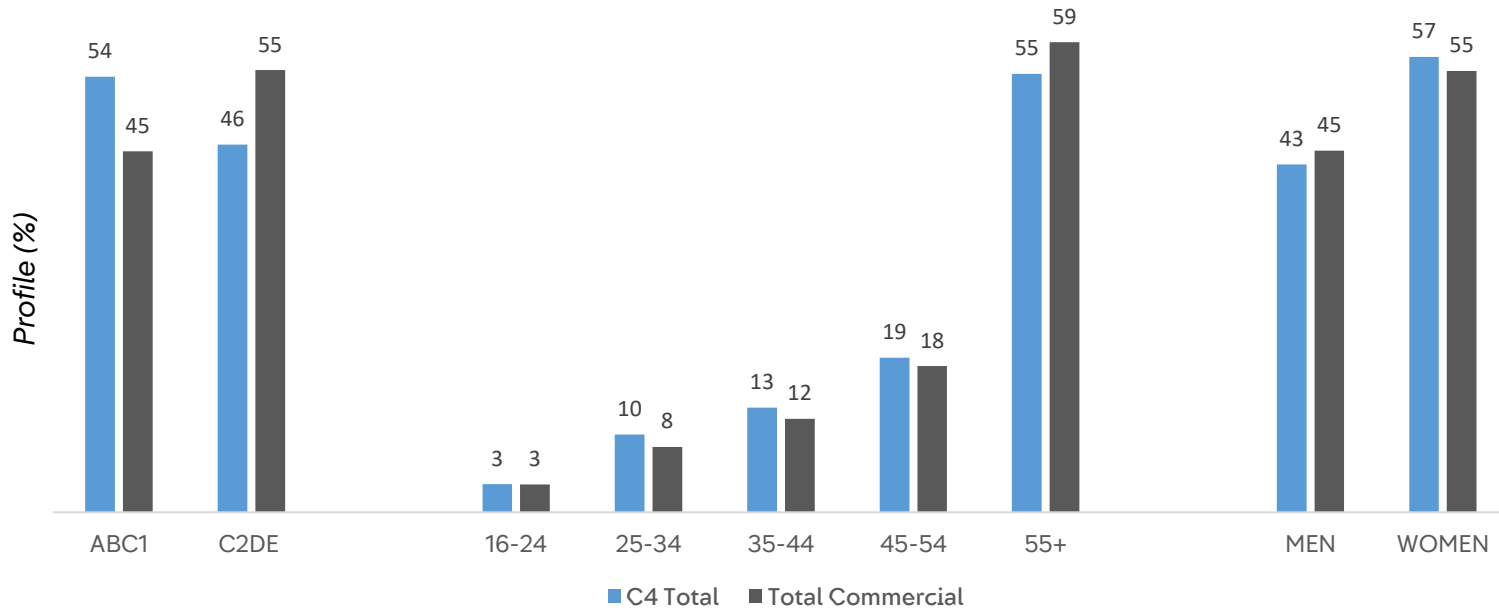


Channel 4



KEY REACH FIGURES:

38.2 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

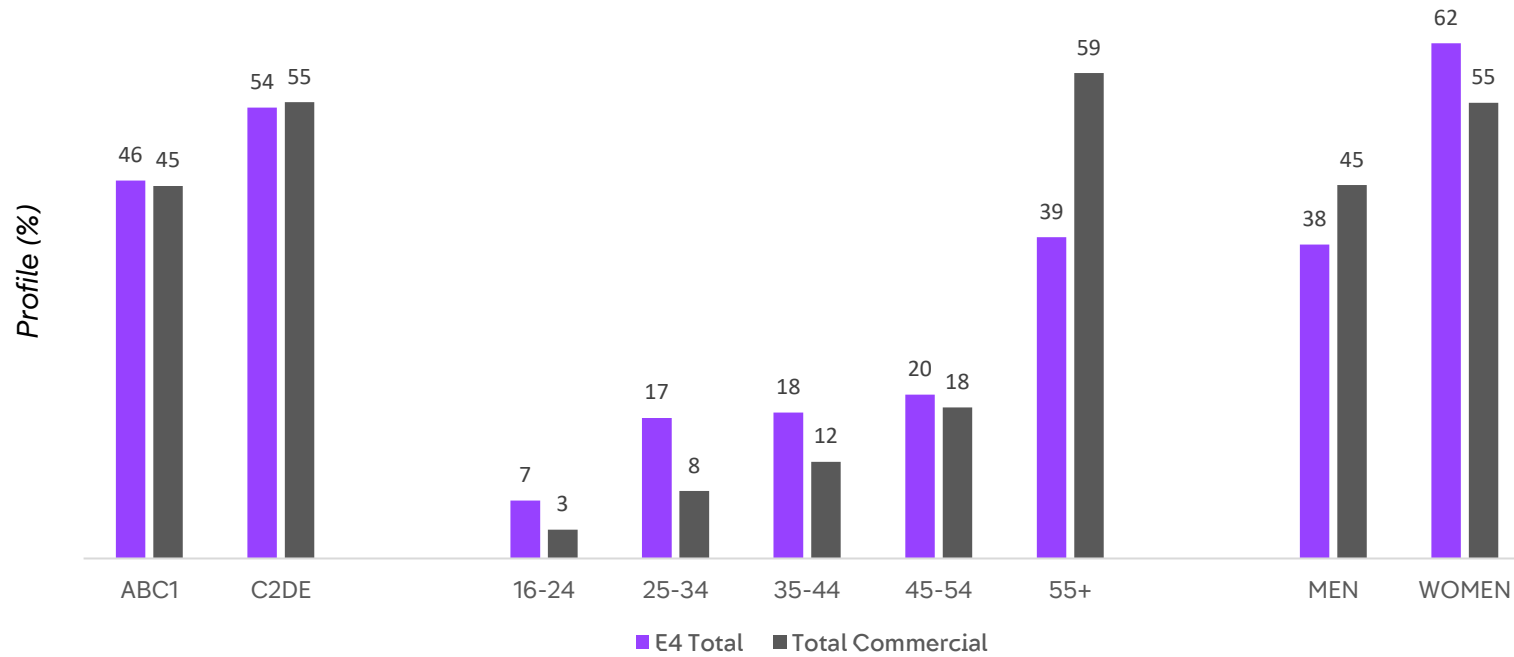
75%
ABC1 ADULTS
MONTHLY
REACH (22M)

