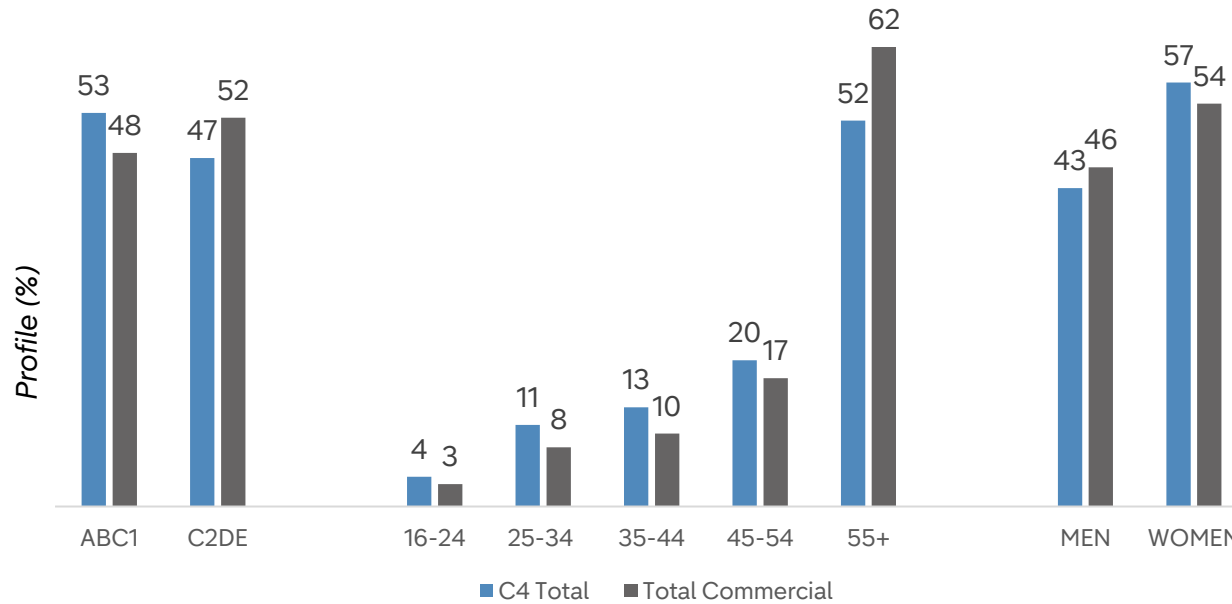


Channel 4



KEY REACH FIGURES:

39.2 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

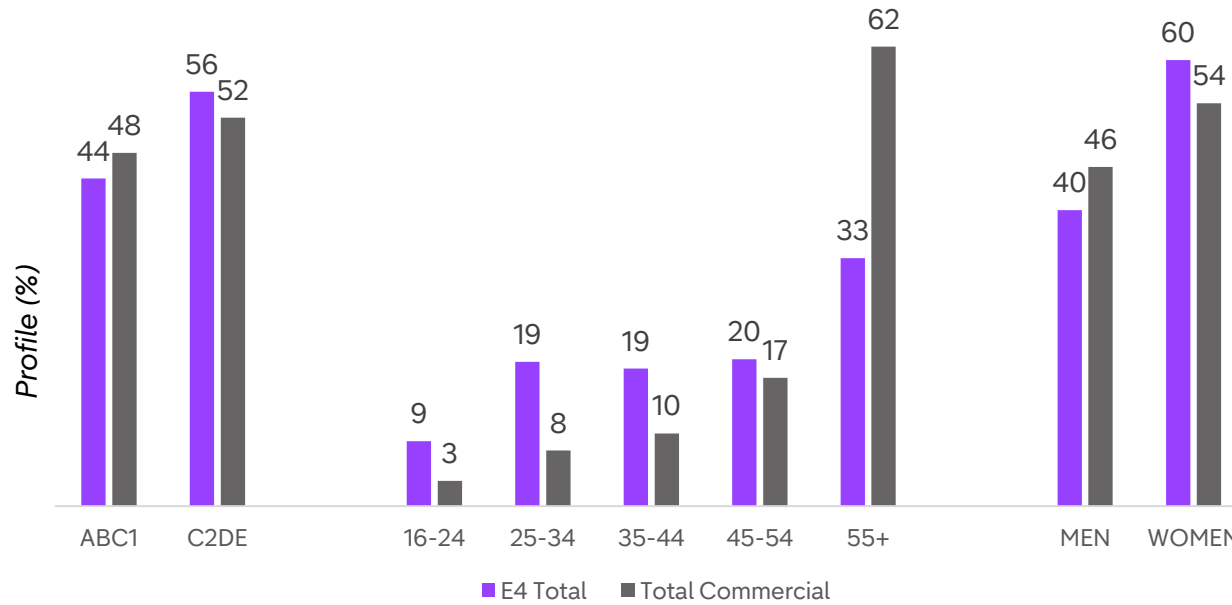
76.5%
ABC1 ADULTS
MONTHLY
REACH (22M)

37.2%
ABC1 16-34s
WEEKLY
REACH (5.2M)



Source: BARB/TechEdge, April 2020 – March 2021, Base = 16+

E4



KEY REACH FIGURES:

