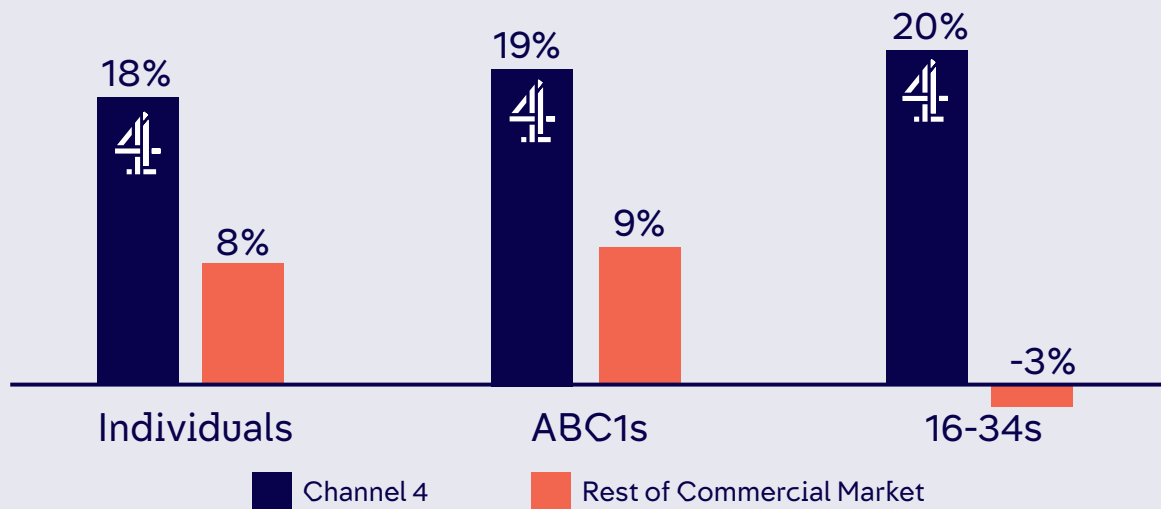


Viewing Report

Thursday 27th August 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 across UK Lockdown



We have seen *increases in all areas across our schedule* since the lockdown period began. Most notably with 1634s, Channel 4 has delivered the biggest year on year uplift to audiences here, with an *increase of 20%* compared to an average decline of 3% among all over commercial channels (excluding C4).

There is a *stellar line up of shows across our portfolio* consisting of *new launches and returning favourites* to credit for this increase. This past week we have seen amazing performances in 1634s specifically with *Lose a Stone in 21 Days, Inside Misguided, Swingers* and *How to Avoid a Second Wave*.

All 4 Performance Highlights

5%

Up 5%

Last week, All4 views were up 5% versus the previous week

20%

Up 20%

Compared to the same week in 2019, last week All4 delivered 20% more views

23%

Up 23%

Across 2020 to date, we have seen a 23% increase in All4 year on year views



Channel 4 Performance Highlights



Lose a Stone in 21 Days with Michael Mosley - Wednesday 9 pm



- Last week, episode 3 was watched by an overnight audience of 1.4 million, up 26% against the slot average. The 17% share of 1634s beat all other commercial channels in the same slot

- The first 2 weeks views have consolidated at 2.5 million with a 20% share of 1634s

Channel 4 News continues to deliver the massive 1634 Adults share increase of 73% it has acquired throughout lockdown



Channel 4 News Weekdays 7pm



Escape to the Chateau: Make Do and Mend - Thurs 8pm



- Make Do and Mend was watched by 1.32 million last Thursday, up 15% versus the slot average

- The episode reached an 11% share of ABC1s, an increase of 46%



Inside Missguided - Weds 10 pm



- Episode 2 of the look into the huge fast fashion brand delivered a 10% share of 1634s. This was up 24% against the slot average, enough to beat Itv as the biggest commercial channel



George Clarke's National Trust Unlocked - Sunday 9pm



- The new series launched it's 6 week run last Sunday reaching an audience of 1.3 million

- A 12% share of ABC1s meant that the episode was up 65% versus the slot average, beating Itv



Swingers - Monday 10pm



- The one-off documentary was watched by 1.1 million, up 95% on the slot average. Swingers delivered a 14% share of 1634s

- Channel 4's biggest 10pm overnight of the year excluding Fridays

- Episode 2 of Jamie: Keep Cooking Family Favourites was up week on week, delivering 1.3 million views

- It pulled in a share of 8%, reaching an increase of 24% versus the slot average



Jamie: Keep Cooking Family Favourites - Monday 8:30pm



Food Unwrapped: Fast Food Special - Tuesday 8pm



- On Tuesday, the Food Unwrapped Special attracted an overnight of audience of 1.17 million with an 8% share of 1634s



How to Avoid a Second Wave - Tues 9pm



- Our COVID - 19 documentaries continued on Tuesday as How to Avoid a Second Wave was watched by 1.1 million

- It's 10% share of 1634s was enough to beat BBC1 and Itv in the same slot

Portfolio Performance Highlights



- Season 5 of Married at First Sight Australia week 1 consolidated at 766k with a 16% share of 1634s, up a huge 254% versus the slot average. Week 2 has averaged an overnight audience of 436k, peaking on Friday with a 10% share of 1634s
- On Saturday at 9pm, Central Intelligence was E4's biggest film of the week reaching 404k, up 61% versus the slot average with a 6% share of 1634s
- The above helped E4 to achieve its biggest week of the year for individual share of voice at 2%



- Film 4 has delivered over 500k viewers on 42 occasions this year so far, a huge increase already on 33 titles in 2019
- Film 4's biggest film in the last week was Finding Your Feet on Saturday at 9pm, reaching an audience of 582k preceded by Crocodile Dundee which delivered an audience of 512k. As a whole, Saturday delivered the channel's biggest all day share in 3 years at 2.7%



- The highest rating show across the UKTV network over the last 7 days was Drama's Last of the Summer Wine on Thursday at 7:20pm, pulling in an audience of 488k