33%
ABC1 16-34s
WEEKLY
REACH (2.6M)



Source: BARB/TechEdge, Jan 2021 – December 2021, Base = 16+

E4



KEY REACH FIGURES:

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

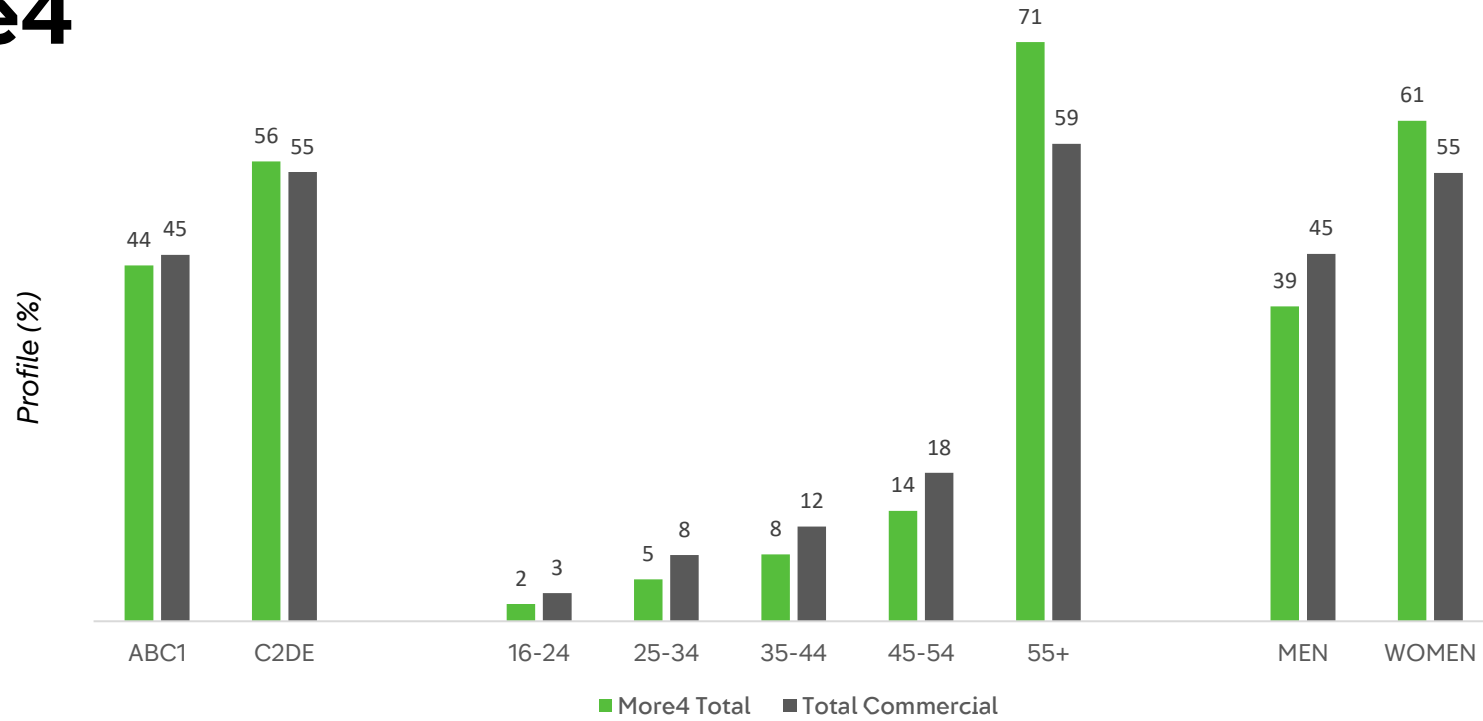
31%
16-34
MONTHLY
REACH (4.4M)

19%
ABC1 WOMEN
WEEKLY
REACH (2.9M)



Source: BARB/TechEdge, Jan 2021 – December 2021, Base = 16+

More4



KEY REACH FIGURES:

15.7 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

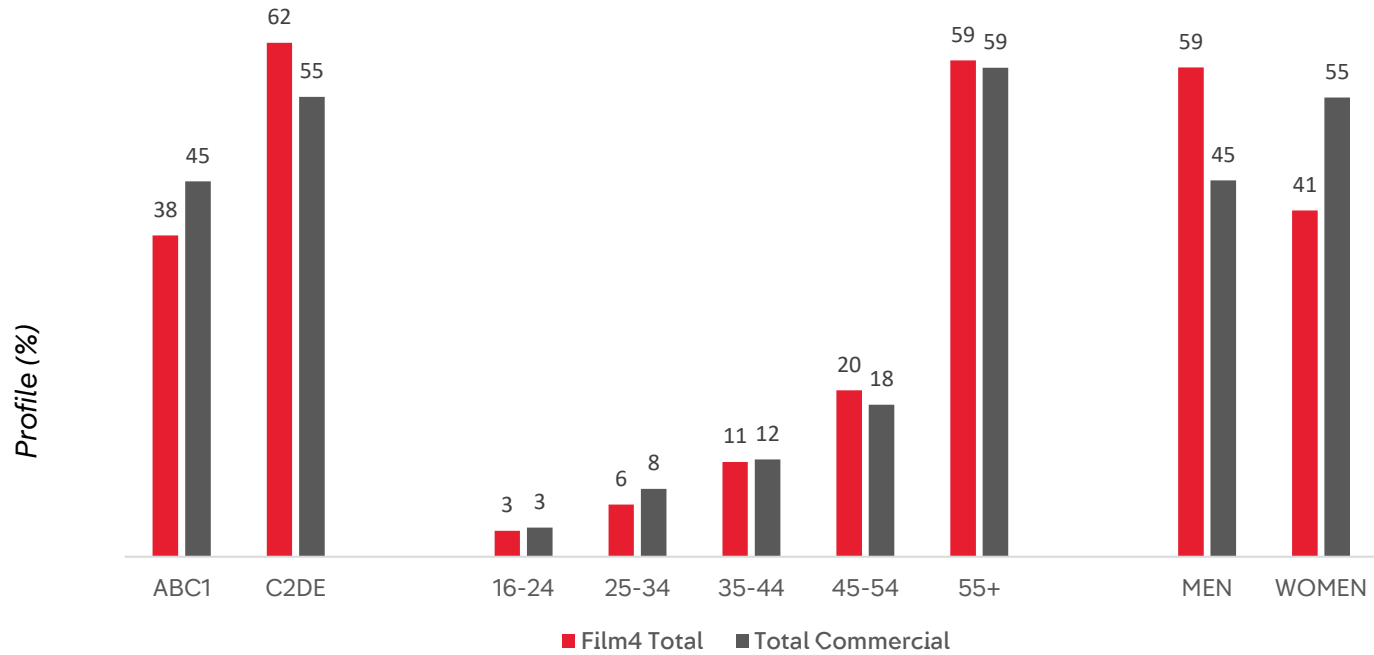
28.3%
ABC1 ADULTS
MONTHLY
REACH (8.3M)