19.7 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

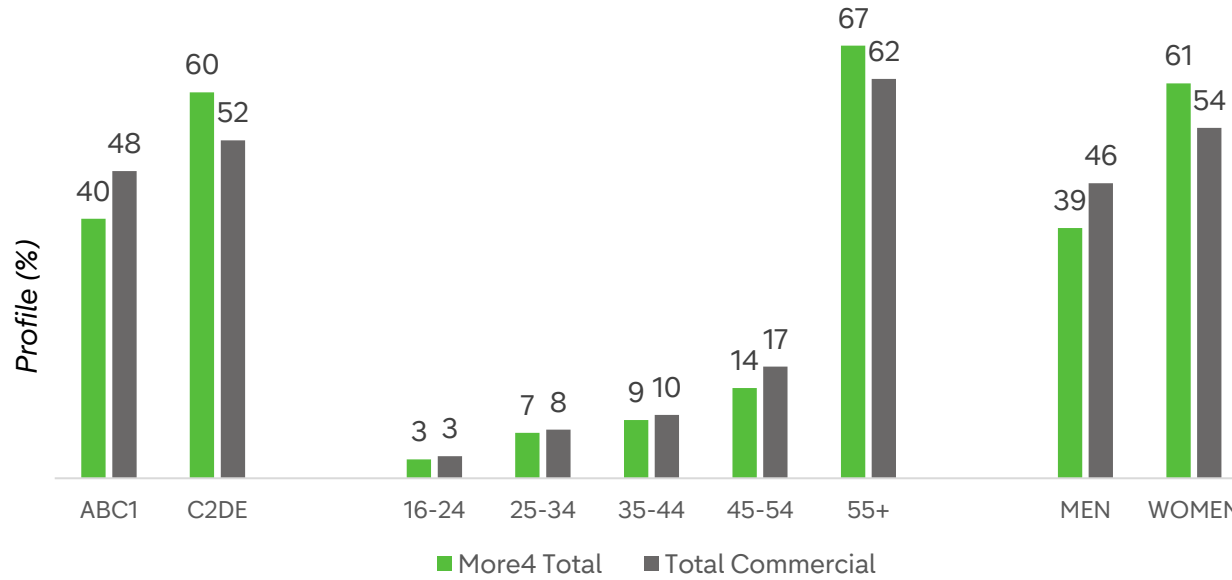
34%
16-34
MONTHLY
REACH (4.9M)

19%
ABC1 WOMEN
WEEKLY
REACH (2.8M)



Source: BARB/TechEdge, April 2020 – March 2021, Base = 16+

More4



KEY REACH FIGURES:

17 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

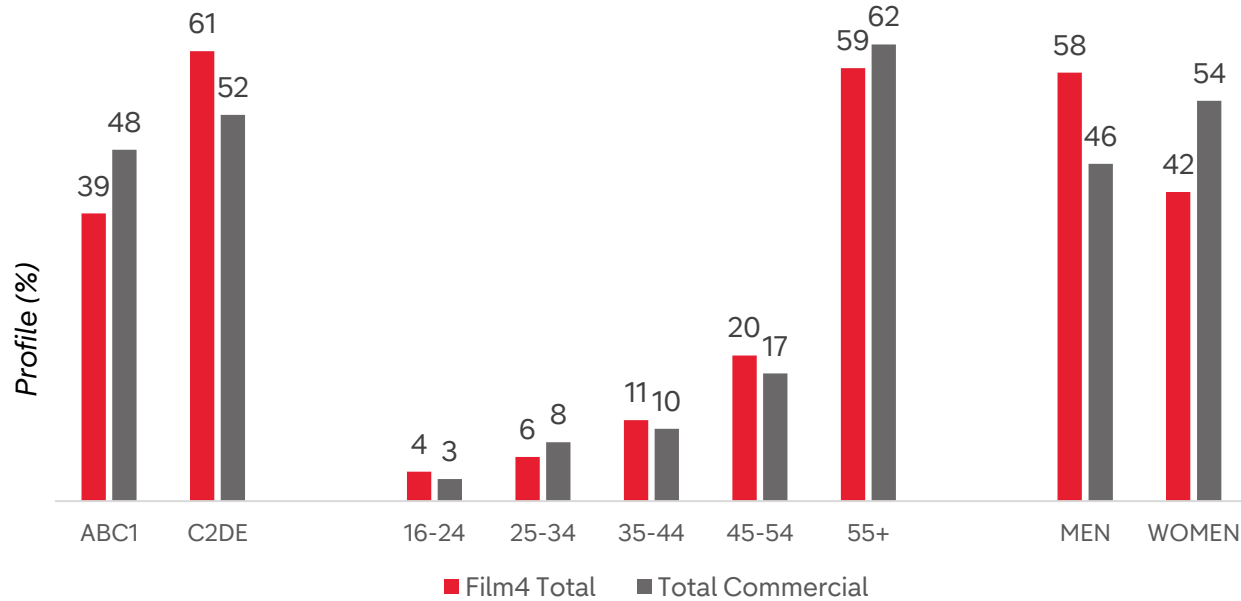
31%
ABC1 ADULTS
MONTHLY
REACH (8.8M)

24%
ADULTS 55+
WEEKLY
REACH (5M)



Source: BARB/TechEdge, April 2020 – March 2021, Base = 16+

Film4



Source: BARB/TechEdge, April 2020 – March 2021, Base = 16+

KEY REACH FIGURES:

