



UKTV

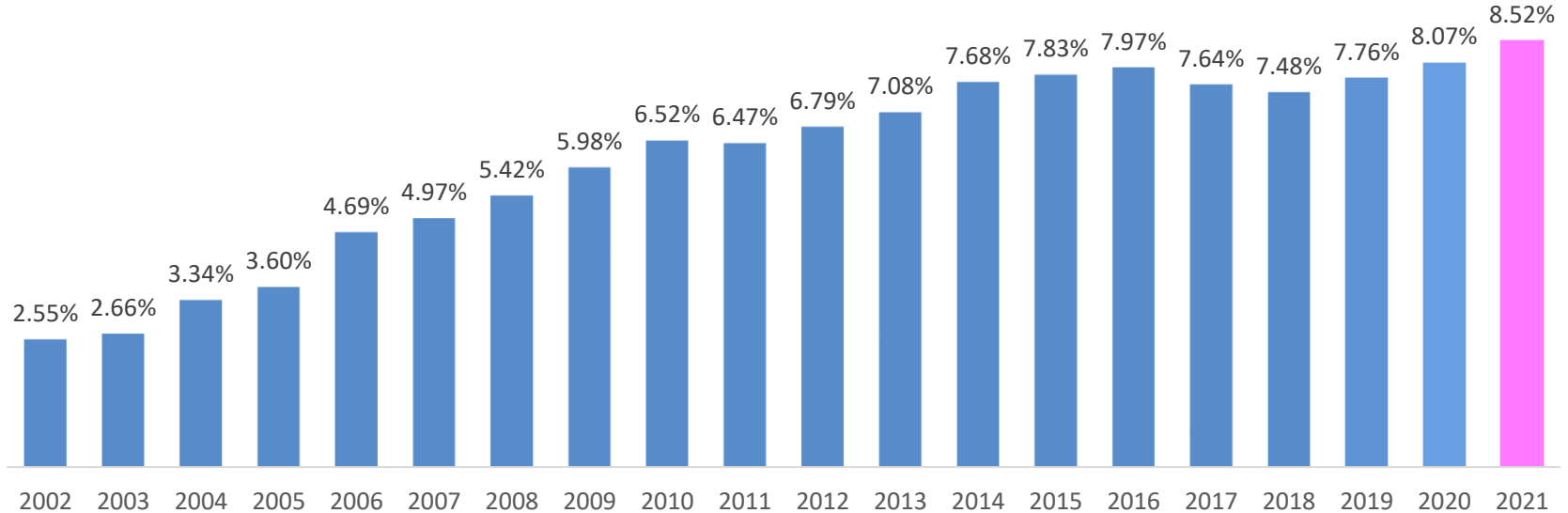
Channel Profiles and Programme Stats

FY 2021



## In 2021, the network delivered its best Adult SOCI ever and saw UKTV Originals account for 6 of the UKTV's top 10 programmes

- The network delivered an 8.52% SOCI in 2021, its best Adult SOCI ever
  - Ten out of the 12 months of the year celebrated record SOCI
    - UKTV Play added one million registered users



Dave



GOLD



## UKTV Originals made up 6 of the network's top 10 shows of 2021.

| Rank | Channel           | Programme Title                   | '000 (avg) | '000 (max) | Count |
|------|-------------------|-----------------------------------|------------|------------|-------|
| 1    | Alibi (Total)     | Annika                            | 281        | 1379       | 23    |
| 2    | Dave (Total)      | Meet the Richardsons              | 208        | 804        | 46    |
| 3    | Drama (Total)     | Death in Holy Orders              | 510        | 695        | 4     |
| 4    | Drama (Total)     | The Brokenwood Mysteries          | 245        | 662        | 73    |
| 5    | Yesterday (Total) | Secrets of the London Underground | 144        | 659        | 45    |
| 6    | Yesterday (Total) | Bangers and Cash                  | 82         | 648        | 692   |
| 7    | Drama (Total)     | Jonathan Creek                    | 433        | 636        | 22    |
| 8    | Yesterday (Total) | Hornby: A Model World             | 131        | 630        | 61    |
| 9    | Drama (Total)     | Last of the Summer Wine           | 400        | 599        | 343   |
| 10   | Alibi (Total)     | Ragdoll                           | 123        | 562        | 19    |



UKTV Original

16+, consolidated, ranked by max 000s

Dave



# Dave

Dave delivered its best yearly share in five years and saw strong performances from new and returning UKTV Originals



Drama achieved its best year for share ever in 2021, and reached on average 10.6 million adults every month

**GOLD**

GOLD had its best year since 2013, boasting YoY growth of +6%, and seeing UKTV Originals sit as the top 3 programmes



W delivered a 0.38% share in 2021 and saw session length grow YoY amongst 16-34s



alibi delivered its best yearly share since 2016 and saw a record-breaking performance from UKTV Original Annika



Yesterday saw UKTV Original Secrets of the London Underground become the highest rated programme on the channel ever