23%
ADULTS 55+
WEEKLY
REACH (4.7M)



Source: BARB/TechEdge, Jan 2021 - December 2021, Base = 16+

Film4



Source: BARB/TechEdge, Jan 2021 – December 2021, Base = 16+

KEY REACH FIGURES:

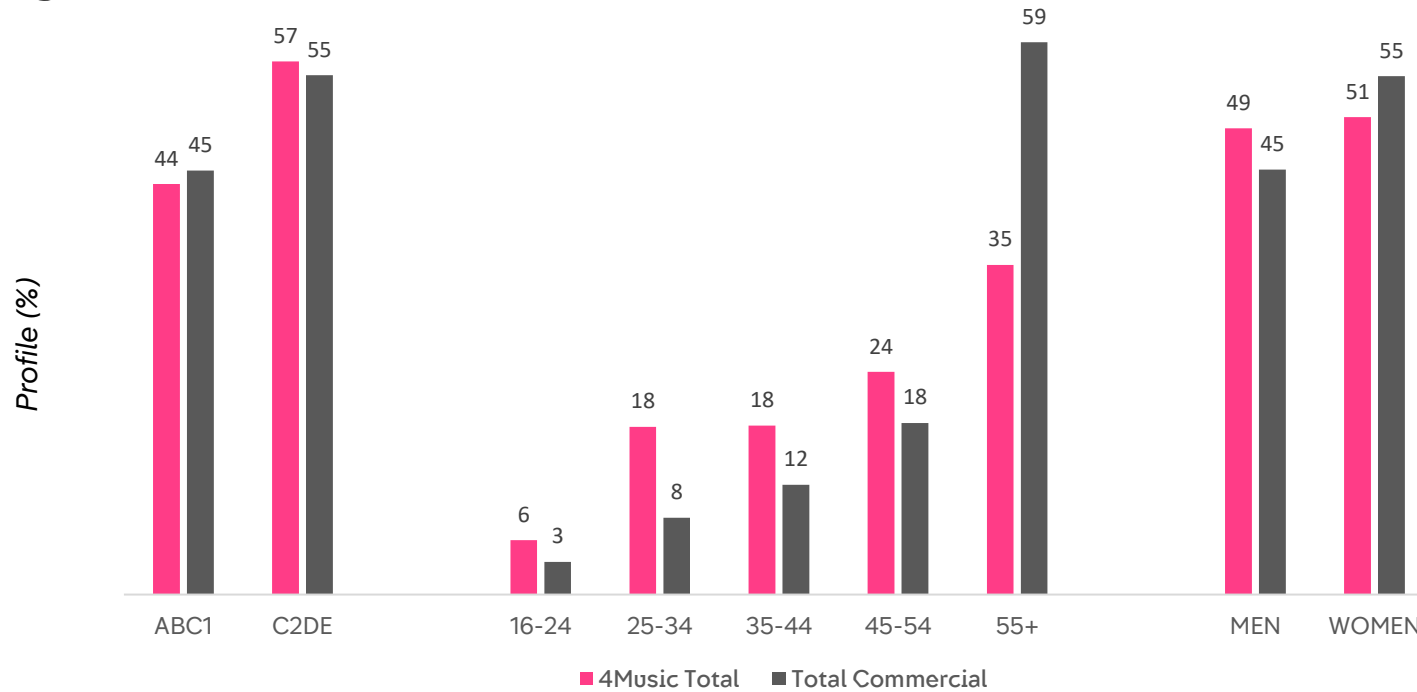
15.2 MILLION
 16+
 MONTHLY
 REACH
 (Adults 16+ 3 min cont. viewing)

26%
 ABC1 ADULTS
 MONTHLY
 REACH (7.7M)

17%
 MEN
 WEEKLY
 REACH (4.1M)



4Music



KEY REACH FIGURES:

5.6 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

40%
16-34s
REACHED
ANNUALLY
(6m)

