

# Viewing Report

## Formula E: Diriyah ePrix

Channel 4 added the exciting ABB FIA Formula E World Championship to its sport roster, with the first race in a multi-year deal coming from the stunning Riyadh Street Circuit in Diriyah, Saudi Arabia on Saturday the 29th January. The race was a big hit with male audiences, as ABC1ME share was up +10% on the slot average, whilst ME1634 share was up +30% on the slot average

## I Sniper Intrigues Young Viewers

New six part true Crime Documentary, I -Sniper, which gives a minute by minute account of one of the most terrifying crimes in recent history, was a massive hit with younger audiences on its launch on the 24th January. Channel 4 was the most watched commercial Channel across Television by the AD1634, ME1634 and WO1634 audiences during the 10pm clock hour. The series was instantly box-setted to All 4 as part of our Future 4 strategy, and was one of the biggest titles on the platform last week

## Geordie Hospital

New hospital documentary series, Geordie Hospital continues to outperform the slot average with Individuals and ABC1WO viewers both up by +10% for volume. All episodes are available to view on All 4 as part of our Future 4 strategy

## 999 What's Your Emergency, gets off to slot winning start

The first two weeks of the latest series of 999 What's Your Emergency gets off to a strong start, winning the 9pm slot on Monday's for both AD1634 and ME1634 viewers across commercial TV for consecutive weeks. Share of viewing for these two audiences is up more than +30% on the slot average

## Sue's road trip drives growth

Sue Perkins' Big American Road Trip was an instant (both episodes available on All 4) hit with viewers, attracting an average audience of 1.7million Individuals across its two episodes which represents an uplift of +9% on volume and +17% for share compared to the slot average. In this extremely competitive Sunday night slot, ABC1AD viewers were up +14% for volume and +20% for share on the slot average.

Overview

# Viewing Report

## Junior Bake Off continues to be a hit with viewers

The latest series of Junior Bake Off continues to be a hit with AD1634 viewers averaging an audience share of 19% across its first twelve episodes. The launch episode of this series attracted a 26% share of the AD1634 audience; the biggest share of this audience for any episode of Junior Bake Off (C4 and BBC). The series is currently tracking up on slot significantly by +110% for Individuals, +80% for ABC1AD's and +140% for AD1634's.

## The Great Pottery Throwdown has its biggest week of the run for ABC1AD share

Episode 4 of The Great Pottery Throw Down attracted its biggest share of ABC1AD viewers with a 15% share of this audience in one of the most competitive slots of the week. Volume of viewing vs slot average for the series after four weeks stands as up +72% for Individuals, +88% for ABC1AD's and +110% for ABC1WO

## The Dog House continues with its record breaking start.

The new series of The Dog House continues to have its best ever start for a series for Individual viewing share and ABC1AD volume and share. Viewing to the series is up +25% for Individual and ABC1AD volume compared to slot average, whilst viewing for ABC1WO is up on the slot by +40% for volume and +30% for share

## I Literally Just Told You proves a hit with young viewers

New Jimmy Carr fronted quiz show was a hit with younger audiences averaging a 15% share of AD1634's and 16% share of ME1634's across its six week run. The programme has been the most watched programme in its slot for the ME1634 audience all commercial TV channels in the slot for five of these six weeks.

## Screw is Channel 4's best launch to a drama series since It's A Sin

Episode 1 of new darkly comic drama Screw, launches with 3million viewers and 15% share of audience, making this Channel 4's best launch to a drama series since It's A Sin nearly 12 months earlier. The linear performance of the next two episodes means that this series is currently consolidating at 2.1 million viewers; up on slot by +33% for volume and +25% for share. Instantly box-setted as a series as part of Channel 4's Future 4 strategy, Screw has been the most watched new title on ALL4 so far in 2022

## Cats Does Countdown

8 Out Of Ten Cats Does Countdown continues to impress in the 9pm Friday night slot, returning week on week growth for consecutive weeks. Averaging an AD1634 share of 17%, it has been the most watched programme in this slot across all commercial Television channels for the past two Fridays for this audience.