Eden reached on average 1.3 million adults each month in 2021



UKTV Play added one million registered users in 2021

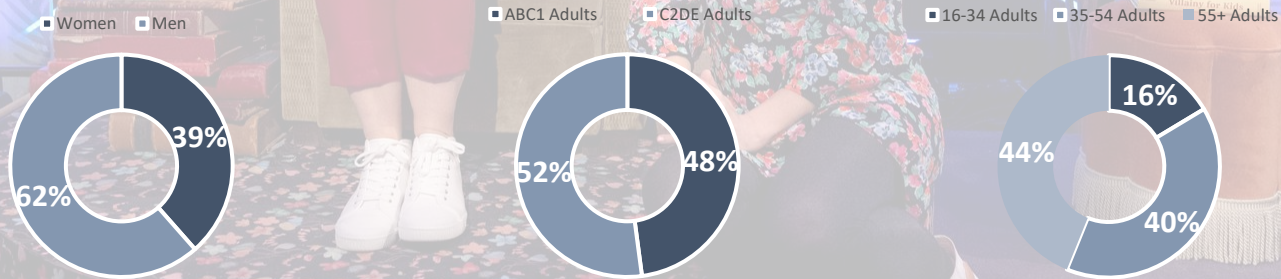


# Dave

Dave is the award-winning entertainment channel home to a veritable feast of UKTV Original comedy hits from some of the biggest stars in the UK. Comedy entertainment shows like BAFTA-nominated Big Zuu's Big Eats, Outsiders, Mel Giedroyc: Unforgivable, Hypothetical, Comedians Giving Lectures, Question Team, Alan Davies: As Yet Untitled, The Island and British As Folk sit alongside scripted comedies such as Meet The Richardsons and Red Dwarf.

But Dave isn't just restricted to television screens. There's exclusive online content, with Youtube's Big Zuu's Wrap Clash and Who Cares? With Amelia Dimoldenberg, as well as Facebook series The Comedy Guide To Life, Bad Advice with Olga Koch and BackChat. Dave's partnership with CALM has led to exclusive commissions and innovative online and marketing campaigns such as #BeTheMateYouWant. Dave is the proud sponsor of Dave's Edinburgh Comedy Awards and also crowns its yearly Joke Of The Edinburgh Fringe every August.

- Dave's share rose for a second consecutive year to its **highest yearly share in five years** of 1.11%, up +2% YoY
- The channel reached **15.8m adults per month** across 2021. In addition, viewing share of **ABC1s grew +7% YoY** to 1.11%, the highest in five years
- Dave maintained its average viewer frequency after building +11% YoY across 2020, **matching its highest in six years at 4.0**



Profile source: BARB/Advantage, 2021 Base Ads 16+

Dave continued to build momentum as the home of the funniest home-grown comedy, with Originals comprising four of the top five rating shows of the year.

- **Mel Giedroyc: Unforgivable** launched to a consolidated audience of 457k adults, up +132% vs slot. Overall, the series averaged 397k adults (+101%), a 25% 16-34 and 63% ABC1 profile. Including online viewing and same-week repeats, the series averaged an audience of 801k individuals per ep, seeing a peak of over 1m for episode 2
- **Meet the Richardsons** returned in April for S2, with the premiere consolidating to an outstanding 804k adults, over tripling the slot average (+248%). Dave captured a 4.35% timeslot share on launch night, ranking as the #1 non-terrestrial channel and capturing a higher share in the timeslot than Channel 5. Including 28-day consolidation and same-week repeats, series 2 averaged an audience of over 1m individuals per episode\*
- **Big Zuu** returned for more **Big Eats** on Dave, launching in June to 215k adults, up +34% vs S1 premiere. The show overall saw +17% growth SoS, in addition to drawing an impressive 26% 16-34 and outstanding 72% ABC1 profile
- **Late Night Mash** poked the hornet's nest of current affairs in its new home on Dave. From its 530k opener in Q3, the fresh Original averaged an audience of 338k overall (+44%) alongside an outstanding 72% ABC1 profile. Including TC, 515k individuals tuned into Late Night Mash each week\*
- David Mitchell's **Outsiders** continued its inaugural camp-out on Dave across Q4. Overall, first series averaged an audience of 311k adults, up +64% vs slot. Including 28-day catch up, online viewing and same-week repeats, a peak of 776k individuals tuned in to David Mitchell's voyage to the great outdoors, with over 529k individuals tuning in per ep across the series
- Q4 welcomed brand new Original **Question Team** hosted by Richard Ayoade, launching in Oct to 328k and the series overall averaging 223k adults per ep alongside a strong 68% ABC1 profile. Including TC, Question Team S1 averaged an audience of 397k individuals per ep, reaching a peak of 563k.

