
Viewing Report

New

Griff's Canadian Adventure Discovers Channel 4's Best Ratings For An Original Series In Slot Since 2016

This new six-part series where Comedian Griff Rhys Jones explores the second largest country on the planet, discovering what makes each of Canada's provinces so tantalisingly unique yet distinctly Canadian, got off to a fantastic start on Saturday the 13th August, giving Channel 4 its biggest audience in the slot for an original series launch in six years!

Always a hard slot to measure against, due to some massive sporting events occupying it over the last twelve months (Nations League Football, US Open Tennis), the series was in line with slot average for volume of Individuals and ABC1Ads, although the volume of ABC1WO and ABC1HP's was up on the slot.

Share was particularly eye-catching however with ABC1ME share up +30%, ABC1AD share up +40%, ABC1WO share up +45%, and ABC1HP share up +50% on the 9pm Saturday slot average

All six episodes are available on ALL 4 now

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Continuing

Cats Does Countdown

The entertainment series where the 8 Out Of 10 Cats crew take-over the countdown quiz, is currently occupying the 9pm Friday night slot.

Halfway through its six week run, the series has steadily grown each week, with the latest episode on the 12th August winning the 9pm slot across all TV for AD1634 and ME1634 viewers

The Last Leg

Adam Hills and co-hosts Josh Widdicombe and Alex Brooker returned on Friday the 15th July to provide some offbeat commentary on the significant moments of the past seven days.

This returning series is Channel 4's biggest 10pm property, and it was business as usual in that respect, with this launch episode attracting the biggest audience to this slot since the last series played in the early Spring.

The series is always a strong performer for young audiences, with the launch episode winning the slot across all TV for AD1634 and ME1634 viewers. It still retains strong appeal to upmarket audiences as well, winning the slot for ABC1AD share of viewing across all commercial channels

It has been a similar story since, as all episodes up until and including the one of the 12th August have won the slot for AD1634 and ME1634 viewers across all TV, with this episode on the 12th August attracting a series high audience share of 22% and 25% of AD1634's and ME1634's respectively.

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George Clarkes Remarkable Renovations

The latest offering from George Clarke where he meets the people breathing new life into our unused and unloved buildings, transforming local landmarks into unique family homes that celebrate their past, is tracking well above slot average for its target audiences

After five episodes, total viewing is up on slot for viewing and share, with upmarket audiences all demonstrating the same trend. Of the upmarket audiences, the series is arguably performing best for ABC1WO, where volume and share are up +10% on one of our best performing slots for this audience

First Dates

First Dates returned for a new run over the late summer in July. Four weeks into its run, the series continues to perform strongly for younger audiences with the volume and share of AD1634's and WO1634's displaying double digit growth compared to the slot average.

The series continues to be a huge hit on ALL4, and has been one of the most watched titles on the platform over the last four weeks

Worst House On The Street

This new series where brother and sister property developers Scarlett and Stuart Douglas help families transform run down houses into dream homes without breaking the bank launched in early August and is now two weeks into its run.

The series launched well on the 2nd August, and then demonstrated eye-catching week on week growth for the episode on the 9th August for both volume and share.

Unsurprisingly, given the content, the series has performed well for upmarket audiences, with share of ABC1WO viewers growing by +22% between episodes 1 and 2

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Night Coppers

Ten thousand revellers pack Brighton's clubs and pubs every weekend, and as the sun goes down and the lights come up, the number of assaults, sexual violence, anti-social behaviour, drug-related incidents and hate crime goes through the roof – and for the Night Coppers of Brighton, policing this city after dark is one hell of a ride.

Now five episodes in, our latest 'blue-lights' documentary series gave Channel 4's its fourth biggest new title of 9pm, when it launched in July, with strong subsequent viewing to later episodes on both VOD and linear

Episode 5 (9th August) pulled in its biggest number for the AD1634 audience (share) and WO1634 audience (volume and share), winning the slot across all commercial TV for these two audiences on the night

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 on linear, the series was significantly up on slot for total viewers and key-demographic upmarket audiences, for its launch episode.

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 ALL 4 over the last six weeks, and is set to be one of the biggest dramas on the platform this year

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Help! We Bought A Village Gives Channel 4 Its Best 4PM Daily Share Launch Since 2007

This new series which follows intrepid Brits as they restore empty and unloved settlements heading steadily for collapse, breathing new life into remote villages, hamlets, borgos and cortijos abroad, launched with a remarkable figure on Monday the 25th August; giving Channel 4 its best midweek share for a new 4pm programme launch since Win My Wage in 2007

With 900k viewers and a 14% share of audience, the launch episode was significantly up on slot average for volume and share for all relevant trading audiences, and gave Channel 4 its biggest share of audience for any programme in this slot since an episode of the well established Escape To The Chateau DIY in 2018.