17 MILLION
16+
MONTHLY REACH

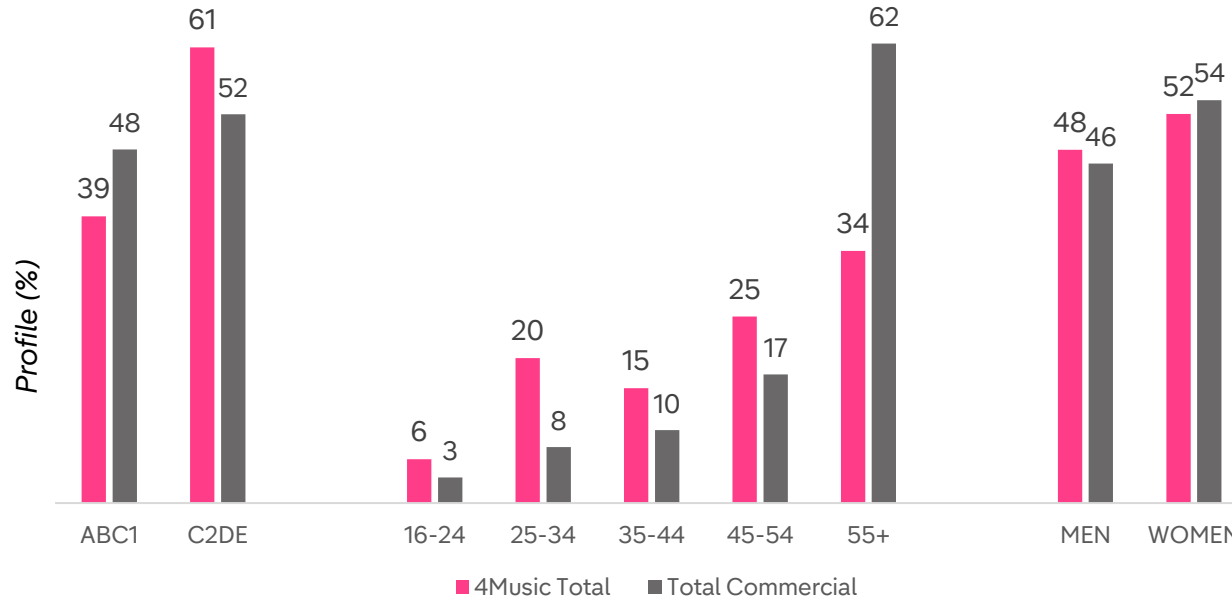
(Adults 16+ 3 min cont. viewing)

29%
ABC1 ADULTS
MONTHLY REACH (8.5M)

18%
MEN
WEEKLY REACH (4.6M)



4Music



KEY REACH FIGURES:

6.1 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

48%
16-34s
REACHED
ANNUALLY

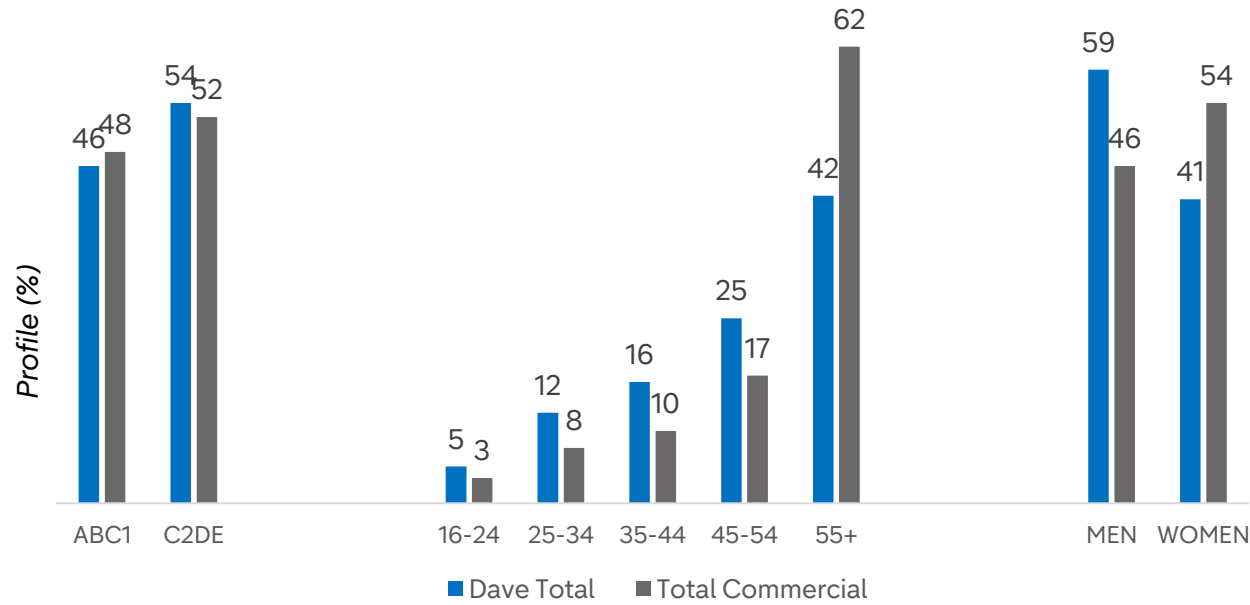
1.1 MILLION
ABC1 ADULTS
WEEKLY
REACH



Source: BARB/TechEdge, April 2020 – March 2021, Base = 16+



Dave



KEY REACH FIGURES:

