 1634 viewing to Channel 4 News during lockdown**.

All 4 Performance Highlights



61%

Up 61%

All4 continues to experience huge viewing growth – with total views last week up 61% versus the same week in 2019

22%

Up 22%

Across 2020 to date, we have seen a 22% year-on-year increase in views

Channel 4 Performance Highlights



- Episode 5 earlier this week pulled in an overnight audience of 1.87 million viewers
- Episodes 1-4 have now consolidated at a very impressive 2.74 million viewers – up 32% versus the prior series

Bake Off: The Professionals - Tuesday 8pm



George Clarke's Amazing Spaces Wednesday 9pm

- Episode 2 on Wednesday evening attracted an overnight audience of 1.16 million viewers, up 5% versus the slot average for individuals and ABC1s volume. The show attracted a 7% ABC1 share of audience, which was enough to beat ITV!

- Episode 3 last Friday delivered an overnight audience of 3.63 million viewers – the biggest audience in late peak of any channel that evening

- The first two episodes of the series have consolidated to a huge 5.72 million viewers, up 45% versus the prior series.

- 1634 Viewing to episodes 1 & 2 is up 63% in volume versus the prior series – and the 1634 share has grown an incredible 156%!



Celebrity Gogglebox - Friday 9pm



Dogging Tales – Thursday 10pm

- Last Thursday saw another outing for this classic Channel 4 documentary, pulling in an audience of 1.02 million viewers, up 63% versus the slot average



- On Tuesday at 9pm week 2 of 24 Hours in A&E was watched by 1.83 million, up 3% week-on-week and beating ITV in the slot for the second consecutive week

24 Hours in A&E – Tuesday 9pm



Devon & Cornwall – Monday 8pm

- Week three delivered an audience of 1.44 million viewers, attracting a 10.2% share of ABC1s- up 46% versus the slot average

Portfolio Performance Highlights



- Big Brother: Best Shows Ever pulled in an average of 445,000 viewers in its first week last week, peaking at 660k on the launch night
- The average audience is up 95% versus the slot average, with 1634 share up 114% versus slot average share



- Since Lockdown began, Film4's share between 9pm-11pm is up 20% year on year, with average volume up 27%



- On Sunday night 999: On the Frontline: Trauma was watched by 486k viewers, up 49% versus slot average



- With a 1.20% share of 16-34s last Tuesday, 4Music delivered its 4th biggest day of the year - up an incredible 411% year on year



- Across the first half of June, UKTV's Portfolio of 7 Channels continues to deliver double-digit year-on-year share of commercial impact growth, with 1634's up 25% year on year