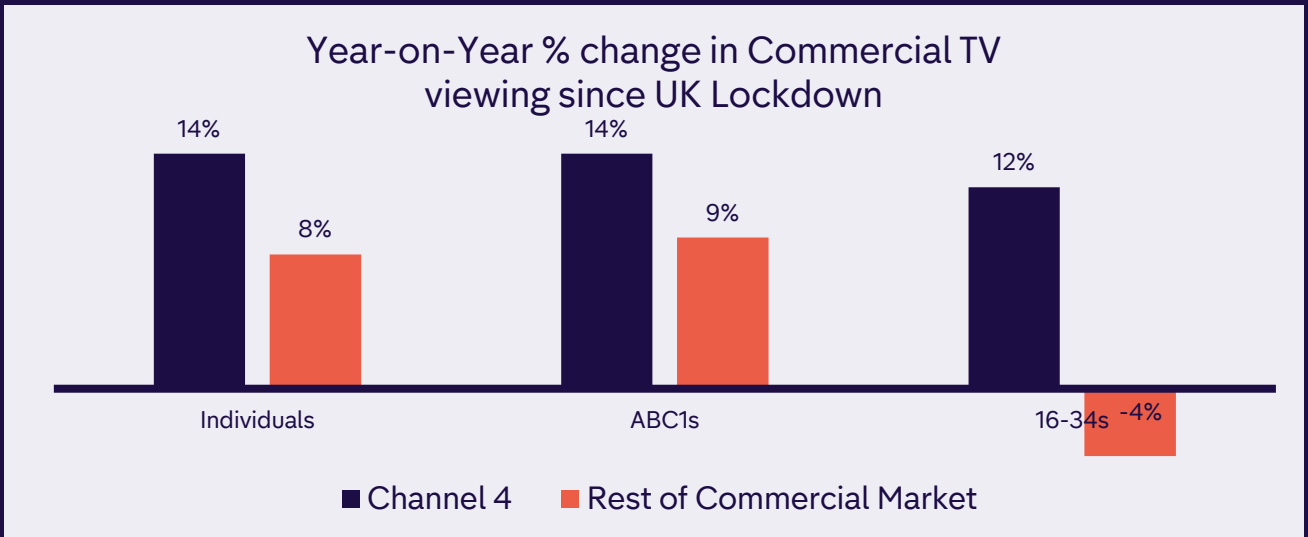


Viewing Report

Thursday 17th September 2020

Welcome to our latest viewing update, where we continue to share performance highlights from across our linear and digital portfolio. If you need any specific information or guidance, please do contact your usual 4Sales representative, or alternatively contact 4Sales@Channel4.co.uk



Since lockdown began on the 16th of March Channel 4 has experienced a large uplift to its share of 1634 commercial impacts, which is in contrast to other commercial channels who have seen a reduction.

The uplift has in part been driven by increased 1634 viewership of **Channel 4 News**, which is up an impressive 48% year-on-year. Additionally, last Friday also saw the return of **Gogglebox** at 9pm which had S16 launch with 3.76 million viewers, the biggest audience to a launch episode since Series 7 in Feb 2016. The launch took a large 34% share of 1634s which is up 33% on the slot average. As a result Channel 4 won the 9pm slot across all Channels for ABC1 and 1634 Volume and Share.

Secret Life of The Zoo was up 9% week-on-week with just over 1 million viewers. It took a 14% 1634 share which was up 65% on the slot average and the 2nd biggest the series has ever delivered. Another impressive 1634 share at 21% was taken by **Kingsman: The Golden Circle** on Saturday at 9pm. Watched by 1.3 million the 1634 share was up a mammoth 246% on the slot average making it the biggest young's share delivered by a Channel 4 film since Home Alone on Boxing Day 2016!

Inside the Bomb Squad, **Jamie: Keep Cooking Family Favourites**, and **24 Hours in A&E** all produced impressive AD1634 audiences above the slot average adding to Channel 4's current reign on young audiences.

