

# All 4

All4 is the on demand channel from 4.

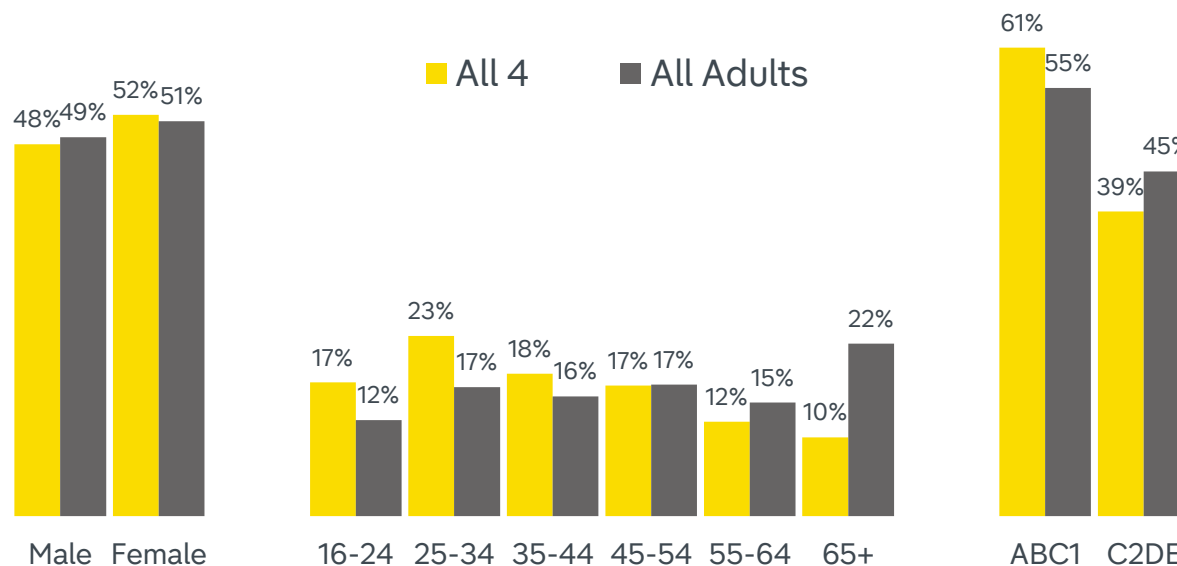
Channel 4 launched the first on demand service in the UK in 2006. Since then All4 has gone on to become a world leading entertainment platform with much more than just catch up. Nearly 50% of our views come from box sets and exclusive content.



**31.4%**  
ADULTS 16-34  
MONTHLY  
REACH

**32.9%**  
ABC1 16-34  
MONTHLY  
REACH

All 4 is the **no. 1** platform for young upmarket audiences



Source: IPA Touchpoints 2019: used All 4 in the last month. Base = Adults 16+