16.6 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

31%
ABC1 ADULTS
MONTHLY
REACH (9M)

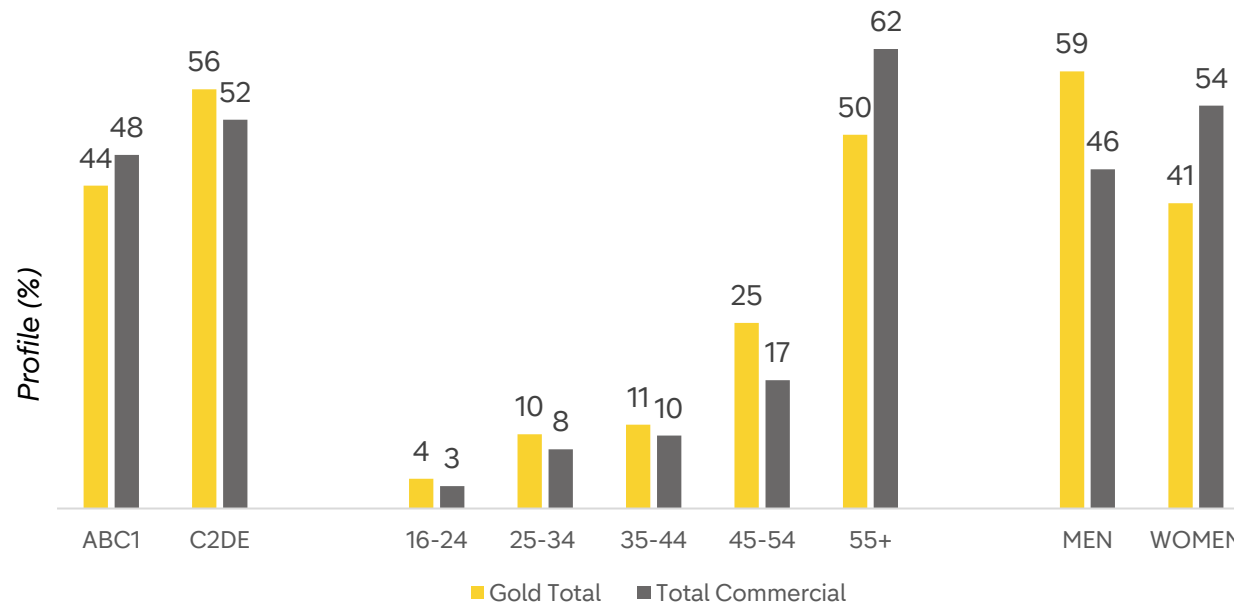
18%
MEN
WEEKLY
REACH (4.6M)



Source: BARB/TechEdge, April 2020 – March 2021, Base = 16+

Dave

Gold



KEY REACH FIGURES:

8.3 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

17%
ABC1 MEN
MONTHLY
REACH (2.4M)

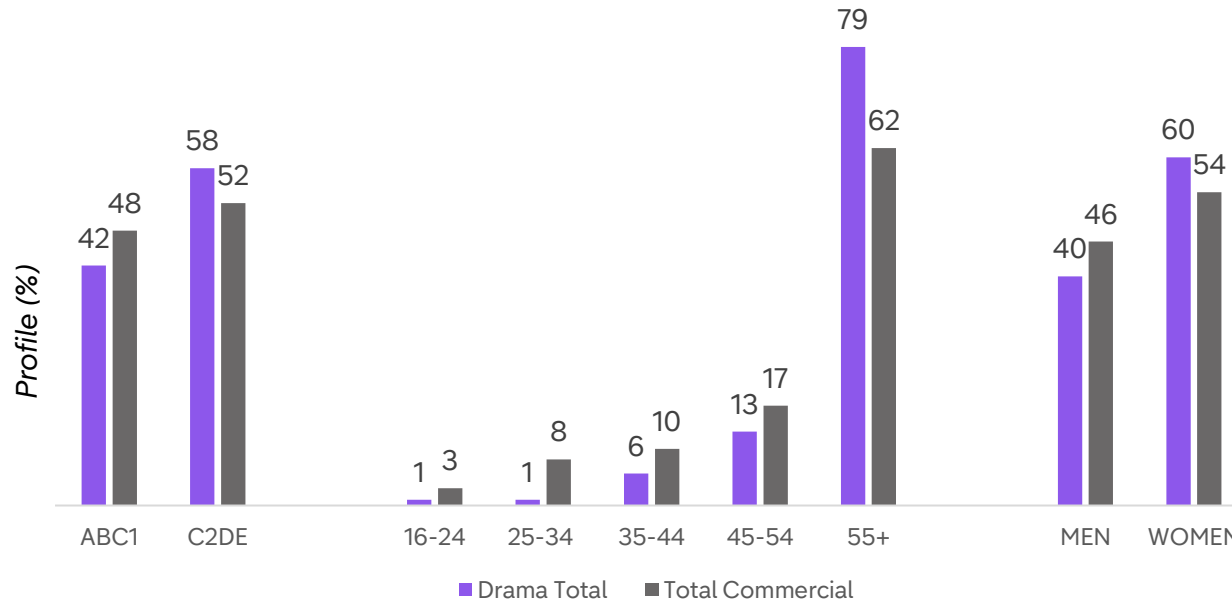
4 MILLION
TOTAL
WEEKLY
REACH

(Adults 16+ 3 min cont. viewing)

