

Channel 4

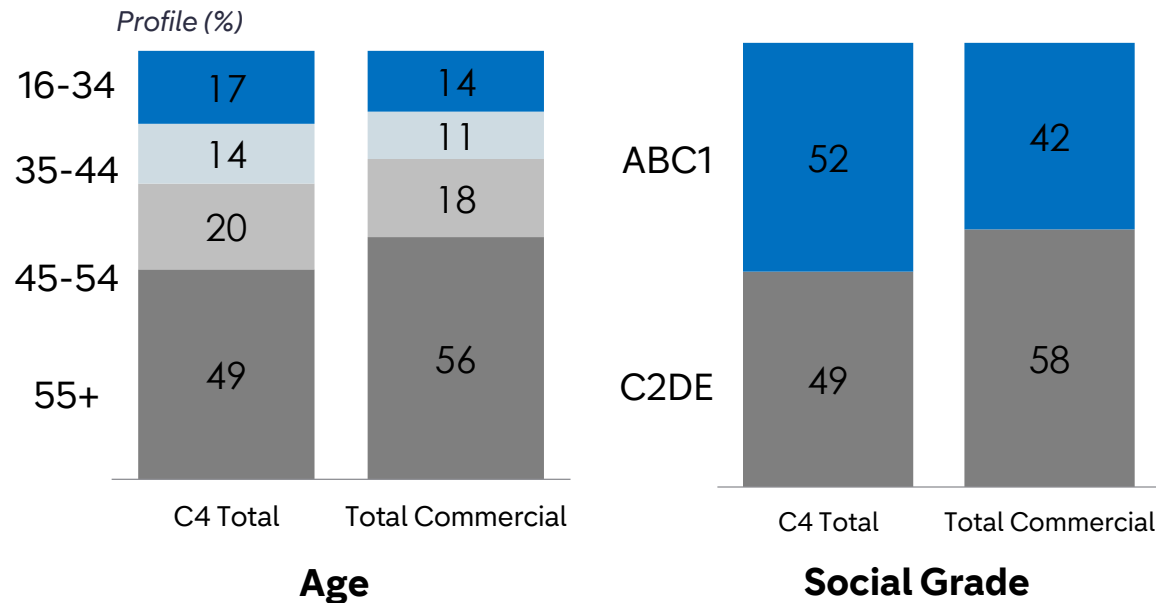
Our flagship channel, C4 has a remit to be distinctive, innovative and risky.

Channel 4 is the top converting commercial **terrestrial** channel for 16-34s & ABC1 Adults and reaches 40 million Adults, 22 million ABC1 adults and 9.3 million 16-34s on average each month.

Across 2019, Channel 4 had 72 broadcasts achieve an audience over 3m, up from 60 in 2018 and from 51 in 2017



Channel 4 skews young and upmarket



40.2 MILLION
TOTAL MONTHLY
REACH
(Adults 16+
3 min cont. viewing)

78.4%
ABC1 ADULTS
MONTHLY
REACH

The youngest
channel of the
five PSBs

Source: BARB/TechEdge, January – December 2019, Base = 16+