

Viewing Report

New

Britain's Next PM: The Conservative Debate

Krishnan Guru-Murthy hosted a live debate on Friday the 15th July, with all the candidates in the running for the top job as the next Prime Minister, facing questions from a studio audience, in what was the first televised debate in the race to number 10.

As expected, the 90-minute special outperformed the slot average significantly, giving Channel 4 its biggest (non-Christmas period) viewing figures in this slot, since the lockdown month of December 2020.

With a 19% share of ABC1AD's, it was the most watched programme in this slot across all TV for this audience, along with ABC1WO and ABC1HP's, with the viewing figure for the ABC1ME audience, the biggest across all commercial TV channels in the slot.

It is also pleasing to report, that the debate had a very strong appeal amongst younger viewers too, attracting a 22% audience share of AD1634 viewers, meaning Channel 4 was also the most watched channel across all TV for this audience in the 1930-2059 slot

Ackley Bridge Returns As ALL 4's Biggest Title Last Week

The multi-award-winning comedy drama, set in a Multicultural Academy School in Yorkshire, returned for a fifth series on Channel 4 and ALL 4 on the 11th July.

Stripped as back-to-back episodes across a week, starting on the 11th July, the series has got off to a strong start, especially for younger audiences.

The first two episodes were up on the Monday 10pm slot for volume by +20% for ME1634's, +25% for AD1634's and +30% for WO1634's

As drama plays such an integral part in our Future Four Strategy, all episodes were made available to view on ALL4 on Monday, after the linear transmission. As expected, due to the performance of previous series, it was a huge hit on ALL 4, becoming the most watched title (by some way) on the platform last week.

Overview

Viewing Report

Continuing

Night Coppers

Our latest 'Blue Light' offering, Night Coppers, joins the cops who police Brighton's hectic nightlife scene, with the first episode airing on Tuesday 12th July

Viewing to this launch episode was very positive, with ABC1AD viewing share up on the slot average. The ABC1ME audience were particularly attracted to this series, with share of viewing by this audience up on the slot average by an impressive +25%

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 four weeks, with the episodes on the 17th and 24th June and then on the 1st and 8th 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 audience on their respective dates of transmission

Overview

Viewing Report

Bake Off: The Professionals

We are now eight 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 for ABC1AD, ABC1WO and ABC1HP share of audience and volume, in each of these eight weeks

Episode 8 on the 12th 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, ABC1ME and ABC1HP audiences for the fourth consecutive week, whilst the volume of ABC1WO viewers made Channel 4 the most watched channel across all TV for this audience, in this clock hour.

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, for its launch episode. Now two episodes in, ABC1AD viewing remains up on slot, whilst the volume of ABC1ME and ABC1HP's is up on the slot average by +15% and +13% respectively

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 has been one of the most watched titles on ALL4 over the last two weeks

Overview

Viewing Report

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.

This trend continued across the next two nights, as Channel 4 saw massively uplifts verses the slot average. The volume of ABC1WO and ABC1HP's who watched, particularly stood out, as both were up on slot by over +100%

Instantly Box-Setted to ALL4 after episode one, the series was been one of the best performers on the platform in July

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 three episodes in, the series is significantly tracking above the slot average for both volume and share with total viewing up on slot by +70% 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 +80%, whilst share of viewing is up by +120%. All episodes are available to watch on ALL 4 now

River Cottage: Reunited

The reboot of this iconic Channel 4 series, performed well as it came to an end on Monday the 11th July

After four very nostalgic episodes, the series finished up on slot average for all key trading audiences.

Total viewing across these episodes was up on the slot average by +10%, whilst the volume of ABC1AD viewing was up on slot by +13%, whilst ABC1ME viewing was up on the slot average by +30%

Overview

Viewing Report

UKTV

Alibi

CSI Vegas Gives Alibi Its Biggest Viewing Figure Since February

The latest CSI series launched on Alibi on the 13th July opening a brand new chapter in Las Vegas, the city where it all began. Facing an existential threat that could bring down the entire Crime Lab and release thousands of convicted killers back onto the neon-lit streets of Vegas, a brilliant new team of investigators must enlist the help of old friends, in order to preserve and serve justice in Sin City.

This much anticipated launch was well worth the wait, giving Alibi its biggest viewing figure since February 2022, the second biggest of the year so far, with the volume and share of the ABC1ME audience that this episode attracted the biggest on the channel in 2022

This thrilling CSI spin off, runs for 10 weeks on Wednesday nights at 9pm on Alibi

Overview

All 4 Performance Highlights



11.07.22 – 17.07.22

Exclusives performed well in Week 29 with three titles making the Top 10 and **The Good Wife** saw the most growth out of the three, ending up +65%.

First Run was up ever so slightly vs the same week last year in 2021, this is due to the new launch of **Ackley Bridge** plus new eps of **Below Deck**.

Below Deck finished as the 4th biggest show last week, its highest position in the Top 10 and also had its biggest week ever on All 4 for O&O views.

Despite Week 29 being down for total volume, 1624's saw a week-on-week growth of up +28%

Whilst it didn't make the Top 10, **The Conservative Debate** last Friday was up +93% vs our last Conservative Debate back in June 2019

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