

Viewing Report

Sixty Days With The Gypsies Intrigues Younger Viewers

With a consolidated audience of 1.9million viewers, and a strong young profile, 60 Days With The Gypsies significantly outperformed the slot average for its core audiences, attracting an audience share of 16% for AD1634's and 19% for ME1634's on Monday the 7th February. Share of audience for these two audiences was up on slot by +60% and +80% respectively, whilst total viewing was up on the slot average by +20%

Rugby gets off to a Super Start

Super League launches on Channel 4 up +60% on slot average for volume and peaking with 755k, as Leeds Rhinos and Warrington Wolves got Channel 4's coverage off to a thrilling start.

Male audiences were up by over +150% for volume on the Saturday 12-2.45pm slot, as too were AD1634's

With the north of England being the traditional home of Rugby League, it was no surprise therefore that over two thirds of viewing to the match came from areas within the North Marco Region

E4 and Channel 4 Turn Blue With Delight

Coverage of Chelsea's foray into the World Club Championships was a huge success with E4 and Channel 4 experiencing significant uplifts on the two days that matches were broadcast

Firstly, on E4, the semi final on the 9th February saw the channel attract an average audience that was up more than +250% on the slot average. The volume of AD1634 viewers was up +80% on the slot average, whilst male audiences were up a massive +550% on the slot average, making E4 the most watched digital channel between 1600-1830 for all men and Individuals

For the final on Channel 4 on the 12th February, total viewing was up on slot by +90% as a peak audience of 2.7million individuals tuned in. There were again huge gains made by the targeted audiences of young males as ME1634 viewers were up +180% on slot average

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Celebrity Hunted Captures Young Viewers

Two weeks into its run and Celebrity Hunted continues to perform well for younger audiences, continuing to outperform the slot average for both volume and share; AD1634 volume is up +40% on slot average, whilst share for this audience is up +60%. Other young audiences (WO1634 and ME1634) are up on slot in the same ballpark as well

The series was made available to view as an instant box-set on ALL4 straight away, and it didn't disappoint as Episode 1 was the best performing launch episode of Celebrity Hunted on the platform, with the series the second most watched title across all of ALL4 since its launch

The Last Leg

The Last Leg returned on the 28th January and now two weeks into the run it continues to be Channel 4's best performing 10pm series for total viewers and all major trading audiences. It is also one of the strongest performing series across all TV for younger audiences in its slot, and this will only be enhanced when Gogglebox returns to play in front of it on the 18th February

Mucky Mansion Isn't Too Shabby

The three episodes of Katie Price's Mucky Mansion had big appeal amongst young and female audiences with share of viewing for AD1634's, WO1634's and HPKids up on their respective slot averages by +25%, +35% and +22%

All three episodes of the series were instantly made available as a box-set as part of our Future 4 strategy, becoming one of the top performers on the platform over the last two weeks

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The Great Pottery Throwdown continues to impress for upmarket audiences

Six episodes into a ten week run and the Great Pottery Throw Down continues to attract an impressive volume and share of upmarket audiences. Volume of viewing vs slot average for the series at this point in the run stands as up +75% for Individuals, +90% for ABC1AD's and + 110% for ABC1WO

The Dog House continues with its record breaking start.

The new series of The Dog House continues to have its best ever start for a series for Individual viewing share and ABC1AD volume and share. Viewing to the series is up +25% for Individual and ABC1AD volume compared to slot average, whilst viewing for ABC1WO is up on the slot by +40% for volume and +30% for share. Episode 5 (3rd February) has been the biggest of the current series for far (1.7m viewers) and the second biggest episode of The Dog House ever

Screw is Channel 4's best launch to a drama series since It's A Sin

Episode 1 of new darkly comic drama Screw, launches with 3million viewers and 15% share of audience, making this Channel 4's best launch to a drama series since It's A Sin nearly 12 months earlier. The linear performance of the next four episodes means that this series is currently consolidating at 1.7 million viewers; up on slot by +10%. Instantly box-setted as a series as part of Channel 4's Future 4 strategy, Screw has been the most watched new title on ALL4 so far in 2022

