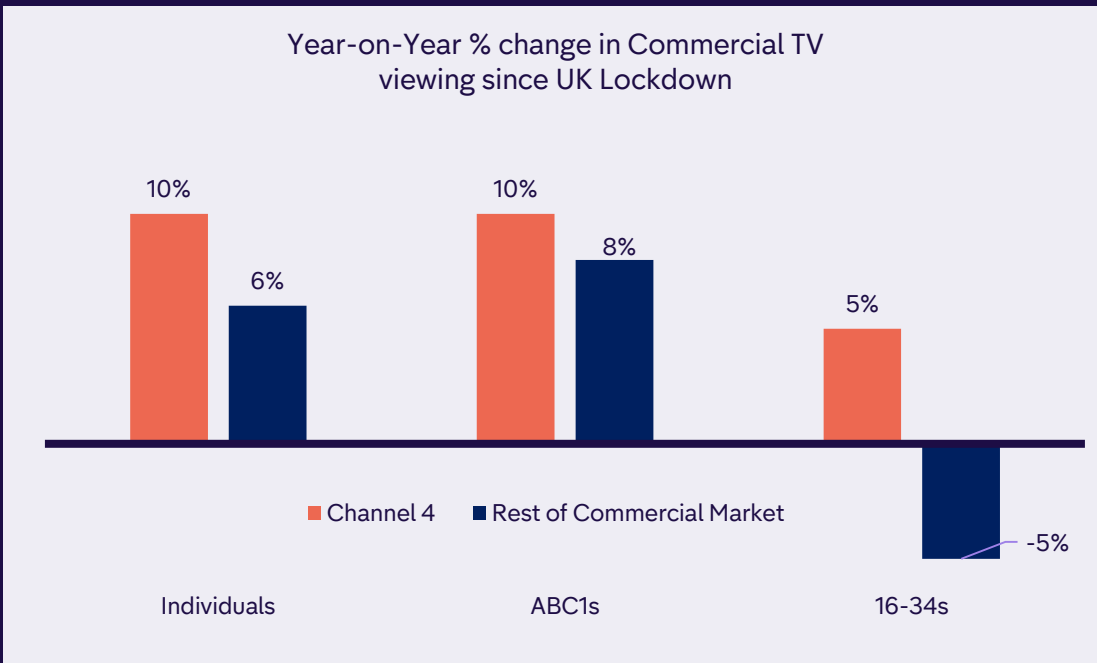


Viewing Report

Thursday 5th November 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.



C4 delivered the 3 of the 4 Biggest shows across the Network for 1634 Volume in the week yet again thanks to Bake Off, Gogglebox and Taskmaster!

The seventh episode of **The Great British Bake Off Series 11** broadcast with 7.17 million viewers with a 34.5% share. It is the third biggest ever overnight volume for Bake Off on Channel 4 and the biggest for a non-final episode (2017 final: 7.7m; 2018 final: 7.5m).

The 57.1% 1634 audience was up 11% year-on-year for share and our fifth biggest ever episode of Bake Off for youngs.

Ep 8 of **Gogglebox** attracted an overnight audience of 4.5 million. Up 6% on week 7 and the series **BIGGEST EVER OVERNIGHT VOLUME!**

Volume was up on the slot average by 53% for Individuals, 1634 Volume 79% and ABC1 Volume 64%.

Individual Volume and Share (4.572 million/24.7%) and ABC1 Volume and Share (2.6 million/27.8%) all Set New Highs for Gogglebox (1634 Share was its 2nd highest)

At 9pm on Thursday **Taskmaster** week 3 was up 5% week-on-week with 1.4 million viewers. Up 27% on the slot average.

A 25.4% 1634 Share is up 11% week-on-week; Up 184% vs the 52 Week average, easily winning the slot.

Overview

Channel 4 Performance Highlights



The Great British Bake Off, S11 E7, Tuesday 8pm

- Week 7 had 7.17 million viewers and a 34.5% share. Up 2% week-on-week and up 25% on last year's Ep 7 for volume and up 19% for share
- The episode had a 1min peak of 8.3m and a 39.1% share at 9.02pm
- It is the third biggest ever overnight volume for Bake Off on Channel 4 and the biggest for a non-final episode!
- The 57.1% 16-34 audience was up 11% year-on-year for share our fifth biggest ever episode of Bake Off for Youngs



Taskmaster, Thurs 9pm

- At 9pm on Thursday Taskmaster week 3 was up 5% week-on-week with 1.4 million viewers. Up 27% on the slot average.
- A 25.4% 1634 Share is up 11% week-on-week; Up 184% vs the 52 Week average, easily winning the slot.
- The first 2 weeks of Taskmaster consolidated at 2.819 million (13% Share). A 33.31% 1634 Share is our 4th biggest 9pm title this year for Youngs behind Celeb Goggle, Goggle and Celeb SAS



Gogglebox, Friday 9:00pm

- Week 8 of Gogglebox S16 attracted an overnight audience of 4.5 million. Up 6% on week 7 and the series BIGGEST EVER OVERNIGHT VOLUME!
- Volume was up on the slot average by 53% for Individuals, 1634 Volume 79% and ABC1 Volume 64%.
- Individual Volume and Share (4.572 million/24.7%) and ABC1 Volume and Share (2.6 million/27.8%) all Set New Highs for Gogglebox (1634 Share was its 2nd highest)



First Dates, Wed 10pm

- On Wednesday at 10pm First Dates was watched by 785k viewers. Up 43% on the slot average. A 13% 1634 Share was up 82% on the slot average



Educating Greater Manchester, Tue 9:15pm

- Returned on Tuesday at 9:15pm with 1.693 million viewers. Up 27% on the slot average. A slot winning 29.3% 1634 Share was up 134% vs the 52 week average
- In its 6th Series this represents Educating's biggest ever 1634 Share

Portfolio Performance Highlights



Celebrity Gogglebox

- E4's highest rating show of the week was Celebrity Gogglebox on Wed at 9pm with 341k viewers. Up 24% on the slot average. A 5% 1634 Share was up 50%



Jack Ryan: Shadow Recruit

- Film4's biggest film in the last 7 days was Jack Ryan: Shadow Recruit on Wed at 9pm with 420k. Up +37% vs slot



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 373k. Up 81% on the slot average



QI XL

- Across the UKTV Portfolio of Channels in the last 7 days the highest rating show was QI XL on Dave on Wednesday at 9pm with 399k

All 4 Performance Highlights



Week Commencing 26.10.20 viewing figures

All4's third biggest week on record for viewers!

Bake Off ep 6 up 26% vs S3 ep6. S4 up 28% vs S3

Gogglebox up 37% vs Season 15 (fist 8 Eps ave, 0-2days)

Taskmaster, up 4% week-on-week, 46% of views from back catalogue

Made In Chelsea flat week-on-week, S20 up 41% vs S19 (fist 5 Eps ave, 0-7days)

West Wing bolsters Exclusives, up 145% vs same week last year due to additional content Malcom in the Middle and Taskmaster seasons 1-9

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
Made in Chelsea	Hollyoaks
Taskmaster	Married at First Sight Aus.
Hollyoaks	Gogglebox
Malcolm in the Middle	Made in Chelsea
The West Wing	Shameless
The Inbetweeners	Celebs Go Dating
Four in a Bed	Four in a Bed
Scrubs	Scrubs

39%

Up 44%

All4 continues to experience huge viewing growth – with total views last week up 39% versus the same week in 2019

20%

Up 19%

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