## Top Programmes

| #  | Programme Title            | '000 (avg) | '000 (max) | Count |
|----|----------------------------|------------|------------|-------|
| 1  | Meet the Richardsons       | 208        | 804        | 46    |
| 2  | Late Night Mash            | 170        | 530        | 27    |
| 3  | QI & QI XL                 | 169        | 515        | 934   |
| 4  | Mel Giedroyc: Unforgivable | 144        | 514        | 51    |
| 5  | Outsiders                  | 158        | 489        | 18    |
| 6  | Would i lie to you?        | 148        | 456        | 851   |
| 7  | Gavin & Stacey             | 158        | 435        | 49    |
| 8  | Mock the week              | 133        | 409        | 309   |
| 9  | Travel Man                 | 180        | 350        | 91    |
| 10 | Not going out              | 163        | 343        | 151   |

Source: BARB/Advantage, 2021, Base Ads 16+

## Quarter-on-Quarter performance (16+ share)



|    | 2020 | 2021 | YoY |
|----|------|------|-----|
| Q1 | 1.06 | 1.10 | 4%  |
| Q2 | 1.15 | 1.08 | -6% |
| Q3 | 1.11 | 1.18 | 6%  |
| Q4 | 1.06 | 1.10 | 3%  |
| FY | 1.10 | 1.11 | 2%  |

Source: BARB/Advantage, Jan 2020 – Dec 2021 Base Ads 16+

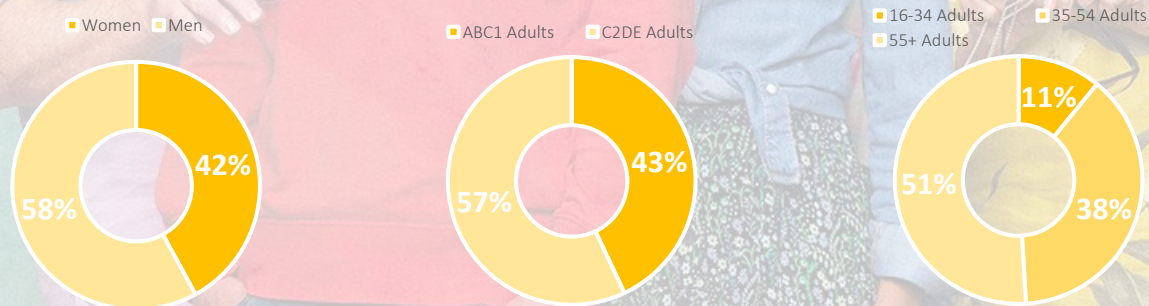
Dedicated to celebrating the best of British comedy, Gold is the nation's favourite comedy channel.

Classic British comedy series loved by all the family sit comfortably alongside new UKTV Original scripted comedies crafted by some of the nation's finest comedic minds, such as Dad's Army: The Lost Episodes, Murder, They Hope, The Cockfields, Sandylands, and Newark Newark.

Meanwhile Gold's unscripted series reunite the stars and partnerships of the nation's best-loved shows to get to the heart of what makes them so evergreen - from passion projects such as French & Saunders: Funny Women, Billy Connolly Does..., Lenny Henry's Race Through Comedy and Ricky and Ralf's Very Northern Road Trip to the retrospective likes of dinnerladies diaries and The Fast Show: Just A Load of Blooming Catchphrases.

Gold is the perfect tonic to make you laugh whatever the time of day.

- Gold achieved a **0.57% viewing share** in 2021, **+6% YoY** and its **best yearly share since 2013**
- Average session length increased to **28min**, **up +6% YoY** and the channel's best in over 10 years
- Amongst adults 35-54, share jumped **+20% YoY** to sit at 0.82%



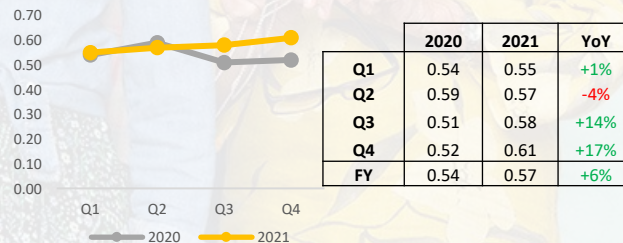
Gold achieved a **0.57% viewing share** in 2021, **+6% YoY** and saw **its best yearly share since 2013**

- New UKTV Original **Vicar of Dibley: Inside Out** launched in Q1 to **554k**, up a huge **+555% vs slot** and skewing upmarket at a **56% ABC1** profile. This was the best performing retrospective since The Story of Only Fools and Horses in 2017
- New UKTV Original **Murder, They Hope** launched on the 6th March to **453k**, up a strong **+386% vs slot** and attracted an audience share of **2.55%**, up **+390% vs slot**. Total consumption averaged **687k across the 3 episodes**, peaking with Ep1 which achieved a **TC of 771k**.
- Season 2 of commission **The Cockfields** launched in Q4 to **378k**, up **+488%** vs. slot. The series was boxset dropped and averaged 490k across the 6 episodes for Total Consumption.
- Season 2 of commission **Sandylands** also launched in Q4 with its premiere episode attracting **244k**, up **+305%** vs. slot. The season averaged **258k (+321% vs slot)**, with total consumption boosting this to 334k.

| Rank | Programme                        | '000 (avg) | '000 (max) | Count |
|------|----------------------------------|------------|------------|-------|
| 1    | Vicar of Dibley: Inside Out      | 145        | 554        | 7     |
| 2    | Murder, They Hope                | 60         | 453        | 36    |
| 3    | The Cockfields                   | 82         | 378        | 48    |
| 4    | Mrs Brown's Boys                 | 86         | 306        | 237   |
| 5    | The Cockfields Christmas Special | 87         | 292        | 8     |
| 6    | Sandylands                       | 38         | 258        | 48    |
| 7    | The Vicar of Dibley              | 72         | 230        | 211   |
| 8    | French & Saunders: Funny Women   | 73         | 229        | 6     |
| 9    | Only Fools and Horses            | 68         | 211        | 1615  |
| 10   | The Royle Family                 | 49         | 198        | 188   |