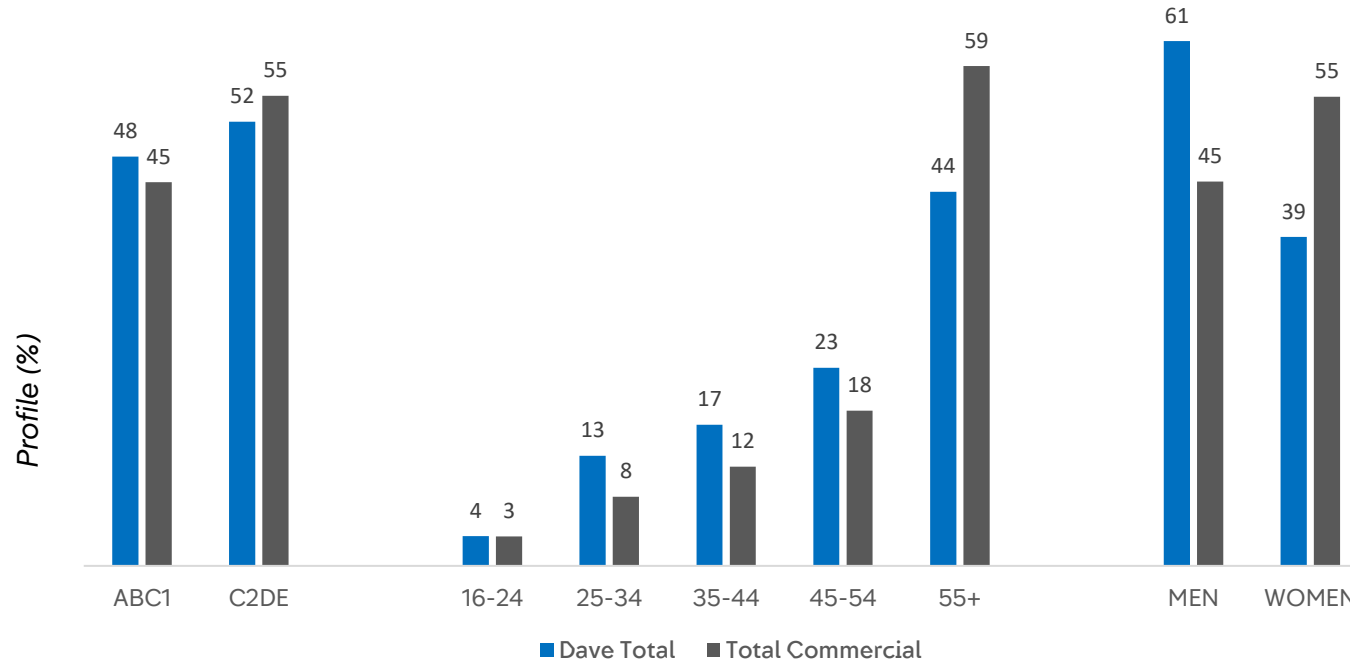
1 MILLION
ABC1 ADULTS
WEEKLY
REACH



Source: BARB/TechEdge, Jan 2021 – December 2021, Base = 16+



Dave



KEY REACH FIGURES:

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

30%
ABC1 ADULTS
MONTHLY
REACH (8.7M)

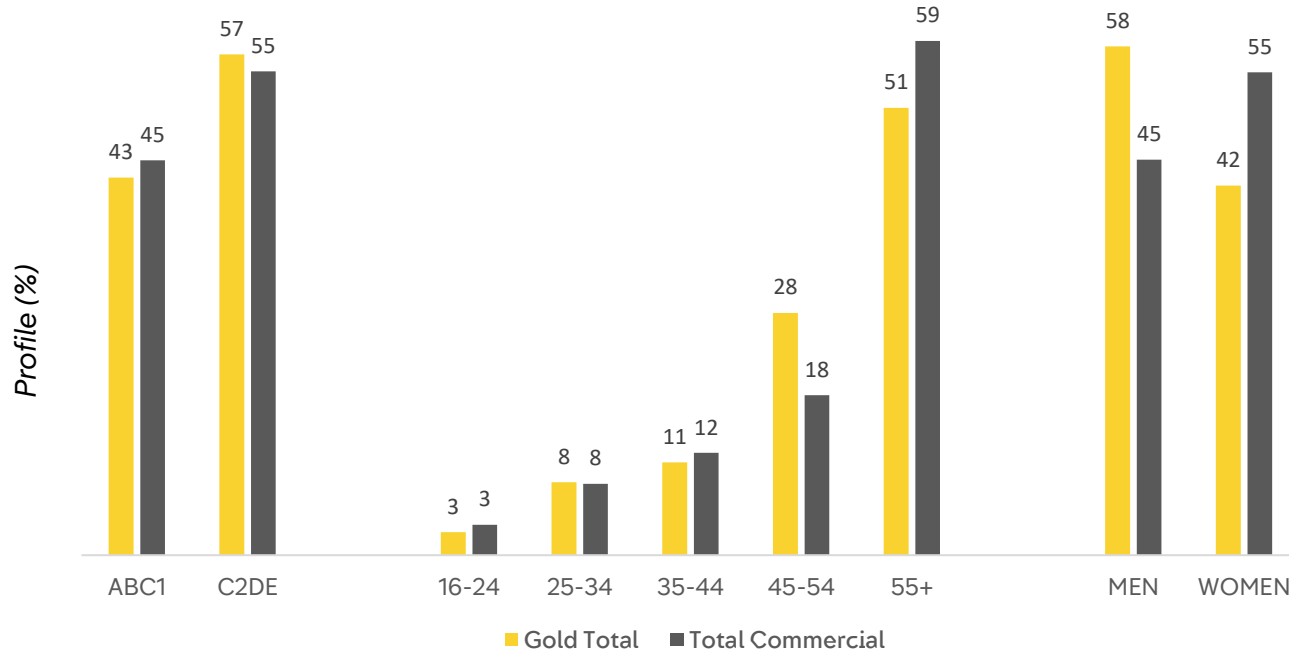
18%
MEN
WEEKLY
REACH (4.4M)



Source: BARB/TechEdge, Jan 2021 - December 2021, Base = 16+

Dave

Gold



KEY REACH FIGURES:

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

16%
ABC1 MEN
MONTHLY
REACH (2.3M)