Source: BARB/TechEdge, April 2020 – March 2021, Base = 16+

GOLD

Drama



KEY REACH FIGURES:

10.5 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

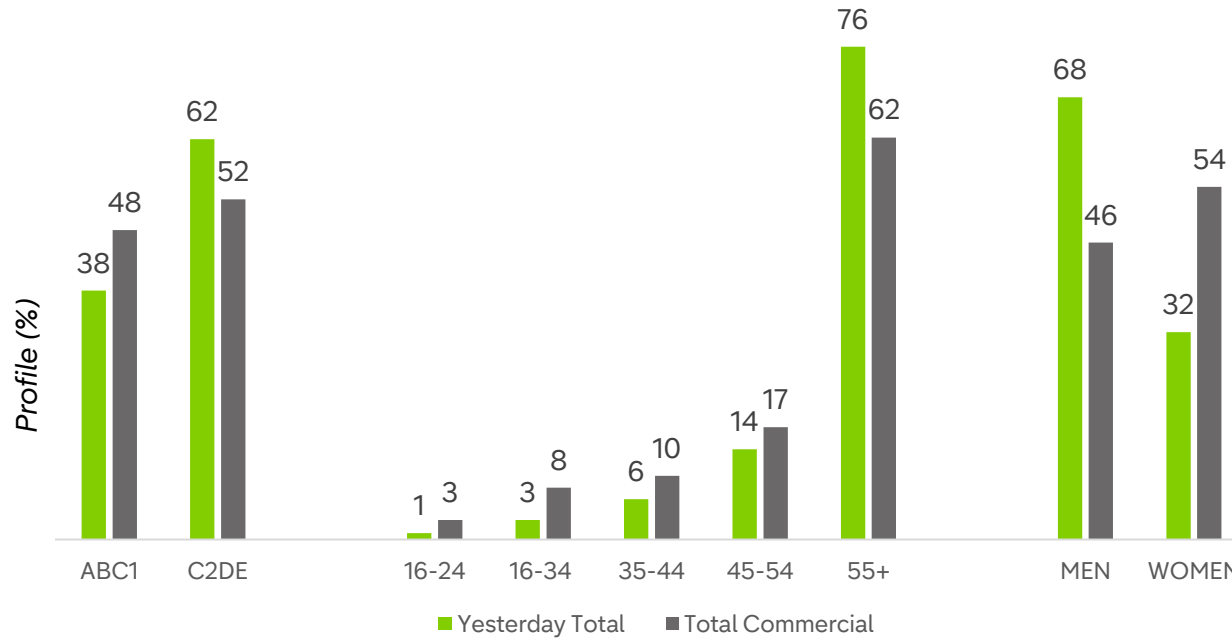
17%
ABC1 ADULTS
MONTHLY
REACH (5M)

11%
ABC1 WOMEN
WEEKLY
REACH (1.6M)



Source: BARB/TechEdge, April 2020 – March 2021, Base = 16+

Yesterday



KEY REACH FIGURES:

11.3 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

19%
ABC1 ADULTS
MONTHLY
REACH (5.4M)

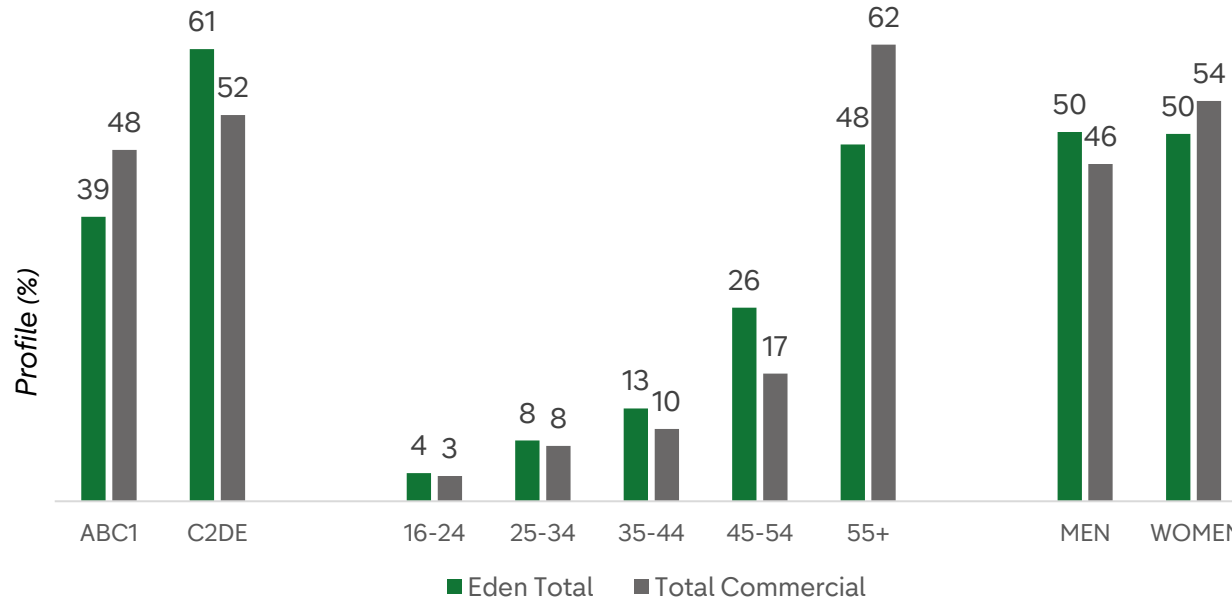
14%
MEN
WEEKLY
REACH (3.4M)