Source: BARB/Advantagedge, 2021 Base Ads 16+

Quarter-on-Quarter performance (16+ share)



Source: BARB/Advantagedge, Jan 2020-Dec 2021 BaseAds 16+





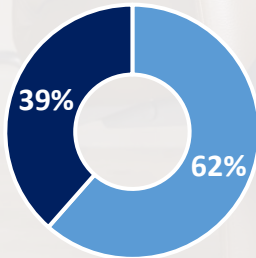
W is a TV channel passionate about people and finding the joy in everyday moments. Its quality mix of UKTV Originals featuring heart-warming shows led by some of the UK's most-loved talent, and uplifting series shining a light on heroic emergency services, are complemented by high quality acquisitions.

W shows tap into the raw and genuine heart swell moments, from emotions running high at the sound of a baby's first cry in the award-winning Emma Willis: Delivering Babies, to heart-stopping drama for the incredible frontline workers in Inside the Ambulance, Nurses on the Ward and 999 Rescue Squad. Elsewhere, award-winning documentary maker Stacey Dooley offers an unfiltered insight into unseen areas of modern relationships and family life in the hit series Stacey Dooley Sleeps Over, while Rochelle Humes helps deserving families transform their homes in Rochelle Humes: Interior Designer in the Making.

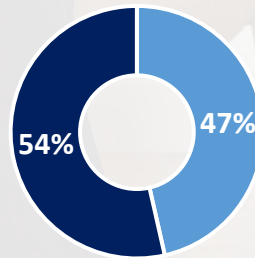
W is also the exclusive home to the joyfully competitive MasterChef franchise, including MasterChef Australia, MasterChef USA and MasterChef Juniors.

- W averaged a share of 0.38% in 2021 across all platforms, with weeks 33 & 52 delivering the channel's **joint highest weekly share since September 2019**, at 0.54%.
- In 2021, the channel saw average session length grow **+11% YoY amongst 16-34s**, rising to 25 mins.
- January and March both achieved their **highest monthly frequency on W to date**, up +9% and +5% YoY respectively.

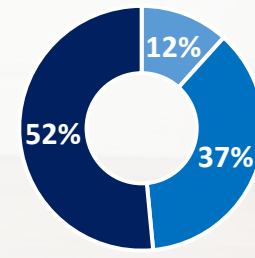
■ Women ■ Men



■ ABC1 Adults ■ C2DE Adults



■ 16-34 Adults ■ 35-54 Adults ■ 55+ Adults





W saw success from high profile talent-led UKTV Originals across 2021, with **Stacey Dooley Sleeps Over S2** achieving the highest rating launch of a commission on the channel since 2019.

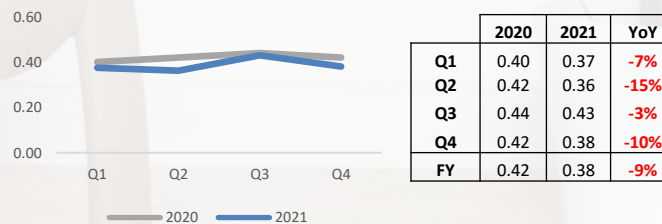
- Q1 saw the launch of UKTV Original **Emma Willis: Delivering Babies in 2020**. The series averaged 148k over its 4 TXs (+200% vs slot), with TC boosting this to 346k (4+). 16-34s accounted for 66% of overall viewing to the series, delivering one of the strongest 16-34 profiles for a UKTV commission on the channel to date.
- **Stacey Dooley Sleeps Over S2** launched in May to 270k, up +440% vs slot and +39% vs S1's premiere (194k), making it the highest rating launch of a W commission since **Emma Wills S2** in 2019. Overall, the series drew in 206k over its 6 TXs (+308% vs slot), rising to 477k with TC (4+).
- The return of **MasterChef Australia** drove ratings for W in Q3 & Q4, with S13 achieving a consolidated audience of 258k over its 61 TXs, up +214% vs slot and +8% SoS, with TC boosting this to 305k (4+). Episode 31 peaked at 322k, up +292% vs slot and ranking as the highest rating programme of the year for the channel.