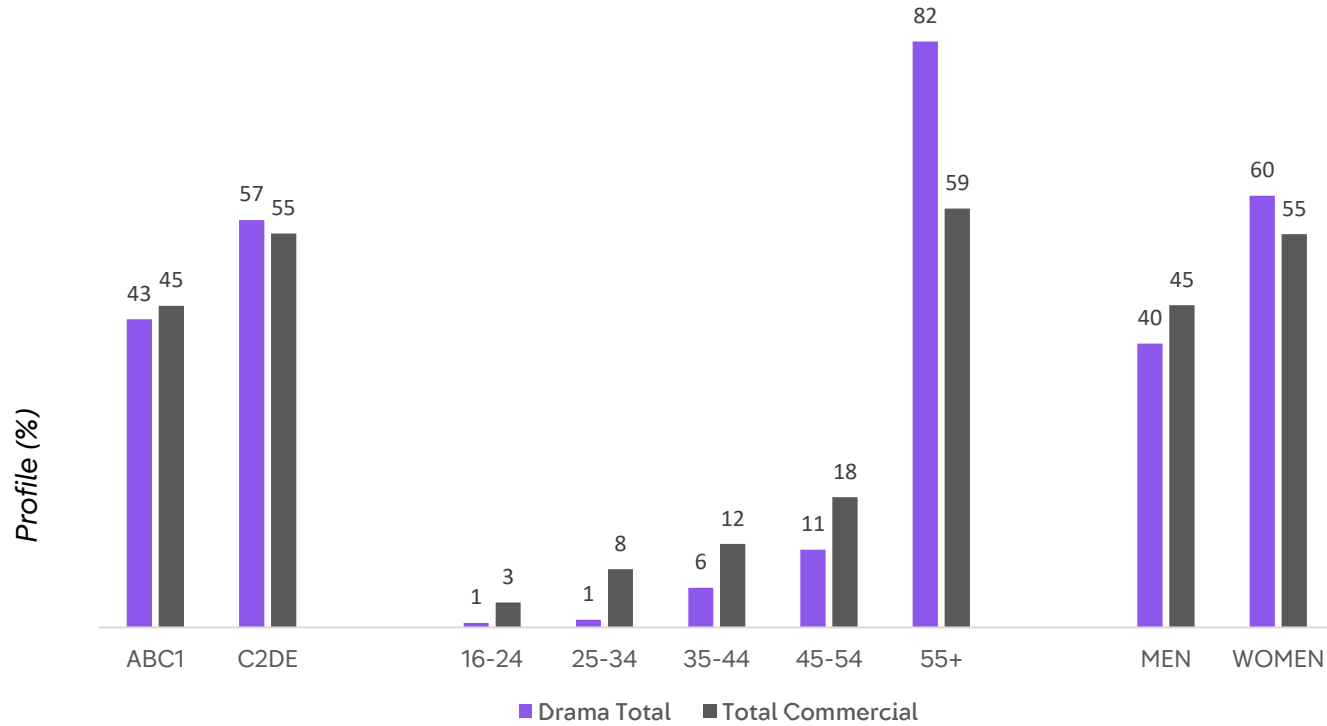
3.6 MILLION
TOTAL
WEEKLY
REACH
(Adults 16+ 3 min cont. viewing)



Source: BARB/TechEdge, Jan 2021 - December 2021, Base = 16+

GOLD

Drama



KEY REACH FIGURES:

9.7 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

16%
ABC1 ADULTS
MONTHLY
REACH (4.7M)

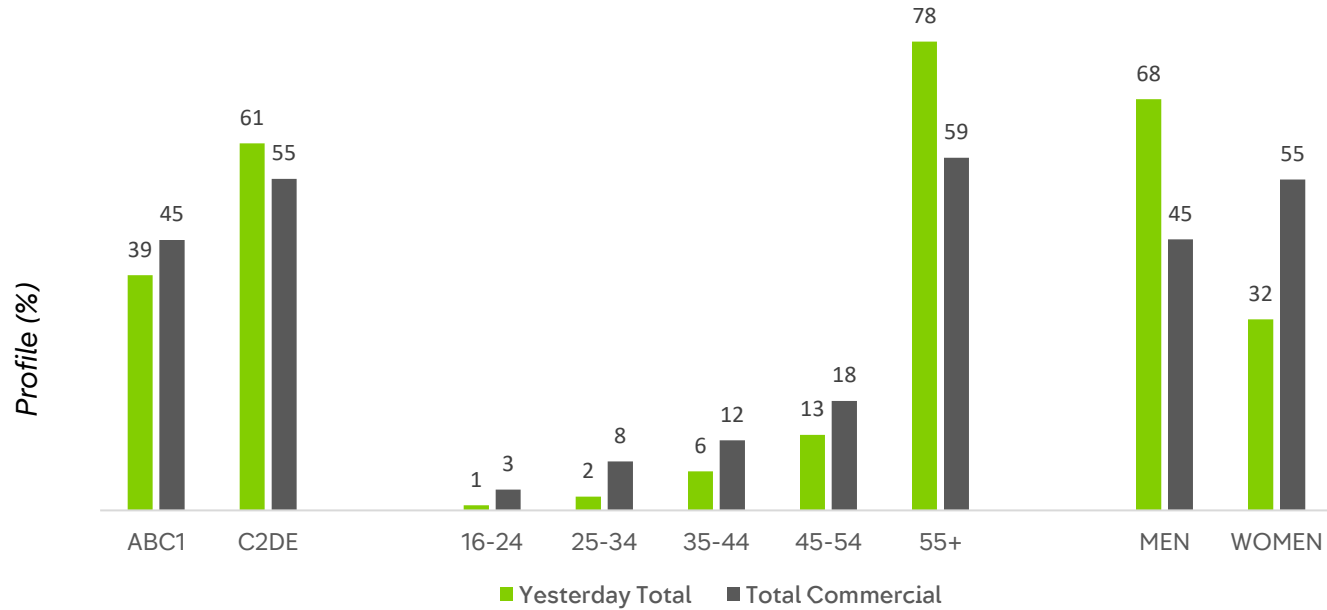
9.2%
ABC1 WOMEN
WEEKLY
REACH (1.4M)



Source: BARB/TechEdge, Jan 2021 – December 2021, Base = 16+



Yesterday



KEY REACH FIGURES:

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

17%
ABC1 ADULTS
MONTHLY
REACH (5M)

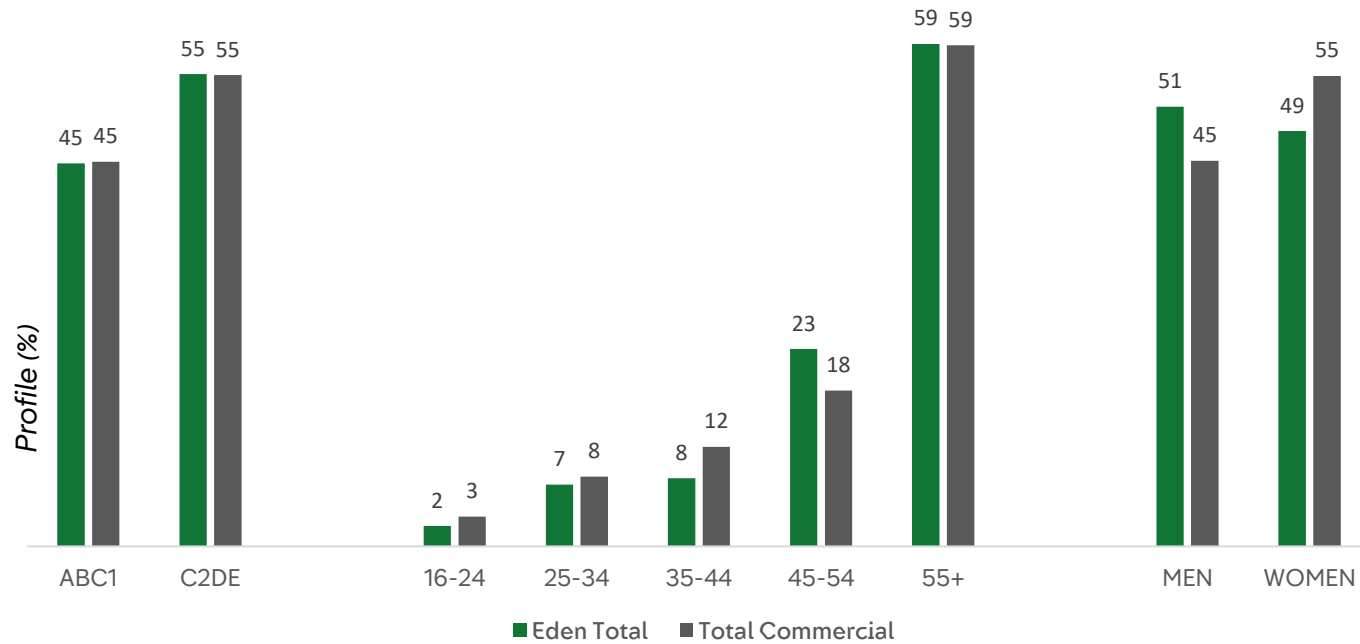
12%
MEN
WEEKLY
REACH (2.9M)