Source: BARB/TechEdge, April 2020 – March 2021, Base = 16+



Eden



KEY REACH FIGURES:

1.4 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

12%
ABC1 WOMEN
ANNUAL
REACH (1.7M)

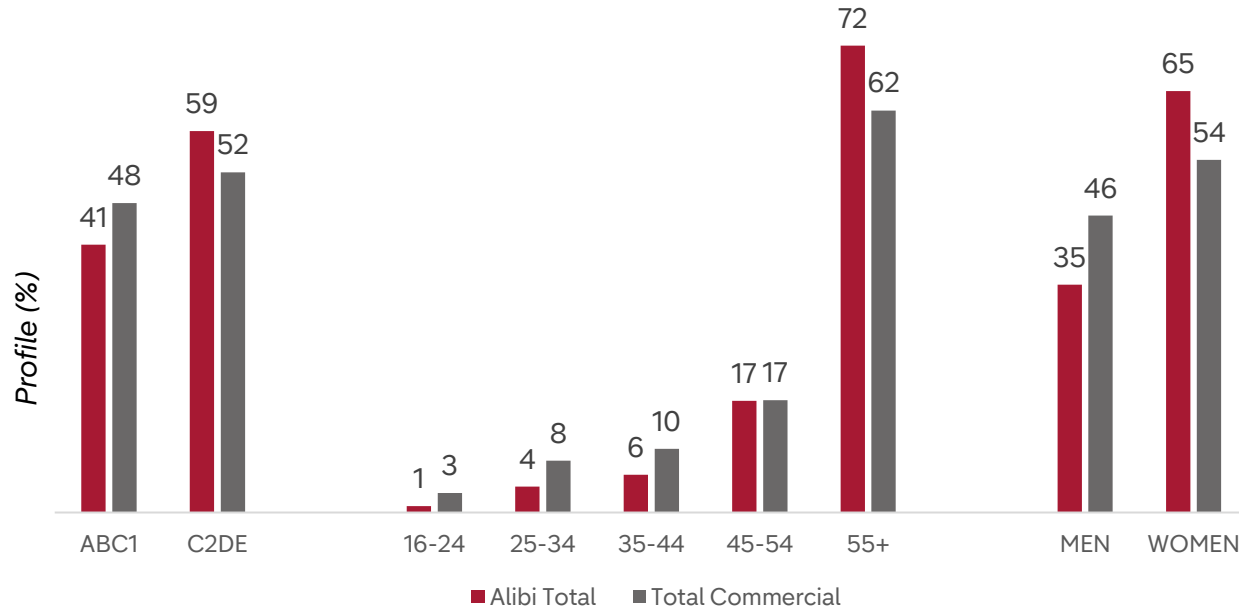
681K
ADULTS 55+
REACHED
MONTHLY



Source: BARB/TechEdge, April 2020 – March 2021, Base = 16+



Alibi



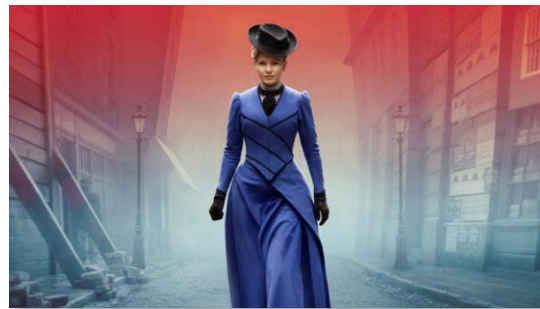
KEY REACH FIGURES:

3.9 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

12%
ADULTS 55+
MONTHLY
REACH (2.4M)