### Top Programmes

| Rank | Programme Title                        | '000 (avg) | '000 (max) | Count |
|------|--|------------|------------|-------|
| 1    | Masterchef Australia                   | 144        | 322        | 122   |
| 2    | Stacey Dooley Sleeps Over              | 57         | 270        | 65    |
| 3    | Gavin & Stacey                         | 76         | 261        | 162   |
| 4    | Emma Willis: Delivering Babies in 2020 | 44         | 198        | 31    |
| 5    | FILM: White House Down (2013)          | 147        | 198        | 2     |
| 6    | Tipping Point: Lucky Stars             | 29         | 194        | 118   |
| 7    | DIY SOS                                | 71         | 188        | 17    |
| 8    | Inside The Ambulance                   | 32         | 177        | 914   |
| 9    | Property Brothers: Forever Homes       | 37         | 177        | 400   |
| 10   | Masterchef USA                         | 54         | 164        | 139   |

2021 Top programmes, ranked by max 000s (16+)

### Quarter-on-Quarter performance (16+ share)

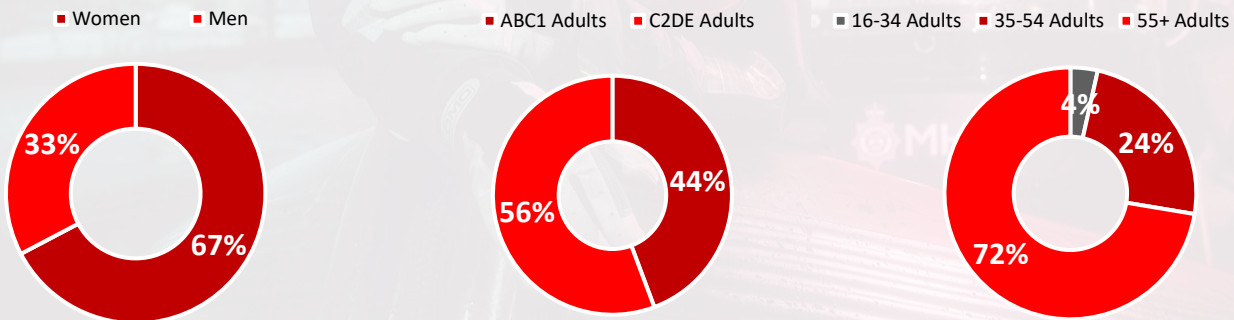


Source: BARB/Advantage, Jan 2020 - Dec 2021 Base Ads 16+

Alibi is the only TV channel dedicated to crime drama, offering a thrilling selection of star-studded UKTV Original series including hit returning shows *Traces*, starring Molly Windsor, Martin Compston and Laura Fraser, and *We Hunt Together*, starring Eve Myles and Babou Ceesay. The slate continues to expand with the commission of the new modern-day Faustian thriller *Ragdoll*, based on the novel by Daniel Cole, and the TV adaptation of BBC Radio 4 drama *Annika*, starring Nicola Walker.

The commissions sit perfectly alongside a hand-picked selection of the best shows in the genre from all over the world. From murders in the sunshine in *Death in Paradise* to psychological mysteries in *Evil*, 19th century crimes from *Miss Scarlet and the Duke* or hit US series *Why Women Kill*, viewers are set to be taken on an adventure into the unexpected.

- Alibi delivered a 0.40% share in 2021, up +5% YoY, and achieving the **channel's best yearly share since 2016**
- In 2021, alibi saw an average monthly frequency of 4.10, up +4% YoY, and it's **best monthly frequency since 2014**
- The channel attracted a strong average session length at **25 minutes**, ahead of Sky Witness



Alibi boasted YoY growth to deliver its best yearly share since 2016

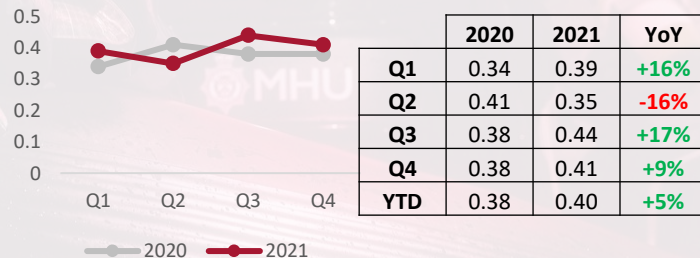
- UKTV Original **Annika** launched to a record breaking **1.38 million viewers** in Q3, up +1420% vs. slot, and **sitting as #1 best performing programme ever for alibi**. The series averaged 921k viewers across its 6 episodes, up +914% vs. slot
- UKTV Original **Ragdoll** launched in December to 562k viewers, attracting an audience more than 4 times (+342%) its slot. The series averaged 324k across its 6 episodes, up +154% vs. slot.
- Hudson & Rex** continued to perform for the channel with S2 and S3 both seeing strong performances in 2021. The title peaked on S3, Ep 1 with 490k viewers (+215% vs. slot).
- New **Smother** launched on alibi in Q2 to 477k viewers (+262% vs. slot). The series was boxset dropped and averaged 525k for Total Consumption

#### Top Programmes

| #  | Programme Title  | '000 (avg) | '000 (max) | Count |
|----|------------------|------------|------------|-------|
| 1  | Annika           | 281        | 1379       | 23    |
| 2  | Ragdoll          | 123        | 562        | 19    |
| 3  | Hudson & rex     | 67         | 490        | 494   |
| 4  | Smother          | 106        | 477        | 18    |
| 5  | Clarice          | 405        | 405        | 1     |
| 6  | Deception        | 158        | 345        | 26    |
| 7  | Briarpatch       | 34         | 328        | 50    |
| 8  | Limetown         | 48         | 311        | 40    |
| 9  | Evil             | 52         | 302        | 78    |
| 10 | Whiskey Cavalier | 114        | 279        | 27    |