Overview

# Viewing Report

## Britain's Most Expensive Homes

After four episodes this newly commissioned series consolidated at a very healthy 1.4million viewers. A 10% share of AD1634's meant that this series was up on slot by +21% for this audience

## George Amazes in new Friday slot

The familiar George Clarke's Amazing Spaces returned in the not so familiar Friday night slot on the 7<sup>th</sup> January at 8pm. However this 'house move' was no problem, as the first three episodes have returned a viewing figure which is up on the slot average by +22% for Individuals and +25% for ABC1AD viewing volume. ABC1ME viewing is up on slot by 30% for volume and +25% for share

## Kirstie & Phil's Love It Or List It

The evergreen property gurus continue to outperform the slot average. Six weeks into their latest series, share and volume for Individuals, ABC1AD's, ABC1WO and ABC1HP's are all displaying double digit growth compared to the slot average. The series has grown throughout the run too, with episode 6 the biggest of the run so far for volume for all main trading audiences

## Sarah Beeny's New Life In The Country

After 8 episodes the second series of this topical property relocation programme came to an end at the end of January. Share of audience saw significant series on series growth for its key audiences, with ABC1AD share up +30%, ABC1WO share up +25% and ABC1ME share up +35%. Volume was flat for Individuals and all efficient trading audiences, which is impressive given that the first series played throughout a lockdown period

## Celebs Go Dating E4

The latest series of Celebs Go Dating launched on E4 on the 17<sup>th</sup> January. When comparing performance to the same part of the run last year audience share of key demos, AD1634's and WO1634's, is up by +6%.

This series has always performed particularly well on ALL4, so it comes as no surprised that it was the most watched title on the platform last week.

## Dark Woods More4

Dark Woods, a moody German thriller, is the first offering from Walter Presents on More4 in 2022. The first two episodes have consolidated at 323k individuals, with episode 2 growing on episode 1 for both Individual and ABC1AD volume and share. Volume for both Individuals and the key ABC1AD audience is up more than +50% on the 9pm Friday night channel average, whilst share for the two audiences is up +

Overview

# All 4 Performance Highlights



## 24.01.22 – 30.02.22

- Week 5's views have been up +5% week-on-week.
- Celebs Go Dating was the biggest show last week and saw the most growth of the Top10 shows (+40%). The first 5 eps put it as the 3rd biggest CGD series ever (0-7 Days O&O)
- Despite being down week-on-week Hollyoaks was up year-on-year for Jan O&O views by +14% and was the biggest month for the show since April last year
- Screw is down -45% week-on-week but this is down to people finishing the boxset, in fact it currently sits as the 2nd biggest boxset show on All 4 ever for average views from 0-7 Days!
- The first 4 eps of The Great Pottery Throwdown are up +24% vs last year and the current series looks set to be the biggest ever for the show on All4 (0-7 Days O&O)

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Celebs Go Dating	Hollyoaks
Hollyoaks	Celebs Go Dating
Junior Bake Off	Screw
The Great Pottery Throw Down	24 Hours in Police Custody
Screw	Celebrity Coach Trip
Katie Price's Mucky Mansion	Junior Bake Off
Celebrity Coach Trip	The Killer Nanny: Did She Do It?
First Dates	The Great Pottery Throw Down
Kirstie and Phil's Love It or List It	First Dates
I, Sniper: The Washington Killers	Gogglebox

# Portfolio Performance Highlights

## UKTV Play - Week 24.01.22 – 30.02.22



- Viewing to the service grew again week-on-week +3%
- 9 of the top 10 titles showed week-on-week growth
- Bangers And Cash continues to drive viewing as S5 builds +32% WoW
- Tenko also still doing well +8% WoW
- Traces +7% WoW
- Abandoned Engineering +9% WoW
- Alan Davies: As Yet Untitled +11% Wow

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
<b>SERIES</b>	<b>SERIES</b>
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Bad Girls	Bad Girls
Last Of The Summer Wine	Would I Lie To You?
Bangers & Cash	Jonathan Creek
Would I Lie To You?	Last Of The Summer Wine
Taskmaster	New Tricks
New Tricks	Taskmaster
Tenko	Bangers & Cash
Birds Of A Feather	Classic Casualty