



MISSION ACCESSIBLE

CREATE OPPORTUNITY

WE ARE 4STUDIO

Channel 4's digital content studio,
set up to create and distribute
content for 18-34's on social.

Our focus is on digital growth with
youth audiences across the UK.

We work with like minded, bold
brands and take them into youth
culture and entertainment.

Mission Accessible

Rosie Jones is on a mission to help disabled people plan fun-filled adventures.

With her comedian pals in tow, Rosie visits places across the UK to compile a guide to her next accessible British vacation. Previously she has planned amazing adventures from multi-sensory way to explore London, an autism-friendly activities in Campaign, a big, gay weekend in Brighton, a romantic break in Scotland, a barging trip from Shropshire into Wales and an anti-hen-do in the West Country.

Be part of series 3 which with the right brand can be bigger, bolder and full of a lot of laughter.



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HIGHLIGHTS FROM SERIES 1 & 2

🏆 **Winning**, Best Content Partnership or AFP at the Broadcast Digital Awards 🏆

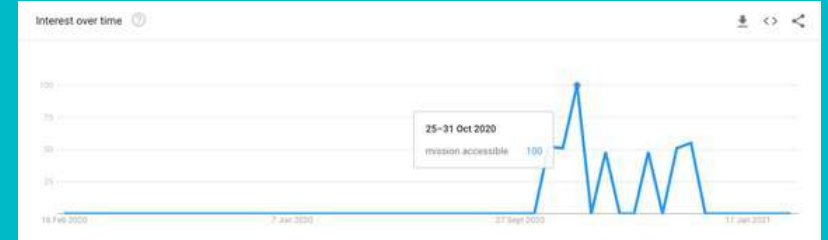
Racked up over **13M views** and **130K engagements** across Channel 4's social.

We saw a host of amazing guest comedians such as James Acaster, Big Zuu, Maisie Adams, Kemah Bob and Mike Wozniac.

Overall **smashing countless benchmarks** out of the water!



Rosie went on Russel Howard's Good News show and spoke about the show, leading to a spike on Google trends of the search term "Mission: Accessible"



8.2x more 1-minute views
13.3x more reactions
5.8x more comments
12.4x more shares



6:08 Avg View Durations
13.5K Hours Watched
96.82% Positive Sentiment