2021 Top programmes, ranked by max 000s (16+)

#### Quarter-on-Quarter performance (16+ share)



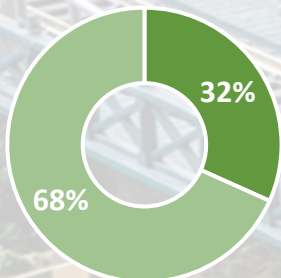
Source: BARB/Advantage, Jan 2020 - Dec 2021 Base Ads 16+

Yesterday showcases original series such as Abandoned Engineering, Secrets of the London Underground and Underground Worlds as well as new and exclusive observational documentaries including Bangers & Cash, Hornby: A Model World and Train Trickers.

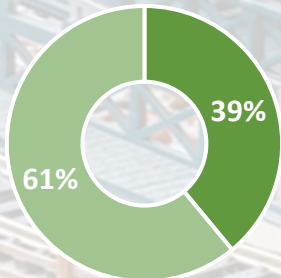
The channel also features stunning nature and science programming including David Attenborough's Natural Curiosities and Planet Earth 2, plus seminal war documentaries such as The World at War.

- Yesterday **attracted a 0.69% share in 2021 across all platforms**, and saw share growth of +8% YoY on Sky Platforms
- Session length amongst men jumped +3% YoY to sit at just under 30 minutes, making it the highest session length since 2016 amongst this audience.
- The channel reached on average **over 10.2 million adults every month in 2021**

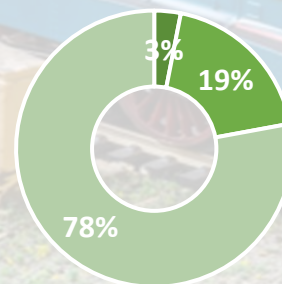
Women Men



ABC1 Adults C2DE Adults



16-34 Adults 35-54 Adults  
55+ Adults



Profile source: BARB/Advantage, 2021 Base Ads 16+

Secrets of the London Underground launched to **659k**, becoming Yesterday's strongest launch and highest-rating programme TX ever

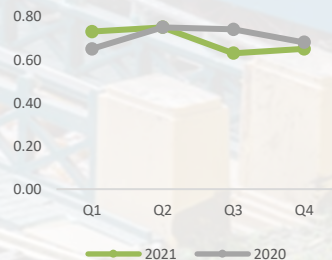
- **Secrets of the London Underground** launched to **659k**, becoming Yesterday's strongest launch and highest-rating programme TX ever. The series went on to average **475k**, up +160% vs the 52wk benchmark. Average total consumption pushed this to 737k.
- **Bangers and Cash** continued to perform well for the channel, with its fourth season launching to a consolidated 648k, +135% vs the slot average. The season averaged 555k (+101% vs the slot), with total consumption bumping this up to 984k.
- **Hornby: A Model World** launched to a consolidated **630k**, **+427% vs slot**, and making it the **second highest series launch on Yesterday ever**. The series consolidated to an average of **390k** across its 10 episode (+226% vs the slot average), with average total consumption boosting this to 756k.

### Top Programmes

| Rank | Programme Title                     | '000 (avg) | '000 (max) | Count |
|------|-------------------------------------|------------|------------|-------|
| 1    | Secrets of the London Underground   | 144        | 659        | 45    |
| 2    | Bangers and Cash                    | 82         | 648        | 692   |
| 3    | Hornby: A Model World               | 131        | 630        | 61    |
| 4    | Secrets of the Transport Museum     | 73         | 486        | 127   |
| 5    | The Architecture the Railways Built | 72         | 429        | 182   |
| 6    | Great British Railway Journeys      | 81         | 365        | 1445  |
| 7    | Warbird Workshop                    | 55         | 355        | 50    |
| 8    | One Foot in the Grave               | 152        | 316        | 166   |
| 9    | WW2 From Above                      | 79         | 307        | 58    |
| 10   | The Buildings that Fought Hitler    | 80         | 295        | 63    |

2021 Top programmes, ranked by max 000s (16+)

### Quarter-on-Quarter performance (16+ share)



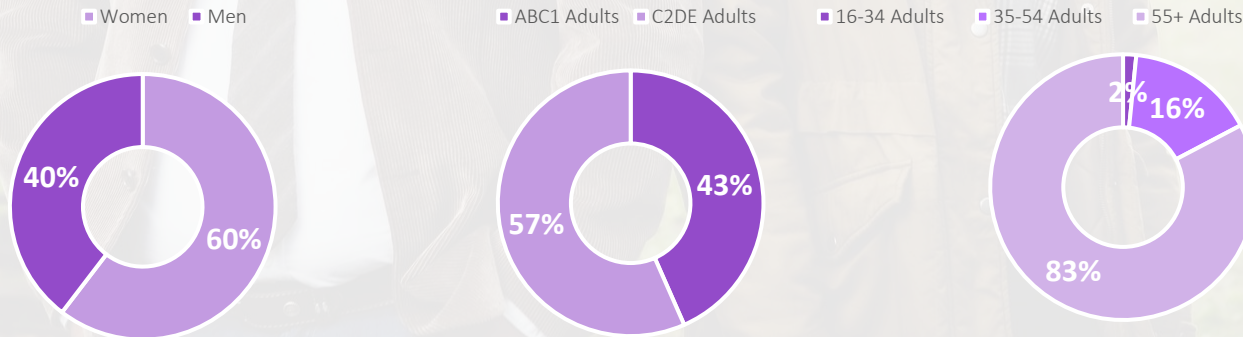
|    | 2020 | 2021 | YoY  |
|----|------|------|------|
| Q1 | 0.65 | 0.73 | +12% |
| Q2 | 0.75 | 0.75 | -1%  |
| Q3 | 0.74 | 0.63 | -16% |
| Q4 | 0.68 | 0.65 | -4%  |
| FY | 0.71 | 0.69 | -3%  |

