

# More4

More4 is intelligent, challenging, witty and fun. It edits the multichannel maelstrom for the discerning viewer.

More4 has an impressive ABC1 profile of **43%**, which is higher than ITV, ITV2, ITV3, 5Star and 5 USA.

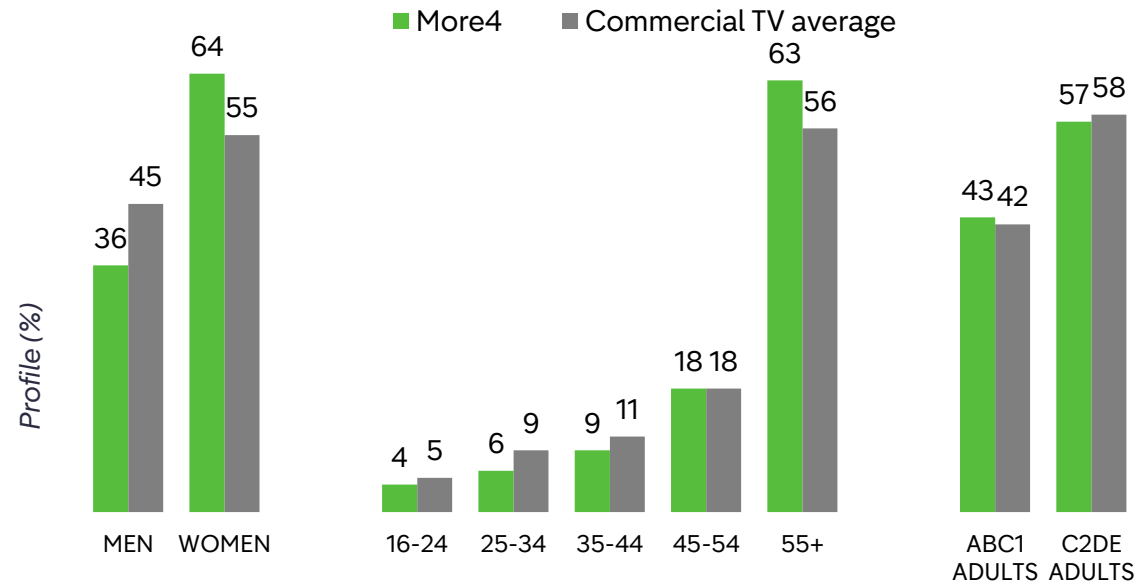
More4 reaches more Adults daily than The Times and The Guardian.



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

**31.1%**  
**ABC1 ADULTS**  
**MONTHLY**  
**REACH**

More4 reaches more ABC1 Adults a month than ITV4 and Sky 1



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