Source: BARB/TechEdge, Jan 2021 – December 2021, Base = 16+



Eden



KEY REACH FIGURES:

1.3 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

9%
ABC1 WOMEN
ANNUAL
REACH (1.4M)

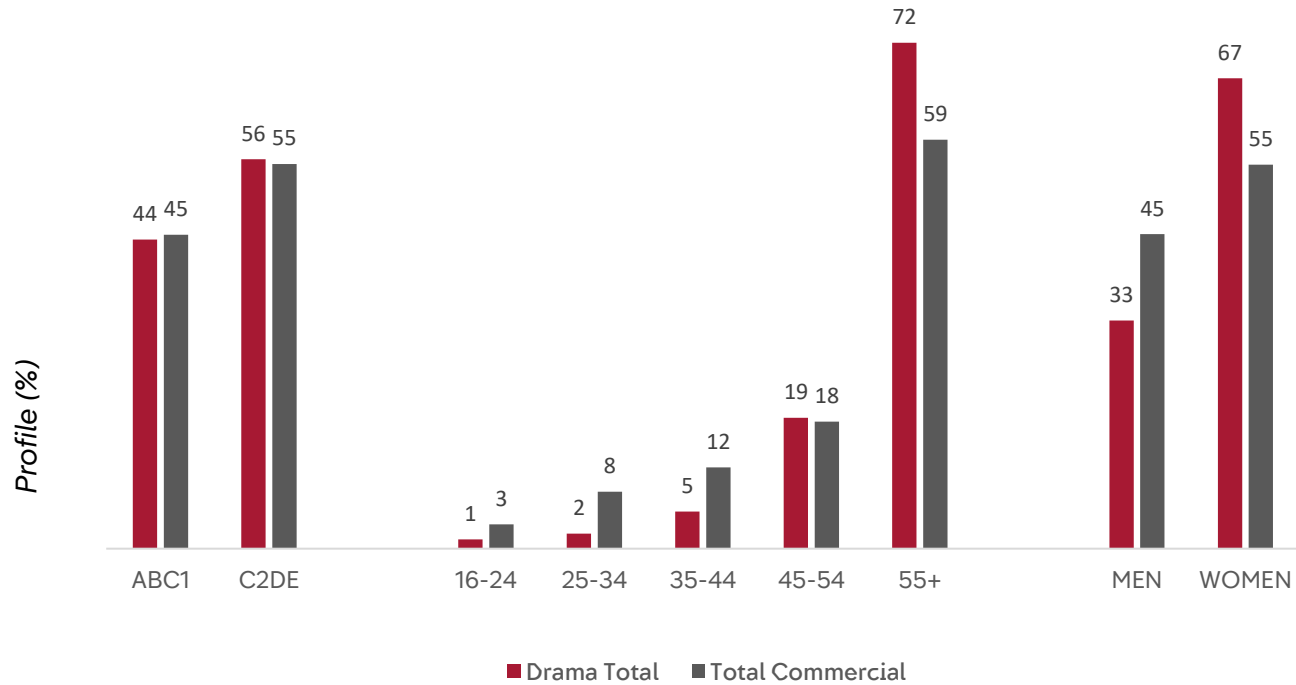
647K
ADULTS 55+
REACHED
MONTHLY



Source: BARB/TechEdge, Jan 2021 – December 2021, Base = 16+



Alibi



KEY REACH FIGURES:

3.6 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

11%
ADULTS 55+
MONTHLY
REACH (2.3M)