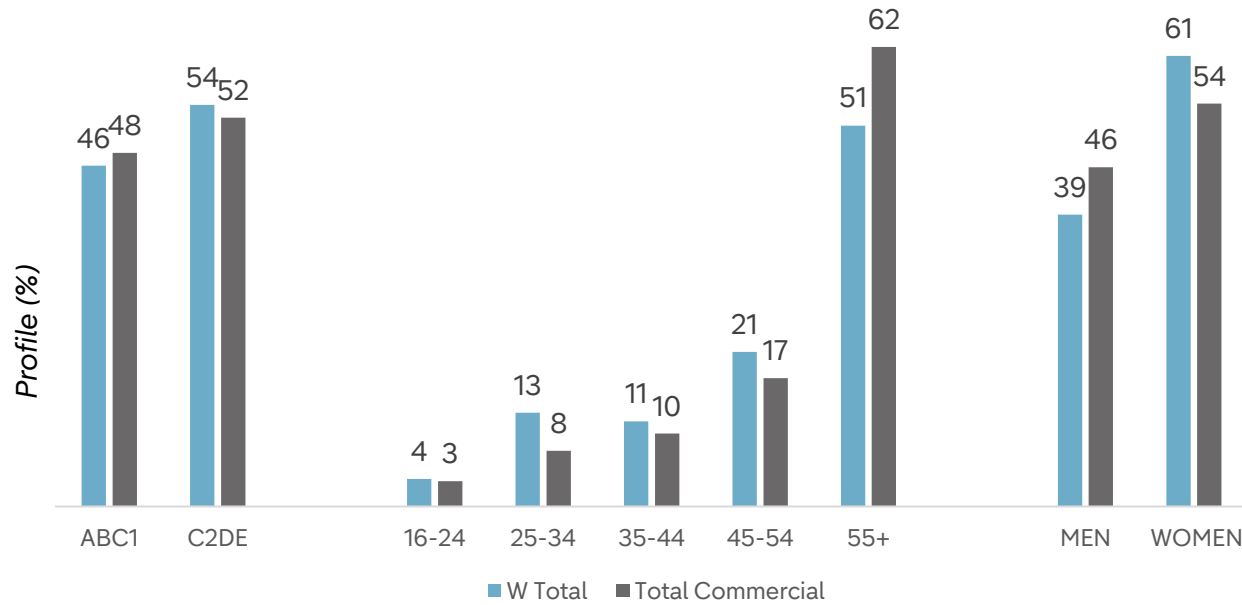
24%
ABC1 WOMEN
ANNUAL
REACH (3.6M)



Source: BARB/TechEdge, April 2020 – March 2021, Base = 16+



W



KEY REACH FIGURES:

7.6 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

14%
ABC1 WOMEN
MONTHLY
REACH (2.1M)

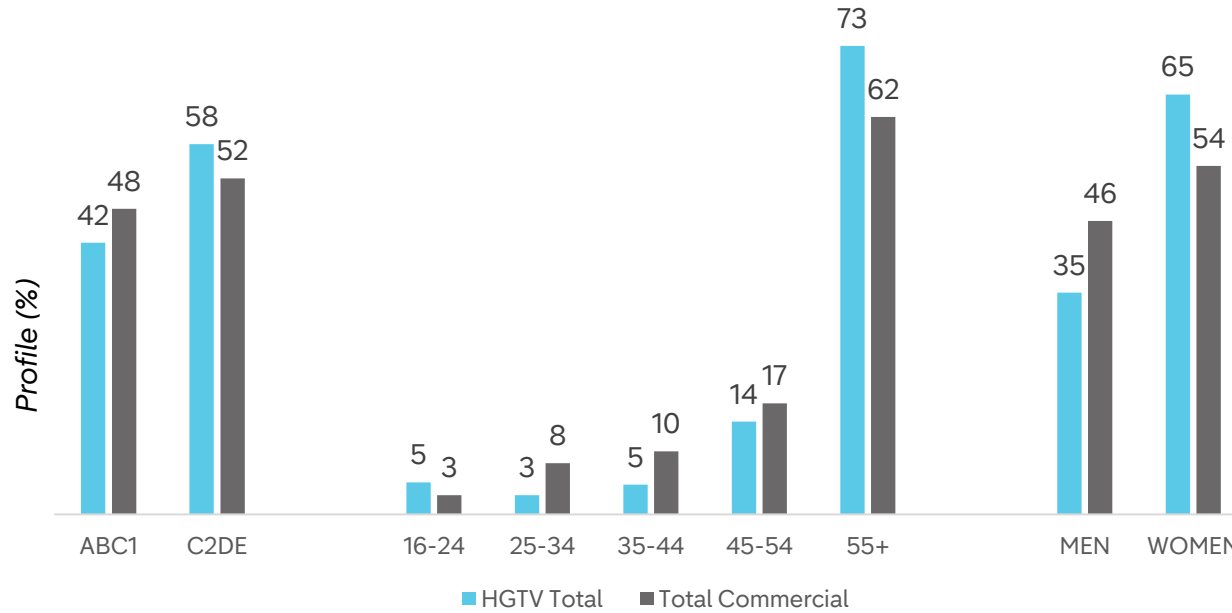
39%
ABC1 ADULTS
ANNUALLY
REACH (11.3M)



Source: BARB/TechEdge, April 2020 – March 2021, Base = 16+



HGTV



KEY REACH FIGURES:

