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# Viewing Report

New

## The Undeclared War

From multi award winning director Peter Kosminsky, The Undeclared War is thriller about a leading team of analysts in GCHQ secretly working to ward off a series of cyber-attacks on the UK in the run-up to a general election in post-pandemic 2024.

With a stellar cast including Simon Pegg, Adrian Lester and Mark Rylance, the series launched on the 30th June in strong fashion.

One of our best performing drama launches of the last twelve months the series was significantly up on slot for total viewers and key-demographic upmarket audiences. ABC1AD viewing was up on the slot by +45% for volume , whilst a 16% share of ABC1ME, meant that Channel 4 was the most watched commercial channel across all TV for this audience in the 9pm clock hour.

All episodes were made available as a Box-Set on ALL4 straight after the linear transmission of episode 1, as part of our Future Four strategy. It is very pleasing to report that The Undeclared War was the most watched title on the platform last week.

## The Extraordinary Life Of April Ashley

From the wartime Liverpool slums to London's high society, the epic story of the model, dancer, and transgender pioneer who changed Britain was told in a one-off documentary on Channel 4 on the 4th July.

Total viewing across the hour was up on the slot average by +10% for volume and +20% for share. The documentary had particular appeal to upmarket audiences, with ABC1AD viewing up on the slot average by +15% for volume and +31% for share, whilst viewing by the ABC1WO audience was up +40% for volume and +55% for share.

Overview

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## Continuing

### 24 Hours In Police Custody

This two part special which aired on the 4th and 5th July, enthralled viewers as it has been Channel 4's most watched programme so far in the month behind Celebrity Gogglebox.

Averaging more than 2 million viewers across both nights, the two episodes significantly outperformed the slot average, with both episodes the highest rating programmes to play in the respective slots (England football aside) since a 24 Hrs in Police Custody special at the start of the year.

### Ghislaine Maxwell Making Of A Monster

The opening episode of this three part series got off to an exceptionally strong start on Channel 4 on the 5th July, with Channel 4 the most watched channel across all commercial TV for Individuals, ABC1AD's, AD1634's and a host of other audiences.

The viewing figure that the opening episode attracted was the biggest to the slot on Channel 4 for over three years.

Instantly Box-Setted to ALL4 after episode one, the series was one of the best performers on ALL4 last week.

### Celebrity Gogglebox Returns In Great Style And Continues To Dominate

A new series of Celebrity Gogglebox returned on the 10th July with a slot winning performance.

Attracting an average audience of 4.3million viewers (23% share of total audience), it was the most watched programme across all TV that night at 9pm.

Such was its strength, Celebrity Gogglebox was the most watched programme across ALL TV on the day for Individuals, ABC1Ads, ABC1WO and ABC1HP's

It has been the same story for the next three weeks, with the episodes on the 17th and 24th June and then on the 1st July the most watched programme in 9pm slot on those days. These episodes were also the most watched programme across all commercial TV for the ABC1AD audiences on their respective dates of transmission.

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## **Bake Off: The Professionals**

We are now seven weeks into this series which searches for Britain's best patisserie team.

Pulling in an impressive share of upmarket audiences, it has been the most watched programme on Channel 4 in the 8pm clock hour for the last seven weeks for ABC1AD, ABC1WO and ABC1HP share of audience and volume.

Episode 7 on the 5th July attracted an audience that ensured Channel 4 was the most watched commercial channel across all TV in the 8pm clock hour for the ABC1AD and ABC1HP audiences for the fourth consecutive week.

## **The British Grand Prix On Channel 4 Attracts Biggest Audience To The Sport This Year**

We are eleven races into what is yet another fascinating Formula 1 season. The race weekend of the 9th-10th July saw the roadshow move to The Red Bull Ring in Spielberg, for the Austrian GP.

Qualifying Highlights on Saturday were shown at a later time than what was originally listed, however this did not stop Channel 4 attracting the biggest audience for ABC1ME viewing across all TV in the new 1830-1959 slot.

It was a similar story for Sunday's race highlights, which again saw Channel 4 the most watched commercial channel for the coveted key ABC1ME audience.

After eleven race weekends, this season's Formula One championship is currently displaying YoY growth for share of +25% for ABC1ME and ABC1AD's and +95% for ME1634's.

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**E4**

## Young Sheldon Signs Off With Series On Series Growth

Sadly the fifth series of the Big Bang Theory spin off has now finished after ten weeks, in which for the majority of this period, it was E4's most watched programme.

Series on series viewing was up +7% (+30% for share), with AD1634 viewing share to this series up by more than +13% when measuring against the series average for series 4, which played in the Autumn of 2021.

**More4**

## Rig 4: Murder At Sea

This riveting new Swedish thriller from Walter Presents, launched on the 24th June on More4, and is the biggest WP title to play on the Channel since Deutschland 89 in March 2021.

Now two episodes in, the series is significantly tracking above the slot average for both volume and share with total viewing up on slot by +75% for volume.

More4's key audience of ABC1AD's has also seen significant uplifts of viewing to this series compared to the slot average; volume is up by +95%, whilst share 4of viewing is up by +125%.

All episodes are available to watch on ALL 4 now.

Overview

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# Viewing Report

**More4 continued...**

## **River Cottage: Reunited**

The reboot of this iconic Channel 4 series, continues to perform well in its new home on More4.

Three episodes in the series is currently outperforming the slot average for all key trading audiences.

Total viewing across these first two episodes is up on the slot average by +16%, whilst the volume of ABC1AD viewing is up on slot by +18%, whilst ABC1ME viewing is up on the slot average by +35%.

Overview

# All 4 Performance Highlights



## 04.07.22 – 10.07.22

Views have grown for a third consecutive week, this has been helped **by The Undeclared War** Boxset, new eps of **Police Custody** and strong **Hollyoaks** viewing.

Views compared to the same week last year is up +10% the reason for this is because of the shows mentioned above plus Week 28 last year was when the Euro Semi-Finals and Final were being played which drove viewers away from the platform.

**24 Hours in Police Custody** had two eps go out last week with the second episode becoming the shows second biggest episode on All 4 (0-7 Days O&O).

**Below Deck** was the 6<sup>th</sup> biggest show this week and also had its biggest week ever on All 4 for O&O views.

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
<b>The Undeclared War</b>	<b>Married at First Sight Australia</b>
<b>24 Hours in Police Custody</b>	<b>Hollyoaks</b>
<b>Hollyoaks</b>	<b>Gogglebox</b>
<b>Ghislaine Maxwell: The Making of a Monster</b>	<b>Derry Girls</b>
<b>Celebrity Gogglebox</b>	<b>Celebs Go Dating</b>
<b>Below Deck</b>	<b>Suspect</b>
<b>Suspect</b>	<b>Made in Chelsea</b>
<b>Formula 1<sup>®</sup></b>	<b>The Great Pottery Throw Down</b>
<b>Bake Off: The Professionals</b>	<b>Taskmaster</b>
<b>Come Dine With Me</b>	<b>Screw</b>

# Portfolio Performance Highlights

## UKTV Play - Week 04.07.22 – 10.07.22

- After a full week on the service Prisoners Wives moved to #4 in the Top Shows
- Whitechapel viewing grew 59% week-on-week
- Last Of The Summer Wine increased +18%



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
Whitechapel	Last Of The Summer Wine
Prisoners Wives	Bad Girls
Birds Of A Feather	Bangers And Cash
Masterchef Australia	Birds Of A Feather
Last Of The Summer Wine	Would I Lie To You?
Bad Girls	Taskmaster
Secrets Of The London Underground	New Tricks
A Place To Call Home	Classic Casualty