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# Viewing Report

## New

### SAS: Who Dares Wins wins slot

The latest series of SAS: Who Dares Wins launched on the 10<sup>th</sup> April. The new format which for the first-time featured instructors from the US Marines, was a huge success as it dominated its 90-minute slot for younger audiences, with Channel 4 the most watched channel across all TV between 2100-2230 on the night for AD1634's, ME1634's and WO1634's.

The series launch was significantly up on slot for all audiences, with ME1634 viewing particularly eye-catching with a 20% share of audience

### Nikki Grahame: Who Is She?

The story of the life of Nikki Grahame was shown on the 7th April and attracted a significant audience, which was up on slot for total viewing.

This tribute to the much-loved TV reality icon attracted a huge share of audience for AD1634's, WO1634's, ABC1WO, ABC1HP's and HPCHIL, with Channel 4 the most watched commercial channel across all TV in the hour for these audiences.

The documentary also saw a huge catch-up audience come to it via ALL4, as it was one of the most watched titles on the platform last week

### Derry Girls Returns With Biggest Ever Episode!

The much anticipated third season of Derry Girls, launched on Channel 4 on the 12th April with 3.3million viewers, which is the biggest audience ever for any episode of this comedy. This was also the biggest viewing figure to a Channel 4 comedy since the finale of Friday Night Dinner in a lockdown month in 2020

The launch episode which featured a surprise cameo from Liam Neeson, performed particularly well for younger audiences with AD1634's attracting a slot winning audience share of 37%, and WO1634 pulling in a huge audience share of 41%; again winning the slot. Its AD1634 share (37%) was the biggest to any episode ever

As with most comedies, it instantly became a hit on ALL4 with this new episode and episodes from previous series, making Derry Girls a top 10 title on ALL4 last week

Overview

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## Grand Designs The Street

Grand Designs: The Street, which sees Kevin McCloud follow households as they embark on an epic mission to construct their own homes, creating brand-new streets in Britain's biggest self-build project, returned for a second series on the 13th April

Total viewing was up by +7% on the slot average, whilst ABC1AD viewing was up +10%

## Hullraisers

Playing straight after Derry Girls was a new comedy set in Hull called Hullraisers.

This new original comedy adds yet another string to Channel 4's rich comedy bow, and proved a hit with viewers from the start, as not only was the launch episode Channel 4's best new comedy launch for a more than a year, but viewing was also up on slot average for Individual and ABC1AD volume and share

This episode had a particular appeal amongst viewers in Yorkshire and Lincolnshire, with viewing up more than 100% on slot average in this region. It was also the best comedy launch to be consumed by Channel 4 viewers from this region since Derry Girls launched in 2018

Commissioned as part of our Future 4 strategy, the entire series is available to watch as a boxset on ALL4 now

Overview

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# Viewing Report

## Continuing

### The Great Celebrity Bake Off For Stand Up To Cancer

Our favourite celebrity baking show returned on March the 22nd with a showstopper slot winning performance.

The launch episode won the 2000-2115 slot across all TV for all major trading audiences, with AD1634's attracting a particularly eye-catching 36% share of AD1634's; a bigger share of this audience than two of the three launch episodes from the past three years

Due to the volume of viewers, this episode was significantly up on slot for all trading audiences, and it remains Channel 4's second biggest 8pm series, only bettered by its parent series; The Great British Bake Off.

This trend continued into weeks 2, 3 and 4 (29th March, 5th April and 12th April), with Channel 4 winning the slot for Individuals, AD1634's and ABC1Ad's across all commercial TV channels

### F1 Australian GP

The Formula 1 Roadshow moved from the Middle East to Australia for race 3, and picked up where it left off two weeks earlier

An average audience of 700k viewers watched the Qualifying Highlights on the morning of Saturday the 9th April. This was up +200% on slot average, with the volume and share for ABC1ME viewing up on slot by +550%

The race highlights on Sunday the 10TH April, saw Channel 4 attract the biggest audience across all TV for any channel in the 1500-1730 timeslot for Individuals, ABC1AD's, ABC1ME. ABC1ME viewing attracted a slot winning audience share of 21%, despite various other sporting events on competitor channels.

