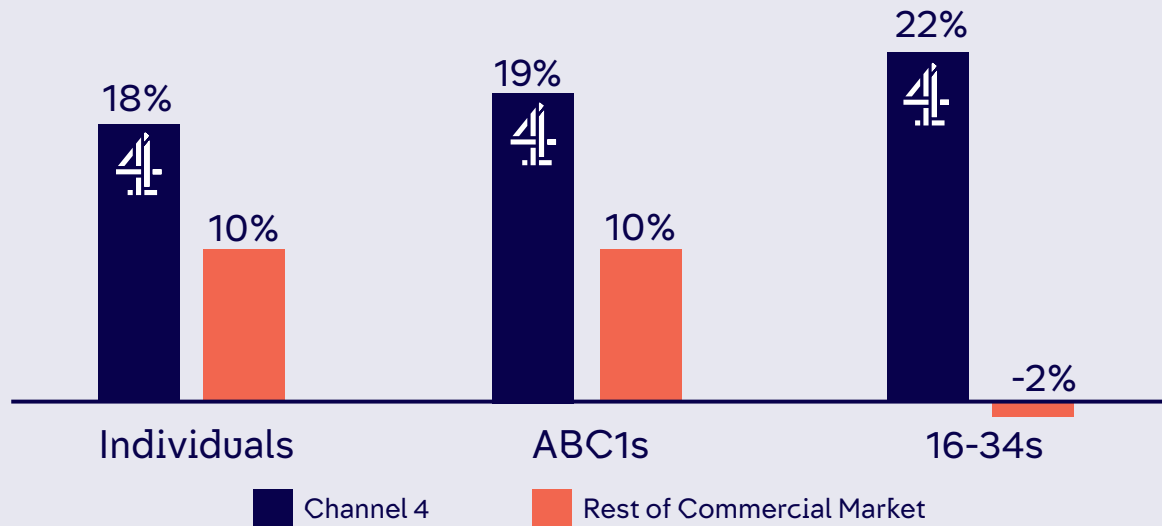


Viewing Report

Thursday 6th 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



Record breaking shares for the likes of Bake Off: The Professionals, 24 Hours in A&E and Cats Does Countdown combined with our Live F1 coverage drove C4 to its **biggest week of the year!** Across the Lockdown period C4 has **delivered the biggest year-on-year uplift** to its 1634 share of commercial impacts (SOI) among all Commercial Channels. This has been in part **driven by a 54% increase in 1634 viewers** to Daytime TV (12-6pm). Additionally, for the **20th consecutive week**, representing the entire Lockdown period, **Channel 4 won the Friday late peak slot for 1634s with a 15.9% Share**. Through the Lockdown Period Channel 4 has accounted for **15 of the Top 30 Shows for 1634 viewership** across Commercial TV.

All 4 Performance Highlights



UP 54%

All4 continues to experience huge viewing growth – with total views last week up 54% versus the same week in 2019

UP 25%

Across 2020 to date, we have seen a 25% year-on-year increase in views

Channel 4 Performance Highlights



Bake Off: The Professionals
Tuesday 8pm

- Season 3 consolidated at 2.7 million which is a huge 36% uplift on the previous series
- A 19% share of 1634 viewers is up 45% on the previous season 2



Escape to the Chateau: Make Do and Mend
Thursday 8pm

- Launched its 4-week run last Thursday at 8pm with 1.8 million viewers. Our 2nd biggest overnight to the Thursday late peak slot this year
- With a 14% ABC1 Share (Up 88% against the slot average) it ensured Channel 4 were the biggest Commercial Channel in the slot for Upmarkets

Channel 4 News

- Across the lockdown period year-on-year viewing among 1634s increased a whopping 74%



Travel Man – Friday 8pm

- On Friday at 8pm Travel Man returned with 865k viewers. With an 11% share of 1634 viewers it was up 23% against the slot average



The British Grand Prix
Sunday 1pm

- The British Grand Prix on Sun at 1pm was watched by 2.3 million. Up 18% on last year's coverage and up 496% against the slot.
- This represents our biggest Sunday audience since The Cricket World Cup Final last July and the biggest F1 audience since Oct 2018 in the USA



Cats Does Countdown
Friday 9pm

- At 9pm on Friday Cats Does Countdown was back for a new run with 1.3 million viewers. A 25% 1634 Share won the slot and is the series biggest ever in its 9-year history



British F1 Qualifying
Saturday 1pm

- Live coverage of British F1 Qualifying on Sat at 1pm drew an audience of 1.2 million. Up 32% Year-on-Year



X-Men: Apocalypse
Sunday 9pm

- On Sunday night at 9pm the premiere of X-Men: Apocalypse was watched 765k. Took a 9% share of 1634s



Race Against the Virus
Monday 9pm

- On Monday at 9pm Race Against the Virus attracted an overnight audience of 1.1 million. 8% share of 1634



How To Lose Weight Summer Special – Tuesday 8pm

- On Tuesday at 8pm this one-off Special was watched by 1.3 million. A 15.4% 1634 Share was enough to win the slot



Devon & Cornwall
Monday 8pm

- On Monday at 8pm week 9 of Devon & Cornwall was watched by 1.8 million. Up 56% against the slot average. A 14% ABC1 Share won the slot for Upmarkets

- Week 8 of 24 Hours in A&E attracted an overnight audience of 1.5 million. An 11% 1634 share was enough to win the slot among Commercial Public Service Broadcasters



24 Hours in A&E
Tuesday 9pm

Portfolio Performance Highlights



Married at First Sight

- The first 4 weeks of Married at First Sight Australia consolidated at 816K, up an incredible 200% against slot average drawing a 10% share of AD1634s, up 175%! Viewing peaked on Monday of week 4 with 919k viewers



Red 2

- Since Lockdown began Film 4's share between 9pm-11pm rose 15% year on year for individuals with average volume up 20%
- Film4 has now delivered over 500k viewers on 38 occasions this year compared to 33 across the whole of 2019
- Film 4's biggest title last week was Red 2 with 450k last Thursday at 9pm



999: On the Frontline

- More4's best performing show of the week 999: On the Frontline on Sunday at 9pm with 319k. A 5.1% 1634 Share was Up 218% against slot average



Last of the Summer Wine

- The Top 10 Shows across the UKTV Network all aired on Drama last week with honours even 5 apiece between Last of the Summer Wine and Death in Paradise



Antiques Road Trip

- Antiques Road trip on Really dominated the Top 10 for Discovery peaking with 230k on Tuesday at 8pm