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# Viewing Report

**New**

## **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 (SOCl) in July

With an Adult SOCl 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.

## **Film4 has its best week for ABC1AD share since 2016!**

Tom Cruise has been enjoying some in time in the UK recently, popping up everywhere from the GB Grand Prix at Silverstone to the Queen's Platinum Jubilee. More recently however the has been enjoying some screen time on Film4, with our dedicated film channel devoting a week to all six films from the Mission Impossible franchise, across consecutive nights.

These films have accounted for six of the top ten performers on the channel this year, but better than that they ensured that in week 30, Film 4 attracted an average weekly ABC1AD audience share that gave the channel its best non-Christmas week for this audience since 2016.

The latest film in the series; Mission Impossible: Fallout, gave Film4 its biggest viewing figure of the year with 700k viewers, and despite this not being a channel premiere (it had previously played in 2021) this is the biggest figure that this film has ever attracted on the channel.

Overview

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## Vicky Pattison: Alcohol, Dad And Me

This one off documentary which aired on the 2nd August saw reality TV star Vicky Pattison confront her relationship with alcohol, speaking out about the devastating impact that addiction and alcohol has had on those around her.

The documentary attracted a huge share of young audiences especially WO1634 (21% share), and ensured that Channel 4 was the most watched commercial channel in the slot on that night by all the main young tradeable audiences

The documentary also performed well for upmarket audiences, and is the most upmarket profiling documentary to play in late peak on the channel this year with a 75% ABC1AD profile.

The episode has been a big hit on ALL4 as well, with first run catch up views making it a top five performer on the platform last week.

## Continuing

### 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 was a similar story for the next two episodes on the 22nd and 29th July with The Last Leg ensuring that Channel 4 was the most watched commercial channel across all TV at 10pm, for all viewers and ABC1AD's on the 22nd July, whilst winning the slot across all TV for AD1634's and ME1634's on the 29th July

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## Super Surgeons: A Chance At Life

Made in partnership with McMillan Cancer Support, this new three-part series follows some of the world's leading surgical oncologists as they employ ground-breaking new technology to try to save or prolong the lives of their patients.

Launching on the 18th July, episode one demonstrated significant growth on slot, giving Channel 4 its biggest volume to this slot this year. ABC1AD and ABC1WO volume was also up significantly on the slot average by +40% and +45% respectively.

Episode 2 held its audience week on week on the 25th July, with volume of viewing for Individuals and ABC1AD's flat, and growing audience share of ABC1AD and ABC1WO viewers; ABC1AD share up +12% week on week.

The final episode on the 1st August pulled in an audience that was again significantly up on slot to ensure that this series is now the biggest to occupy the slot this year

## 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 four 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

Overview

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## First Dates

First Dates returned for a new run over the late summer in July. Two weeks into its run, the series continues to perform strongly for younger audiences with the episode on the 28th July seeing Channel 4 attract the highest number of AD1634 and ME1634 viewers across all commercial channels in its 10pm slot.

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

## 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 ALL4 over the last five weeks, and is set to be one of the biggest dramas on the platform this year

Overview

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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 ALL 4 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

**E4**

### Below Deck

Captain Lee and his returning crew Kate and Ashton are joined by six new crew members aboard luxury Valor, as they travel through South East Asia exploring the exotic waters of Thailand, in the seventh season of Below Deck.

This series finished ahead of series 6, performance wise, AD1634 share up +5%

Overview

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# Viewing Report

**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 breath-taking locations that have shaped our monarch's identity, is now three 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 +100% for volume and share, with viewing by the ABC1WO audience tracking above the slot average by +110% for volume and +160% for share.

## Rig 4: Murder At Sea

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

After six episodes, the series finished significantly above the slot average for both volume and share with total viewing up on slot by +50% 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 +65%, whilst share of viewing is up by +100%

Overview

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# Viewing Report

**Dave**

## Meet The Richardsons Holiday Special

The first episode of this two part special aired on Dave on the 21st July. Attracting nearly half a million viewers, it gave Dave its biggest ratings since March.

The opening episode was significantly up on slot for Individuals, ABC1ME, AD1634's and ME1634's, in the region of +100% for each of these audiences.

The second episode on the 28th July was also up significantly on slot for the same audiences, with the mini-series the best performing programme to play on the channel since March

**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.

It has been a similar story for the next three 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

Overview

# All 4 Performance Highlights



## 01.08.22 – 07.08.22

**The Inbetweeners** grew +11% week-on-week and was the fourth biggest show in the Top 10 and delivered its fourth biggest weekly performance this year.

Whilst it didn't make the Top 10 the new daytime series **Help! We Bought a Village** had the biggest launch on the platform for a new Daytime series since **Escape to the Chateau: DIY**

Even though All 4 was down for Total Views week on week, the Views Per Viewing Account did grow slightly by +1% which has been driven mainly by exclusive viewing for titles such as The Good Wife, Nashville and ER

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
<b>Hollyoaks</b>	<b>Married at First Sight Australia</b>
<b>Below Deck</b>	<b>Hollyoaks</b>
<b>Help! We Bought a Village</b>	<b>Gogglebox</b>
<b>Ackley Bridge</b>	<b>Derry Girls</b>
<b>Vicky Pattison: Alcohol, Dad and Me</b>	<b>Celebs Go Dating</b>
<b>First Dates</b>	<b>Suspect</b>
<b>The Undeclared War</b>	<b>Below Deck</b>
<b>Night Coppers</b>	<b>Made in Chelsea</b>
<b>A Place in the Sun</b>	<b>The Great Pottery Throw Down</b>
<b>The Great</b>	<b>Taskmaster</b>

# Portfolio Performance Highlights

## UKTV Play - Week 01.08.22 – 07.08.22



- UKTV Play saw week-on-week growth of 2%
- Growth was delivered across 4 channels
- Meet The Richardsons grew +35% wow with the second of 2 specials landing on the service
- The Brand New Series Bangers & Cash: Restoring Classics continues to grow WoW +70%
- Ahead of a brand new series launching next week Masterchef Australia grew +4% WoW
- A Place To Call Home +6% WoW
- The Bill +5% WoW

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
<b>SERIES</b>	<b>SERIES</b>
<b>The Bill</b>	<b>The Bill</b>
<b>Classic Eastenders</b>	<b>Classic Eastenders</b>
<b>Passport To Freedom</b>	<b>Last Of The Summer Wine</b>
<b>Birds Of A Feather</b>	<b>Bad Girls</b>
<b>Masterchef Australia</b>	<b>Bangers And Cash</b>
<b>Last Of The Summer Wine</b>	<b>Birds Of A Feather</b>
<b>Meet The Richardsons</b>	<b>Would I Lie To You?</b>
<b>Bangers And Cash: Restoring Classics</b>	<b>Taskmaster</b>
<b>Whitechapel</b>	<b>Classic Casualty</b>
<b>A Place To Call Home</b>	<b>A Place To Call Home</b>