

# Viewing Report

## Continuing

### Get In!

It has been a big few days for Channel 4 as for the first time in our 40 year history, we have broadcast not just one, **but two**, live full England Men's International Football Matches.

England's match vs Germany on the 7<sup>th</sup> June saw Channel 4 attract its biggest viewing audience of 2022, as 6 million people tuned in to watch Harry Kane salvage a late point in Munich.

The coverage between 1900-2200 attracted an average audience of 4.2 million individuals, which was up on slot by 200% for share and volume; which is arguably more impressive than it looks as the Tuesday LP slot contains The Great British Bake Off, therefore setting a very high base.

Across these three hours, Channel 4 was the most watched Channel across all TV for Individuals, ABC1AD's, AD1634's, MEN, ABC1ME and ME1634's.

Key demo Me1634 attracted an overnight share of 58%; the biggest share to a non Bake-Off programme for this audience on Channel 4 since 2007.

The game also played its part in helping to deliver our Future 4 strategy as it was the most viewed simulcast programme ever on ALL 4.

This result (excuse the pun) was never really in doubt however, as our first England match in this incredible three year, free to air deal, attracted a massive figure on Saturday the 4<sup>th</sup> June; Channel 4 having its biggest day of 2022 (until Germany Vs England) for audience share.

An average audience of 2.7m individuals tuned in across the whole programme as England lost to Hungary, with a peak audience of 4.6million individuals tuning at 6.52pm.

As with the Germany match, Channel 4 won the slot outright on Saturday afternoon/evening and saw huge growth for all audiences when measuring against slot average.

England are back in action on Saturday evening when they take on reigning European Champions Italy, in what is looking like a must win match.

Don't miss it... Harry Kane doesn't....

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## Big Boys

A new comedy from comedian and writer Jack Rooke about two mismatched boys who strike up an unlikely friendship when they're thrown together at university, Big Boys launched on Channel 4 with a double bill on the 26th May.

Like so many Channel 4 comedies before it, it became an instant ratings hit, as Channel 4 was the most watched commercial channel in the 10pm clock hour on the night by the AD1634 and ME1634 audiences, whilst the share it attracted for the WO1634 audience made Channel 4 the most watched channel across all TV for this audience.

Commissioned as an important cog in driving ALL4 growth as part of our Future 4 strategy, Big Boys has been one of the most watched titles on the platform since its linear launch. All episodes are available to watch now

## An emotional and record breaking end to a brilliant series

Hunted Captures Viewers And Breaks Records

After more than two years off our screens, Hunted returned to Channel 4 and ALL 4 for a sixth series on the 22nd May

For the first time, in an innovate twist, the fugitives had to make their escape from an island, and the tweak in format certainly drew in the viewers.

One of our Portfolio's youngest profiling series, the launch episode was the most watched programme in the 9pm slot across all TV for the coveted AD1634, ME1634 and WO1634 audiences.

The launch wasn't just the best performing launch episode for AD1634 share, it was also the best ever performing episode for this metric attracting a 25% share of this audience. It was also the second biggest ever episode for ME1634 share at 28%

Episode two continued in the same vein with Channel 4 winning the 9pm slot across all commercial TV channels for these audiences on the 23rd May, and it was a similar story on the 29th May for episode three, with Channel 4 the most watched channel at 9pm that night by the AD1634 and ME1634 audiences

Unsurprisingly given its young profile, the series has been one of the biggest titles on ALL 4 over the last fortnight

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

Fifteen 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 fifteen weeks

The series is currently averaging an AD1634 audience share of 39%.

Episode 15 (27<sup>th</sup> May) attracted a whopping 39% share of AD1634's. This episode also continued Gogglebox's remarkable trend of being the most watched midweek show of the week (week 21) by this audience across all TV

The series also continues to perform strongly for other audiences as well, winning the slot for ABC1AD's across all commercial channels for each of these fifteen weeks

## Taskmaster Continues With Young Dominance

The Bafta winning behemoth returned for a 13<sup>th</sup> series on Thursday 14<sup>th</sup> April, with a totally dominant display, winning the 9pm slot across all TV for AD1634s, ABC1AD's, ABC1ME, ME1634's and WO1634's

It has been a similar story since, with the next six episodes again winning the slot for AD1634's, WO1634's and ME1634's across all TV. It is also worth noting that for all seven weeks it has been the most watched programme across all TV on those days by the AD1634 and ME1634 audiences.

Episode 7 on the 26<sup>th</sup> May also saw a series high for AD1634, ME1634 and WO1634 share; all audiences pulling in a figure in excess of 36%. With a WO1634 share of 36.93%, episode 7 of this series is now the biggest ever for any episode of Taskmaster for share of this audience

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## New

### Bake Off: The Professionals

We are now two 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 two weeks for ABC1AD, ABC1WO and ABC1HP share of audience and volume

### Derry Girls' Signs Off In Record Breaking Style

With series 3 of Derry Girls launching with its biggest ever episode, the trend continued across the run, with the current series finishing on the 18<sup>th</sup> May as the biggest series

Like the first five weeks, the sixth and seventh episodes of Derry Girls dominated total TV for AD1634's and WO1634's, winning the slot for these two key audiences; it was also the most watched show of the day across all TV channels for these two audiences for the fifth consecutive week

After seven episodes, the series averaged an audience share of 30% for AD1634's and 35% for WO1634's in its slot

Looking at the series from a regional perspective we are delighted to announce that all seven episodes account for the Top 7 broadcasts in Northern Ireland so far in 2022, making Derry Girls the biggest series to play out in Northern Ireland this year