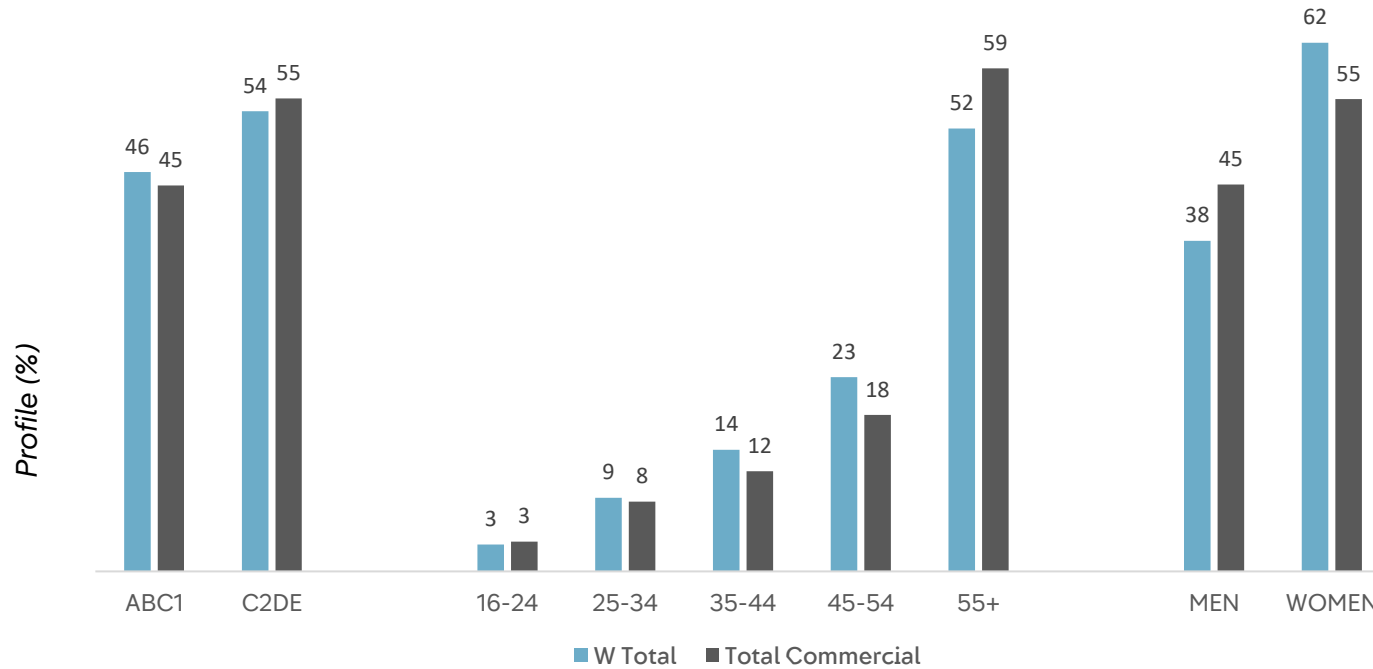
23%
ABC1 WOMEN
ANNUAL
REACH (3.5M)



Source: BARB/TechEdge, Jan 2021 – December 2021, Base = 16+



W



KEY REACH FIGURES:

7 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

13%
ABC1 WOMEN
MONTHLY
REACH (2M)

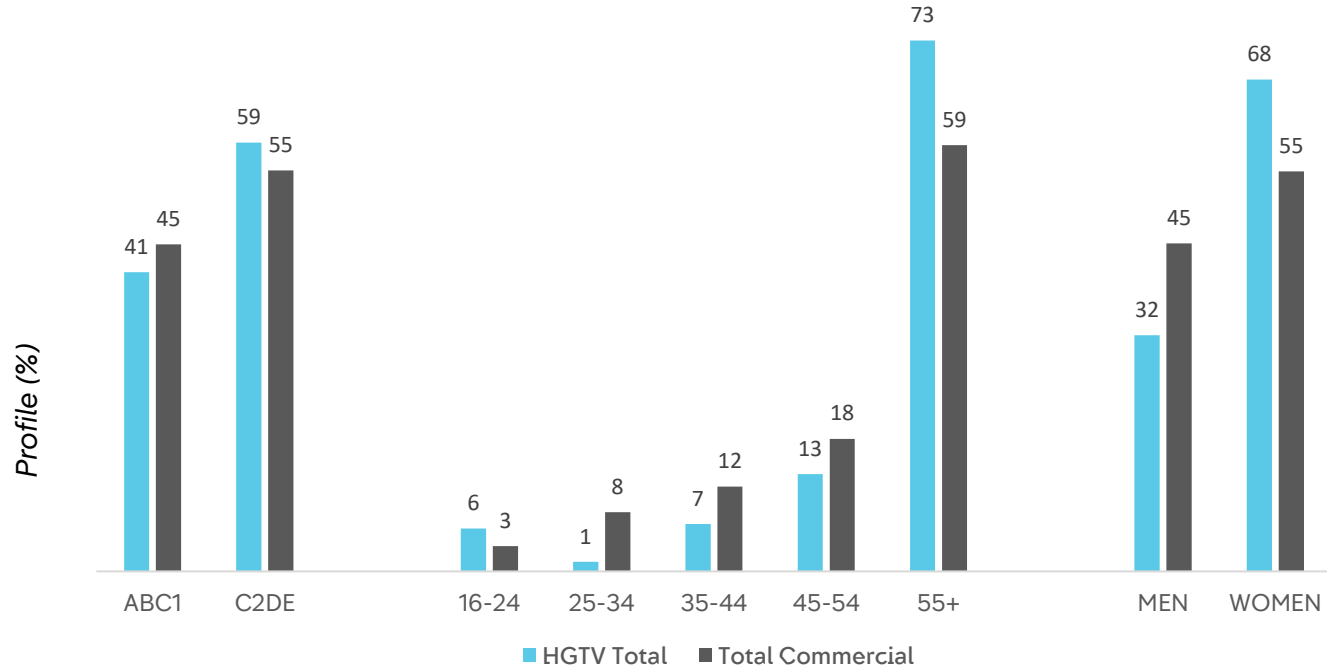
35%
ABC1 ADULTS
ANNUAL
REACH
(10.3M)



Source: BARB/TechEdge, Jan 2021 – December 2021, Base = 16+



HGTV



KEY REACH FIGURES:

