

FACTS

Channel 4 exists to create change through entertainment. Publicly owned yet commercially funded, Channel 4 generates significant and sustainable cultural, economic and social impact across the UK – at no cost to the taxpayer.

We have the UK's biggest free streaming service, All 4, plus a network of 11 television channels. We have the youngest-skewing public service channel in the UK – and we reach more 16-34-year-olds than any other commercial broadcaster across streaming and TV. Through Film4 Productions, Channel 4 also invests in British filmmakers to huge critical acclaim, producing 37 Oscar wins and 84 BAFTA wins in its history.

Future4:

In 2020, Channel 4 launched its **Future4** strategy to become a digital-first public service media company and to continue to deliver significant impact for UK audiences and investment into the UK creative economy.

By 2025, our goals are to:

- Double All 4 viewing to 2bn views
- Digital advertising to be at least 30% of total revenue
- Non-advertising to be at least 10% of total revenue

To achieve this, we are: prioritising digital growth over linear ratings, putting viewers at the heart of our decision-making, diversifying new revenue streams and focusing on strategic partnerships.

Next on Channel 4



Somewhere Boy

Compelling and poignant new drama, created and written by Pete Jackson. For 18 years, Danny's dad has kept him locked away in their home, safe from the 'monsters' outside. But one day, Danny's world comes crashing down.



Friday Night Live

Friday Night Live reunites the game-changing architects of anarchy who broke through in the mid-1980s and blends their ground-breaking comedy exploits with today's trailblazers who are storming the circuit.



Jimmy Carr Destroys Art

Jimmy Carr hosts a unique television experiment in which an audience decide whether to cancel controversial artists and offensive artworks - with one key difference: the works they vote to cancel will be literally destroyed.



Unapologetic S2

Yinka Bokinni and Zeze Millz return with a second season of Unapologetic - the talk show that explores the topics many are scared to discuss publicly for fear of being 'cancelled'.



Tony Robinson's Museum of Us

Join Sir Tony Robinson as he meets groups of residents from different streets across the UK, helping them to create unique pop-up museums celebrating the hidden history behind their front doors.



Made in the 80s: The Decade That Shaped Our World

The extraordinary story of how a Britain in turmoil changed the world by stealth through its politics, culture and technology.

Recent programme highlights

Celeb Cooking School on E4 was a success among young and diverse audiences. The series' 16-34 share (5.5%) was +32% higher the slot norm, while share among ethnically diverse audiences was up +92%.

The Great British Bake Off series 13 launched with over 8m viewers on Channel 4, with a 35.3% share of viewers.

Don't Hug Me I'm Scared has so far generated over 5.5m TikTok views.

The launch of **Make Me Prime Minister** did really well among 16-24 year olds with a 28.3% share, up +187% compared to its slot average, making it Channel 4's biggest new 9pm this year so far for 16-24 share.



Make Me Prime Minister

Key Stats (2021):

STREAMING

1.5bn

streaming views on All 4, up 21% year on year, our biggest ever absolute increase

25m

registered users, including 80% of UK 16-34-year-olds

>14,500

hours of content available on streaming, making All 4 the biggest free streaming service in the UK

13.1%

of total Channel 4 viewing came from streaming in 2021 vs 9.2% in 2020

TV

10.3%

viewing share, recording growth for a second consecutive year

75%

Channel 4's main channel reach of all UK individuals per month on average - 46m people

83%

Channel 4's portfolio reach of all UK individuals per month on average - 50m people

15%

portfolio viewing share among 16-34-year-olds

SOCIAL

11.3bn

views of 4Studio social media content

>25,000

pieces of social media content published

16.7bn

minutes users spent watching 4Studio's social content in 2021, which is equivalent to 31,773 years of watch time

10.1m

Channel 4 News followers on social media, making it one of the largest UK news programmes, with 45% of views by under 34-year-olds

FINANCIAL

£101m

record financial surplus in 2021

19%

of our revenues came from digital advertising, well above the market and our competition

£1.2bn

corporation revenue, surpassing £1bn for the first time

55%

of main channel spend on independent producers outside of London in 2021

Impact (2021):

Channel 4's biggest show: **The Great British Bake Off**

Our second most watched moment was our live coverage of the **US Open Women's Final**. An incredible 9.6 million people watched as Emma Raducanu became the first British woman to win a grand slam title since Virginia Wade's Wimbledon victory in 1977.

9/10

Channel 4 was responsible for 9 of the 10 youngest profiling shows on the UK PSBs in 2021.

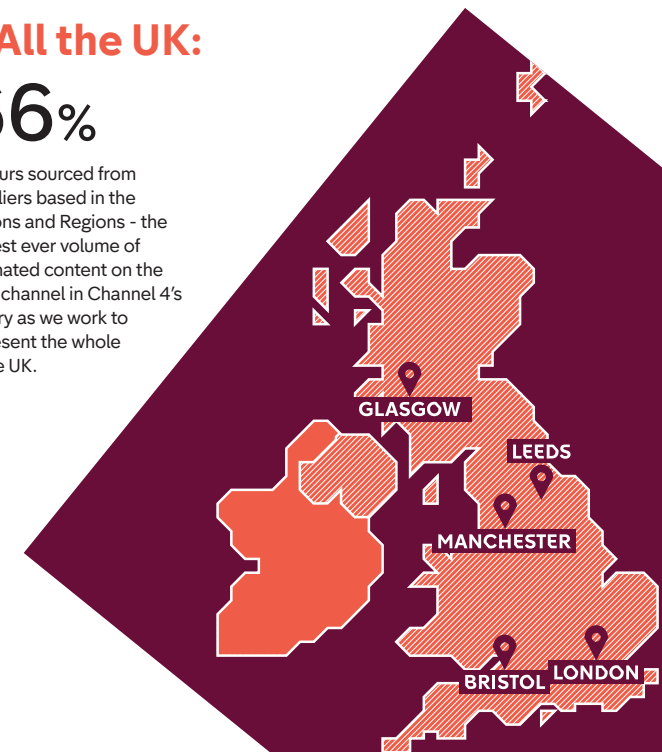
16-34s

Over the course of the year, Channel 4 "won" Friday nights 27 times for 16-34-year-olds.

4 All the UK:

66%

of hours sourced from suppliers based in the Nations and Regions - the highest ever volume of originated content on the main channel in Channel 4's history as we work to represent the whole of the UK.



Remit delivery (September 2022):

Channel 4 viewers (on All 4, linear, social or YouTube) believe that we perform strongly for:

Represent unheard voices "Shows different kinds of cultures and opinions in the UK": 56%

Challenge with purpose "Pushes boundaries": 52%

Reinvent entertainment "Always trying something new": 46%