The third series now ranks as the fourth biggest comedy series ever to play across our linear network, behind The Inbetweeners (series 3), Friday Night Dinner (series2) and Max And Paddy's Road To Nowhere (series 1). It is the second biggest to play on ALL4, behind the last series of Friday Night Dinner in 2020

As with most comedies, it instantly became a hit on ALL4. Like on linear, this series was also the biggest to play on the ALL4 platform. An emotional and record breaking end to a brilliant series

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## Formula 1 continues to demonstrate year on year growth for audience share

We are now seven races into what is yet another fascinating Formula 1 season. The race weekend of the 28<sup>th</sup>/29<sup>th</sup> May saw the roadshow move on to arguably the sport's most glamorous venue; The Monaco Street Circuit

Saturday's Qualifying Highlights were up on slot average by +30% % for ABC1ME volume. It was a similar story for Sunday's race highlights with ABC1ME viewing up +70% vs slot average. With a 16% share of audience, Channel 4 won the slot across all commercial channels for ABC1ME viewers on Sunday

After seven race weekends, this season's Formula One championship is currently displaying YoY growth for share of +30% for ABC1ME, +32% for ABC1AD's and +80% for ME1634's.

## Champions Cup Rugby

The final of the European Champions Cup match between Irish giants Leinster and fast improving French side La Rochelle, saw a last gasp try give the French underdogs victory on Saturday the 28<sup>th</sup> May.

The drama was not lost on viewers, especially that of key audience ABC1ME, which attracted a share that was up on slot by +60% and volume that was also up on slot by +26%

## E4

## Embarrassing Bodies Makes Triumphant Return To E4

The newly revamped Embarrassing Bodies returned to E4 on the 19th May, with a focus on attracting younger viewers.

The launch episode succeeded in its brief, as not only was it one of E4's best launches of 2022 so far, but it also saw significant slot growth for volume and share for its targeted demographic audiences.

Now two episodes in, AD1634 viewing share for these episodes is up on slot by +20% and ME1634 volume is up on slot by +90%

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## Below Deck Mediterranean Gets Off To Best Ever Start On

Taking the baton from Married At First Sight Australia in the midweek 19.30 slot is no easy feat, but it hasn't fazed the latest instalment of Below Deck Mediterranean

WO1634 share for series six finished at 7.6%; the biggest for any series to play on E4

## Made In Chelsea Breaks Records On ALL 4

One of E4's most successful series; Made In Chelsea has been subject to a special scheduling arrangement

After playing on E4 in its usual Monday night slot the next episode is released straight onto ALL4, in a new schedule pattern designed to compliment our Future 4 strategy.

The strategy has been an instant success with the current Made In Chelsea series the biggest to ever sit on ALL4.

Linear views continue to be strong as well, with its core audience of WO1634's averaging an audience share of 8.2%, and ensuring that E4 has been the most watched linear digital channel at 9pm for 6 of the 9 weeks that it has been on by this audience

**More4**

## Britain's Beautiful Rivers With Richard Hammond

This new series where Richard Hammond explores some of the nation's most stunning natural waterways, launched on the 25th May which a focus on the River Severn.

Attracting an average audience of 331k, the episode was up on slot by +40% for both volume and share. More4's key demo of ABC1AD's also saw double digit growth for volume and share against the slot average, but the most impressive stat is saved for the ABC1ME audience.

Viewing by ABC1ME for this episode was up on the Wednesday slot average by+ 90% for share and +70% for volume

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## The Great Big Tiny Design Challenge

Averaging 400k across its first eight episodes, the series is currently outperforming the slot average for total viewers, and its core audiences.

Individual viewing is up on slot by +35%, whilst ABC1AD viewing is up on slot by +80% for volume and +110% for share. It is a similar story for ABC1WO and ABC1HP's, with volume for these audiences up on the slot average by over +100%

## Drama

The Sister Boniface Mysteries breaks record on Drama

Averaging 900k viewers across its ten week run, 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.

Focusing on its key audience of ABC1AD's; it was the most watched programme in its slot across all digital channels for nine of these ten weeks, which again highlights the strength of this series

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# All 4 Performance Highlights



## 30.05.22 – 05.06.22

Series 13 of **Taskmaster** is still the second biggest Taskmaster series on All 4 and is up +4% vs the previous.

**Simulcast** was up +17% vs the same week last year, this is due to the live coverage we had of the football, with the 4<sup>th</sup> being the biggest day for simulcast views year-to-date.

A new series of **Come Dine With Me** launched in Week 23 and whilst it didn't make the Top 10 it should grow in the coming weeks, with the show already up +50% week-on-week.

The **England football** did a great job bringing people to the platform with 49k new accounts being registered on matchday with 90% of them being male with an average age of 35.

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Derry Girls	Married at First Sight Australia
Hollyoaks	Hollyoaks
Gogglebox	Gogglebox
Married at First Sight Australia	Celebs Go Dating
Taskmaster	Derry Girls
Made in Chelsea	The Great Pottery Throw Down
Below Deck Mediterranean	Screw
SAS: Who Dares Wins	Made in Chelsea
Open House: The Great Sex Experiment	Four in a Bed
Brooklyn Nine-Nine	Taskmaster

# Portfolio Performance Highlights

## UKTV Play - Week 30.05.22 – 05.06.22



- Secrets Of The London Underground views +6% week-on-week as new series 5 continues
- Masterchef Australia +4% week-on-week
- Red Dwarf +6%
- Leonardo +11%
- Just Good Friends +28%

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