4.7 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

1.2 MILLION
WOMEN
REACHED
WEEKLY

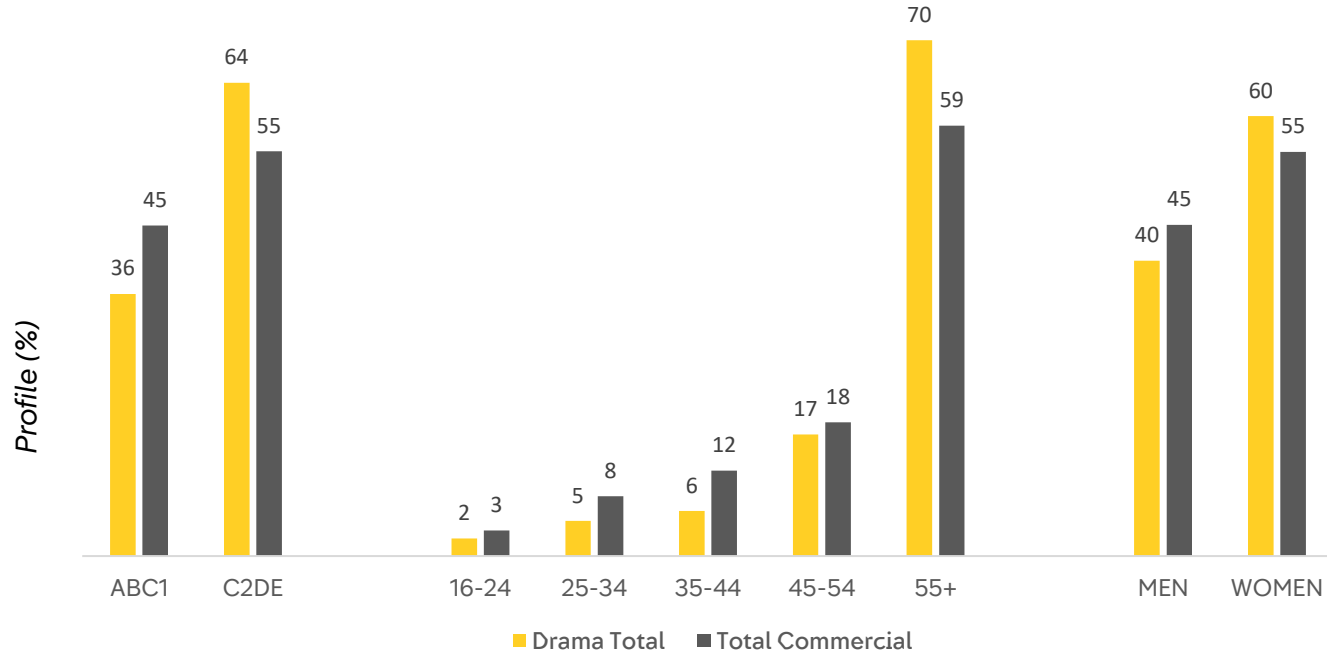
28%
ABC1 ADULTS
ANNUAL
REACH (8.2M)



Source: BARB/TechEdge, Jan 2021 - December 2021, Base = 16+



Really



KEY REACH FIGURES:

9.5 MILLION
16+
MONTHLY
REACH

(Adults 16+ 3 min cont. viewing)

16.2%
ABC1 WOMEN
MONTHLY
REACH (2.5M)

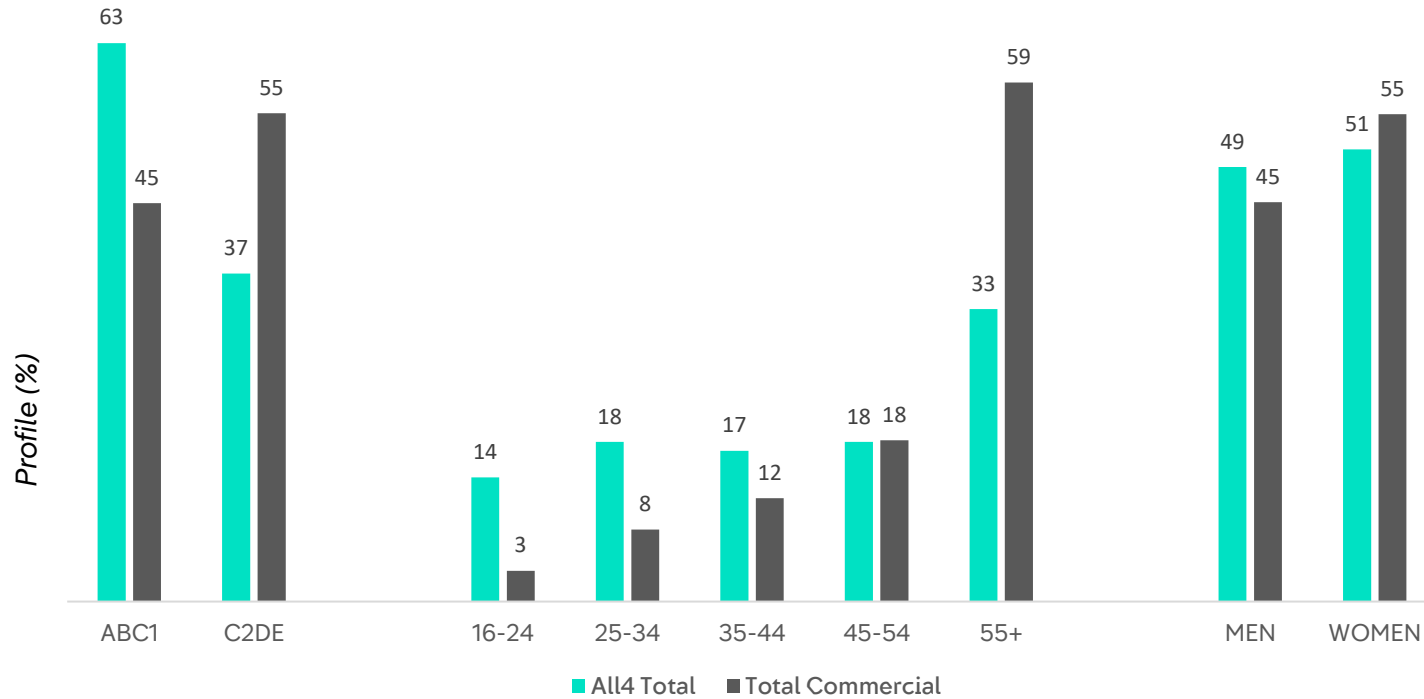
43%
ABC1 ADULTS
ANNUAL
REACH (13M)



Source: BARB/TechEdge, Jan 2021 – December 2021, Base = 16+

REALLY

All4

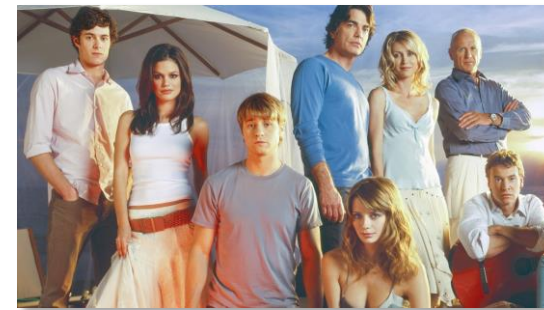


KEY REACH FIGURES:

35%
16-34s
MONTHLY
REACH
(Adults 16+ 3 min cont. viewing)

30%
ABC1 16-34s
MONTHLY
REACH (2.7M)

31%
ABC1 ADULTS
MONTHLY
REACH



Source: IPA Touchpoints 2021: used All 4 in the last month. Base = 16+, All Adults = UK population