Channel 4 Performance Highlights



Channel 4 News Weekdays 7pm

Across the lockdown period year-on-year viewing among 1634 Adults to C4 News is up 48%



Gogglebox- Friday 9pm

Gogglebox S16 launched with 3.7 million viewers. Up 34% (almost 1m viewers) on the S14 launch this time last year and 17% on S15 debut earlier this year



24 Hours in A&E - Wed 9pm

Week 2 of 24 Hours in A&E followed last Wednesday at 9pm with 1.3 million viewers. Up 19% on the slot average. A 14% 1634 share was up 102%!



Location: 20 Years and Counting - Thursday 8pm

Week 3 of Location on Thursday at 8pm was watched by 1.25 million. Up 9% on the slot average. Took a 10% ABC1 Share



Jamie: Keep Cooking Family Favourites - Monday 8.30pm

Week 5 of Jamie: Keep Cooking Family Favourites was watched by just over 1 million last Monday at 8:30pm. A 9% 1634 Share was up 29% on the slot average



Inside the Bomb Squad - Monday at 8pm

Launched a 4 week run last Monday at 8pm drawing an audience of 1 million. 8% 1634 share



Secret Life Of The Zoo- Wednesday 8pm

Up 9% week-on-week 1.032 million. A 14% 1634 share is up 65% on the slot average, the 2nd biggest the series has ever delivered!



Kingsman: The Golden Circle - Saturday 9pm

The Premiere of Kingsman: The Golden Circle was watched by 1.3 million. Up 68% on the slot average. A 21% 1634 share was up a huge 246% on the slot average



F1: Tuscan Race Highlights- Saturday 6.30 pm

Watched by 1.7 million between 6:30pm-9pm. Up 9% week-on-week and the biggest audience to Highlights since the German GP in July last year



F1: Italian Qualifying Highlights - Saturday 7:30pm

Delivered an audience of 1.05 million between 7:30pm-9pm on Saturday. Up 27% on the slot average for Individual volume

Portfolio Performance Highlights



Married at First Sight Australia

- The first 4 weeks of **MAFS Australia** Season 5 consolidated at 787k. Up 153% on the slot average. An 11% 1634 Share is up a mammoth 163%!
- Week 5 averaged an overnight audience of 542k. Up a further 3% Week-on-week. Viewing peaked on Tuesday with a new high of 617k



Kingsman: The Secret Service

- Film 4's biggest film in the last 7 days was **Kingsman: The Secret Service** last Friday at 9pm with 403k. Up 37% vs slot on the slot average. A 4% 1634 share was also up 101%
- Film4 has now delivered over 500k viewers on 43 occasions this year compared to 33 across the whole of 2019



Emergency Rescue

- More4's highest rating show in the last 7 days was new series **Emergency Rescue** on Sunday at 9pm with 350k. A 5% 1634 Share Up +200% vs slot



Last of the Summer Wine

- Across UKTV in the last 7 days the highest rating show was **Last of the Summer Wine** on Tues at 7:20pm with 491k. The most watched show among all Digital Channels on the day!

All 4 Performance Highlights



12%

Up 12%

All4 continues to experience huge viewing growth – with total views last week up 12% versus the same week in 2019



21%

Up 21%

Across 2020 to date, we have seen a 21% year-on-year increase in views



Week Commencing 07.09.20 viewing figures

- Views are up 12% vs Week 37 of 2019, which included Bake Off, Hollyoaks & MIC
- Married at first Sight Australia is up 9% week-on-week, lifting series average up 24%.
- Hollyoaks and Gogglebox return to boost First Runs up 18% Week-on-week
- Archive and Exclusives remain positive year-on-year (up +23% & +94%)
- Hollyoaks climbing back to previous viewing figures. Yet to add omnibus eps (next week)

TOP 10 VoD week-on-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Friday Night Dinner
Hollyoaks	The Inbetweeners
Gogglebox	Hollyoaks
The Inbetweeners	Married at First Sight Aus
Scrubs	Made in Chelsea
Friday Night Dinner	Gogglebox
Formula 1®	Shameless
Four in a Bed	Celebs Go Dating
Buffy the Vampire Slayer	Four in a Bed
Call the Cops	Come Dine with Me