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# Viewing Report

**E4**

## **Married At First Sight Australia continues with its best ever start for AD1634 share**

We are now seven weeks into the ninth series of Married At First Sight Australia, and the later start time this year really has added to anticipation levels

Averaging a consolidated audience of 1.25million individuals and an AD1634 audience share of 20% series 9 has got off to a stronger start for AD1634 share than any of the previous series

AD1634 volume of viewing is up +65% on the first seven weeks of last season, and is on par with the winter series of 2021, which is particularly impressive when it is noted that January and February 2021 were lockdown months.

Unsurprisingly it is also the biggest title on ALL 4 at the moment (it is now the most watched title on ALL 4 this year), and will continue to be so for the duration of its long run. Like its linear performance, it is also having its best ever start on this platform too

## **Gogglebox continues to dominate total TV for AD1634's**

Eight episodes into series 19, and Gogglebox continues to dominate total TV for AD1634 viewers; winning the slot across all TV for this audience in all of these seven weeks

Such is the strength of its performance for younger audiences, it has been the most watched midweek programme by AD1634 viewers across all commercial TV in all eight of these weeks. The series is currently averaging an AD1634 audience share of 40%

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## More4

### Matt Baker: Travel With Mum And Dad

Matt Baker's Travel With Mum And Dad, gave More4 its biggest viewing figure of 2022 on the 30th March as 800k viewers watched the launch episode. Viewing to this episode was up on slot average by +160% for volume of Individuals and ABC1AD's, whilst volume of viewing for ABC1WO was up on slot average by +170%

Three episodes in and this trend has continued, with the series the most watched series on More4 this year

### The Great Big Tiny Design Challenge

More4's Great Big Tiny Design Challenge launched on the 27th March with 450k viewers. Total viewing was up on slot by +75%, whilst the volume of ABC1AD viewers was up +200% on slot. It was a similar story for share, with Individual share up +70% and ABC1AD share up +175% on the Sunday 9pm channel average

Three episodes in and the series continues to outperform the slot average with ABC1AD's up by +150% for volume and +200% for share.

## UKTV

### The Sister Boniface Mysteries breaks record on Drama

Averaging 1million viewers across its first five episodes, this spin off to Father Brown is officially the best performing programme to ever play on Drama, and the biggest rating show on any of 4Sales' Partner Channels in 2022.

This gripping series runs for 10 episodes, playing on Friday's at 9pm

Overview

# All 4 Performance Highlights



## 11.04.22 – 17.04.22

Week 16 saw an uplift of +2% in views week-on-week which has been driven the new series of Derry Girls and the Hullraisers boxset

Views compared to the same week last year was also up +2%, again driven by the new comedies and also Married at First Sight Australia and The Circle had finished by this point last year

The launch ep of Derry Girls Series 3 was the biggest ever for the show, up +64% vs the launch of Series 2 (0-5 Days O&O)!

Thanks to the 'First Look' release pattern of Made in Chelsea S23, Ep2 has gone on to become the shows biggest ever episode on All 4!

The Inbetweeners saw a week-on-week growth of +24%, which has most likely been driven by the new 'First for Funny' promo that has launched recently

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
<b>Married at First Sight Australia</b>	<b>Married at First Sight Australia</b>
<b>Derry Girls</b>	<b>Hollyoaks</b>
<b>Hollyoaks</b>	<b>Celebs Go Dating</b>
<b>Gogglebox</b>	<b>Gogglebox</b>
<b>Made in Chelsea</b>	<b>The Great Pottery Throw Down</b>
<b>The Great Celebrity Bake Off for SU2C</b>	<b>Screw</b>
<b>Open House: The Great Sex Experiment</b>	<b>Four in a Bed</b>
<b>SAS: Who Dares Wins</b>	<b>Junior Bake Off</b>
<b>Taskmaster</b>	<b>First Dates</b>
<b>Nikki Grahame: Who Is She?</b>	<b>Jeremy Kyle Show: Death on Daytime</b>

# Portfolio Performance Highlights

## UKTV Play - Week 11.04.22 – 17.04.22



- Viewing on UKTV Play dropped -4% week-on-week
- W content continues to grow +10% WoW
- Stacey Dooley Sleeps Over growth driven by the launch of S3 +67% WoW & lands at #5 in the content charts
- Masterchef Australia +23% 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
Bangers And Cash	Bad Girls
Last Of The Summer Wine	Last Of The Summer Wine
Stacey Dooley Sleeps Over	Bangers And Cash
Sister Boniface Mysteries	Taskmaster
Meet The Richardsons	Would I Lie To You?
Taskmaster	New Tricks
Bad Girls	A Place To Call Home
Birds Of A Feather	Birds Of A Feather