Source: BARB/Advantage, Jan 2020 - Dec 2021 Base Ads 16+

Drama is a channel that is passionate about bringing Britain the best in quality drama.

From period through to contemporary and comedy, the channel is a treasure trove of classic and modern drama which showcases the greatest stories ever told. With programmes including favourites Call the Midwife, Pride and Prejudice, New Tricks and Silent Witness, and new offerings such as Red Tent, The Brokenwood Mysteries and Mercy Street, viewers can indulge in a handpicked range of the nation's most celebrated TV dramas.

- With a 1.62% share (+11% YoY), **Drama delivered its best year ever** in 2021, maintaining its position as the **#1 channel excluding terrestrials & extensions** in the UK and the **#7 channel overall**
- **Drama continued to attract a loyal audience**, achieving an average **monthly frequency of 5.79** in 2021, up +4% YoY, and ranking as the **channel's best average monthly frequency ever**
- The channel also saw **session length improve YoY**, sitting at just over 33 minutes



Profile source: BARB/Advantagedge, 2021 Base Ads 16+

With a 1.62% share, Drama delivered its best year ever, boasting YoY growth of +11%

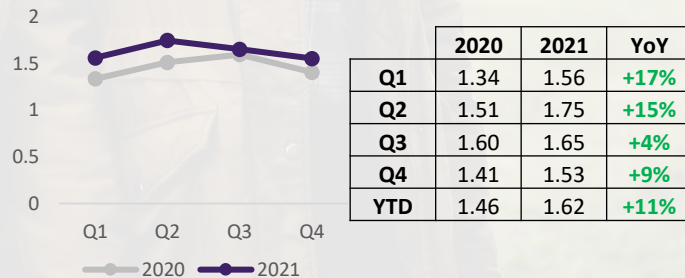
- **Death in Holy Orders** attracted a consolidated audience of 695k, up +132% vs. slot, and sitting as the channel's #2 best tx ever!
- New and exclusive **The Brokenwood Mysteries** returned to Drama for its 7<sup>th</sup> series, launching to 662k viewers (+107%) and ranking as **the #2 best performing title of the year**. The series attracted consistent audiences, averaging 644k across the series (+101%).
- Much loved favourite **Jonathan Creek** returned to the channel in 2021, peaking with 636k viewers on Dec 15th, up +173% vs. slot

#### Top Programmes

| #  | Programme Title            | '000 (avg) | '000 (max) | Count |
|----|----------------------------|------------|------------|-------|
| 1  | Death in Holy Orders       | 510        | 695        | 4     |
| 2  | The Brokenwood Mysteries   | 245        | 662        | 73    |
| 3  | Jonathan creek             | 432        | 636        | 23    |
| 4  | Last of the summer wine    | 377        | 599        | 374   |
| 5  | The Last Detective         | 448        | 559        | 17    |
| 6  | Death in Paradise          | 421        | 556        | 14    |
| 7  | The Murder Room            | 437        | 536        | 4     |
| 8  | Happy Valley               | 404        | 479        | 12    |
| 9  | Catherine cookson          | 262        | 477        | 49    |
| 10 | Inspector Lynley Mysteries | 263        | 474        | 51    |

2021 Top programmes, ranked by max 000s (16+)

#### Quarter-on-Quarter performance (16+ share)



Source: BARB/Advantage, Jan 2020 - Dec 2021 Base Ads 16+

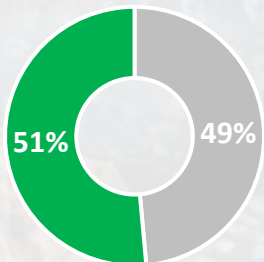




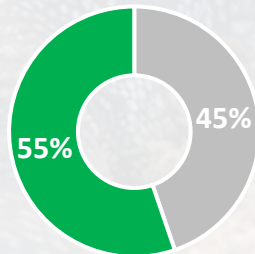
From the scale and beauty of BBC blue chip series like Planet Earth, Human Planet and Madagascar to the premieres of Wild Colombia with Nigel Marven and Deserts And Life, Eden guarantees a daily shot of astonishment and high quality natural science programming, including David Attenborough's Natural Curiosities which shines the spotlight on nature's most extraordinary evolutionary anomalies.