5.7 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

1.5 MILLION
WOMEN
REACHED
WEEKLY

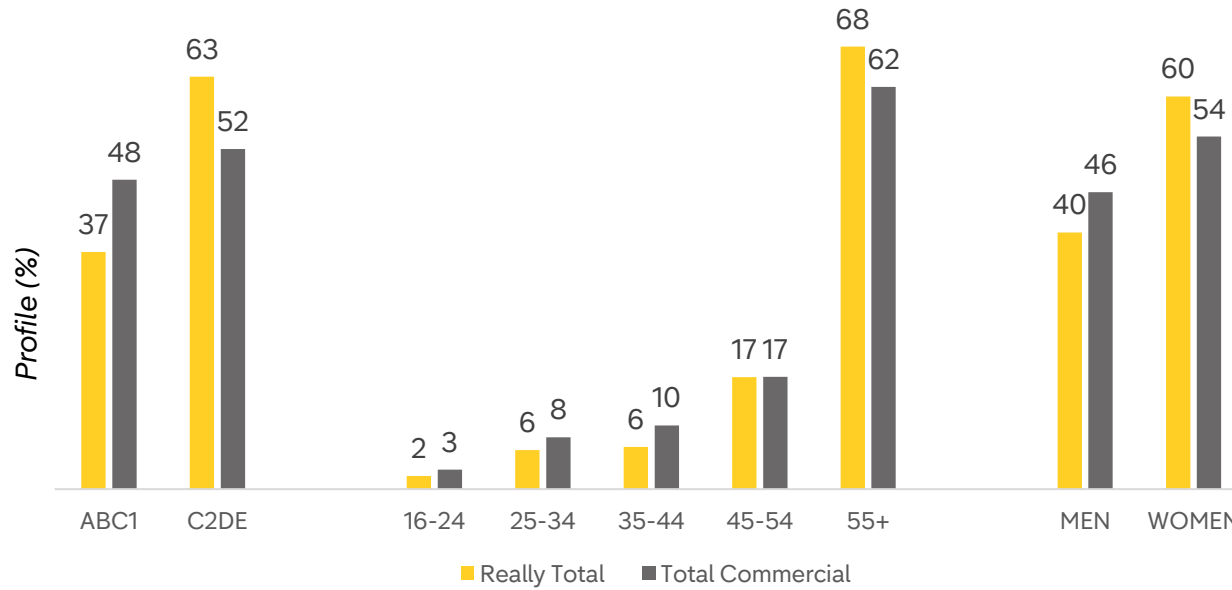
33%
ABC1 ADULTS
ANNUAL
REACH (9.4M)



Source: BARB/TechEdge, April 2020 – March 2021, Base = 16+



Really



KEY REACH FIGURES:

10.5 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

18%
ABC1 WOMEN
MONTHLY
REACH (2.7M)

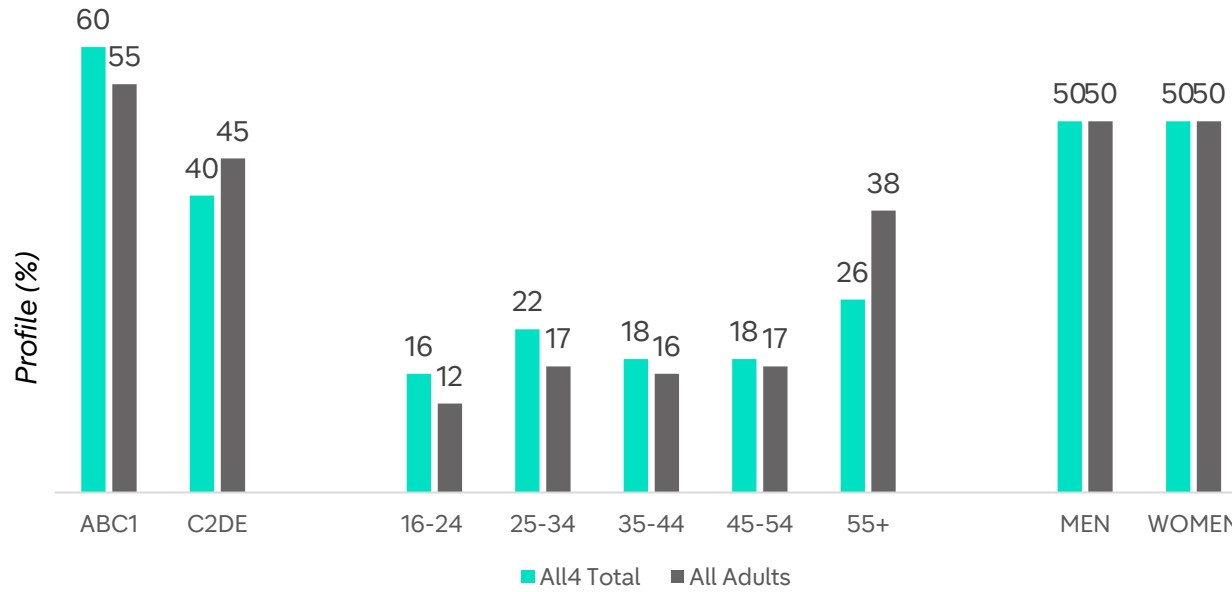
33%
ABC1 ADULTS
ANNUAL
REACH (9.4M)



Source: BARB/TechEdge, April 2020 – March 2021, Base = 16+

REALLY

All 4

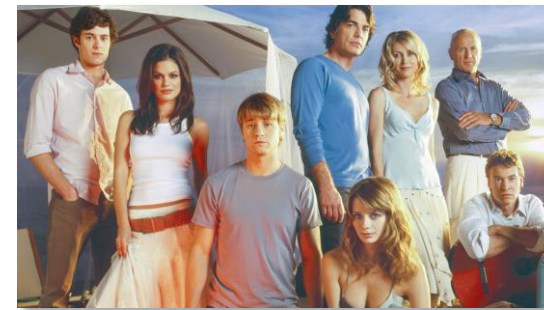


KEY REACH FIGURES:

31%
16-34s
MONTHLY REACH
(Adults 16+ 3 min cont. viewing)

33%
ABC1 16-34s
MONTHLY REACH

26%
ABC1 ADULTS
MONTHLY REACH



Source: IPA Touchpoints 2020: used All 4 in the last month. Base = 16+, All Adults = UK population