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Thursday Is Great For A Date Night

Five episodes into the current series of First Dates, and things are going well... Total viewing is up on the Thursday 10pm slot average by +60%, whilst share is up by +70%. First Dates has also been the most watched programme by the AD1634 audiences in this slot, amongst all commercial TV channels for the each of the first five weeks that it has been on

George Amazes in new Friday slot

The familiar George Clarke's Amazing Spaces returned in the not so familiar Friday night slot on the 7th January at 8pm. However this 'house move' was no problem, as the first five episodes have returned a viewing figure which is up on the slot average by +23% for Individuals and +26% for ABC1AD viewing volume. ABC1ME viewing is up on slot by +30% for both volume share

Kirstie & Phil's Love It Or List It

The evergreen property gurus continue to outperform the slot average. Seven weeks into their latest series, share and volume for Individuals, ABC1AD's, ABC1WO and ABC1HP's are all displaying double digit growth compared to the slot average. The series continues to grow throughout the run too, with episode eight the biggest of the run so far for volume and share for Individuals, ABC1AD's and ABC1ME

Celebs Go Dating E4

The latest series of Celebs Go Dating launched on E4 on the 17th January, and continues to perform well on E4 and ALL4 alike.

It is the best performing primetime series on E4 at the moment for AD1634's and WO1634's; up +20% and +30% respectively for audience share compared with the slot average

This series has always performed particularly well on ALL4, so it comes as no surprised that it was the most watched title on the platform last week.

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The Pennines: Backbone Of Britain

The new series on More4, which explores the magnificent upland range of the Pennines and meets the people who call its mountains, fells, hills and valleys their homes, launched on Monday the 7th February. Viewing by More 4's primary audience of ABC1 Adults was significantly up on slot for both volume and share, but particularly eye-catching was the performance of the ABC1ME audience, which was up on slot by +50% for volume and +60% for share

Cats Does Countdown

8 Out Of Ten Cats Does Countdown continues to perform well in the Friday night 9pm slot. Five episodes into a six week run the series is averaging an audience share of 15% for AD1634's and 18% for ME1634's; a bigger share of these audiences than what it was commanding at the same point in the run last year

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All 4 Performance Highlights



07.02.22 – 13.02.22

Celebs Go Dating was the top show of the week, series 10 is starting to catch up with last year's performance as the first 12 eps are now only down -1% YoY (0-7 Days O&O)

The boxset of 60 Days with Gypsies was the fifth biggest show of the week and the launch ep was up +172% vs the previous series '60 Days on the Streets' (0-6 Days O&O)

The Curse was the fourth biggest show of the week and is the fifth biggest instant boxset ever for a comedy on All 4 based on average views per ep (0-7 Days O&O)!

Married at First Sight Australia grows +7% week-on-week as we get closer to the launch of Series 9 on the 21st Feb

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Celebs Go Dating	Celebs Go Dating
Hollyoaks	Hollyoaks
The Great Pottery Throw Down	Screw
60 Days with the Gypsies	Junior Bake Off
Katie Price's Mucky Mansion	The Great Pottery Throw Down
Celebrity Hunted	Celebrity Coach Trip
The Curse	24 Hours in Police Custody
Four in a Bed	The Killer Nanny: Did She Do It?
Celebrity Big Brother Australia	First Dates
First Dates	Kirstie and Phil's Love It or List It

Portfolio Performance Highlights

UKTV Play - Week 07.02.22 – 13.02.22



- Bangers and Cash grew 7% week-on-week as new series 5 continued
- A Place To Call Home grew +34% week-on-week as series 6 was box set dropped on the service
- Viewing to Mel Giedroyc: Unforgiveable boosted +188% as series 2 came in last Tuesday

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Bad Girls	Bad Girls
Last Of The Summer Wine	Last Of The Summer Wine
Bangers And Cash	Would I Lie To You?
Taskmaster	New Tricks
New Tricks	Taskmaster
Would I Lie To You?	Bangers And Cash
Traces	Jonathan Creek
Tenko	Tenko