- Eden averaged a share of 0.03% in 2021, with September seeing **YoY gains of +17%**.
- The channel **reached 1.3 million adults on average per month** in 2021, with March delivering its best monthly reach since 2017.
- 2021 saw February achieve its highest average session length since 2017, at 29 mins, **growing +22% YoY**.

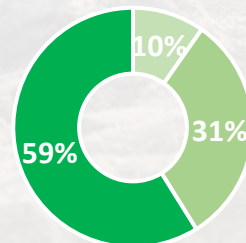
■ Women ■ Men



■ ABC1 Adults ■ C2DE Adults



■ 16-34 Adults ■ 35-54 Adults ■ 55+ Adults



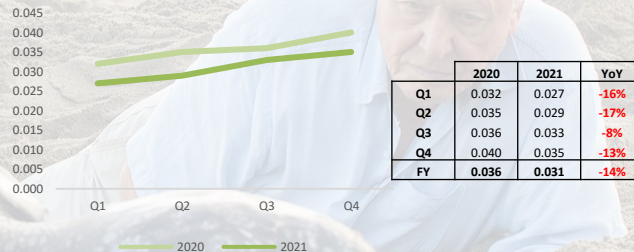


### Top Programmes

| #  | Programme Title                               | '000 (avg) | '000 (max) | Count |
|----|---|------------|------------|-------|
| 1  | The Planets                                   | 6          | 64         | 111   |
| 2  | Natural World: Africa's Fishing Leopards      | 9          | 61         | 8     |
| 3  | The Zoo                                       | 3          | 49         | 529   |
| 4  | Sea Of Creepy Monsters                        | 7          | 47         | 37    |
| 5  | China's 10 Deadliest Snakes with Nigel Marven | 5          | 45         | 30    |
| 6  | The End Of The Solar System                   | 12         | 45         | 4     |
| 7  | Borneo Rangers                                | 2          | 40         | 371   |
| 8  | David Attenborough's Natural Curiosities      | 3          | 39         | 989   |
| 9  | Wild Metropolis                               | 3          | 39         | 56    |
| 10 | Life in the Great Wetlands                    | 3          | 37         | 99    |

2021 Top programmes, ranked by Consolidated max 000s (16+)

### Quarter by Quarter Share Performance (16+ share)



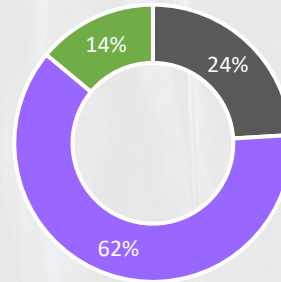
Source: BARB/Advantage, Jan 2020 – Dec 2021 Base Ads 16+

Watch your favourite shows from Dave, Drama and Yesterday on demand. Enjoy new series, original shows and box sets from comedy and drama to entertainment and documentaries, all for free. Available to view across mobile, tablet, TV and online.

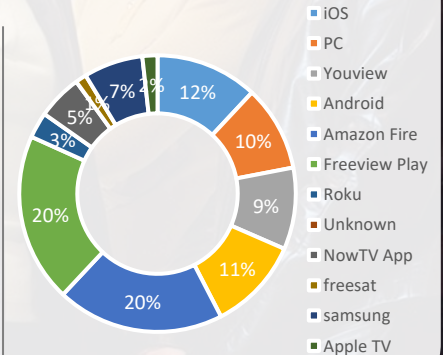
- UKTV Play reached a landmark 5.45 million registered users last year, with 1 million users signing up to the service in 2021.
- UKTV Play recorded 62.5m views in 2021.
- Views to both Drama and Yesterday saw notable growth on the year
  - Drama grew +17% YoY and Yesterday grew by +27%

### Channel Split

■ Dave ■ Drama ■ Yesterday



### D2C Platform Split



Drama grew +17% vs 2020 and Yesterday grew by a notable +27%

- **The Bill** stole the show in 2021, contributing 16% of all Play's viewing
- Long-running title **Classic Eastenders** continued to deliver views for Drama, ranking as the 2<sup>nd</sup> most watched UKTV Play title and delivering 8% of all views
- UKTV exclusive **Bad Girls** started in July and ranked as the 3<sup>rd</sup> top programme on UKTV Play in 2021 with 5% of all views
- Series 4 of Yesterday original **Bangers and Cash** launched in Q1, which combined with viewing from series 1-3 ranked as the 9<sup>th</sup> biggest title on UKTV Play in 2021 and was the biggest title for Yesterday

#### Top Programmes

| Rank | Programme Title          | Views     |
|------|--------------------------|-----------|
| 1    | The Bill                 | 9,757,581 |
| 2    | Classic Eastenders       | 4,851,363 |
| 3    | Bad Girls                | 2,830,305 |
| 4    | Taskmaster               | 2,607,974 |
| 5    | Birds Of A Feather       | 1,979,712 |
| 6    | Would I Lie To You?      | 1,930,179 |
| 7    | Last Of The Summer Wine  | 1,799,016 |
| 8    | Classic Casualty         | 1,296,359 |
| 9    | Bangers And Cash         | 1,481,865 |
| 10   | The Brokenwood Mysteries | 1,095,867 |

#### Quarter by Quarter Performance