The series also proved an instant hit on ALL4 as well, becoming the biggest ever launch for a daytime commission on the platform!

The series has continued to perform well since launch, and ranks as Channel 4's best performing new midweek daytime show of 2022 on both linear and VOD.

More4

Darcey Bussell's Royal Road Trip

This new More4 series where Dame Darcey Bussell follows in the footsteps of the Queen, as she explores breathtaking locations that have shaped our monarch's identity, is now four episodes into its run and is performing very pleasingly for its key audiences.

Total viewing is up on the slot average by over +20% for volume, with share up +40%. ABC1AD viewing is up by +65% for volume and share, with viewing by the ABC1WO audience tracking above the slot average by +100% for volume and +140% for share.

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The Bain Family Murders

This must-see drama that goes inside one of New Zealand's most controversial criminal cases when, in 1994, five members of the Bain family were found dead in their suburban Dunedin home, launched on More4 on the 4th August with double episodes.

Episode 1 gave More4 its biggest audience to the slot since Christmas Eve 2021, with subsequent audiences also performing well.

4 episodes in, the series is outperforming the slot average by +33% for total viewers (individuals) whilst viewing by ABC1WO is up on the slot average by +35% for volume and +80% or share

It has also been a big success on ALL4 as well, becoming a top ten performer on the platform over the last week

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UKTV

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.

It has been a similar story for the next four weeks with these episodes attracting the second, third and fourth biggest audience to the channel in the last six months (behind episode 1)

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

UKTV returns its best month ever for share of commercial impacts

UKTV is celebrating a record breaking month, as the corporation recorded its best ever month for ADULT share of commercial impacts (SOC1) in July

With an Adult SOC1 of 9.11%, UKTV celebrated their biggest ever month, easily beating its previous best month of May 2020.

Strong performance was driven by Alibi, which is flourishing thanks to a strong primetime schedule, headed by the latest instalment from the CSI family, CSI Vegas. W is revelling in an EPG change, and had its best July in ten years, whilst Drama continues to astound, as July was its third biggest month on record.

With a strong Autumn slate due to come to screen soon, UKTV looks set to go very close to achieving another year of growth in 2022 and topping its record breaking performance of 2021.

Overview

All 4 Performance Highlights



15.08.22 – 21.08.22

Views week-on-week grew by +8%, growth has come from all shows in the Top 10 this week with the overall volume increase having been helped by the end of the heatwave and a drop in temperature meaning people are more likely to stay at home rather than make use of the good weather.

Exclusives saw growth of +5% vs the same week last year, this has been driven by strong viewing from The Good Wife, Frasier and also The Big Bang Theory returning to the Top 10

The Inbetweeners had its biggest week of the year for O&O views and it was also the shows biggest week since September 2021

First Dates had its second biggest week of the year for O&O views thanks to the new series playing on Thursday nights

Average Views Per Viewing Account had its biggest week of the year on All 4 and was up +3% week-on-week, this is being driven mainly by exclusive titles such as The Good Wife and Frasier

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Hollyoaks	Married at First Sight Australia
Below Deck	Hollyoaks
Help! We Bought a Village	Gogglebox
First Dates	Derry Girls
Porn King: The Rise & Fall of Ron Jeremy	Celebs Go Dating
The Bain Family Murders	Suspect
The Great	Below Deck
Night Coppers	Made in Chelsea
Worst House on the Street	The Great Pottery Throw Down
8 Out of 10 Cats Does Countdown	Taskmaster

Portfolio Performance Highlights

UKTV Play - Week 15.08.22 – 21.08.22



- Weekly viewing on UKTV Play grew +9% week-on-week delivered across all 4 channels
- Masterchef Australia offers another week of growth +17% week-on-week
- Bangers & Cash: Restoring Classics grew +10%
- Abandoned Engineering also grew +9%
- Inside The Ambulance viewing grew +22%
- Would I Lie To You grew +8%
- Red Dwarf grew again week-on-week +21%

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Masterchef Australia	Last Of The Summer Wine
Last Of The Summer Wine	Bad Girls
Birds Of A Feather	Bangers And Cash
Bangers And Cash: Restoring Classics	Birds Of A Feather
Bad Girls	Would I Lie To You?
Miss Fisher's Murder Mysteries	Taskmaster
Would I Lie To You?	A Place To Call Home
A Place To Call Home	Classic Casualty