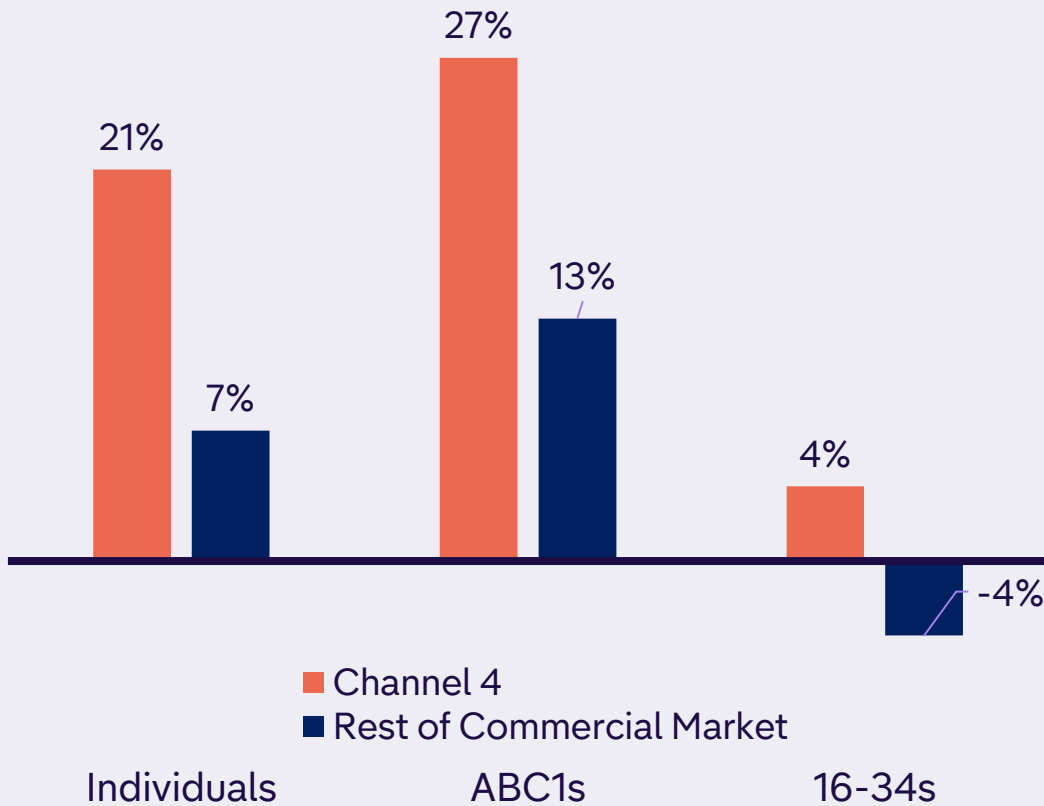


Viewing Report

Thursday 18th March 2021

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.

Year-on-Year % change in Commercial TV viewing since UK Lockdown



Overview

All 4 Performance Highlights



Week 08.03.21 – 14.03.21

- Views are up 81% vs week 11 of 2020 where Celebs Go Dating topped the charts
- **MAFS Australia** remains our top First Run and Archive show despite ending 1st March and being down -33% week-on-week. The show is already 17% bigger than our most watched title of 2020
- **The Celebrity Circle**, biggest launch for the brand, 27% bigger than prev. high of S2 ep1 (5days O&O). Tracking 25% up on The Circle S2 (0-2day ep average)
- **Gogglebox S17** ep3 was our biggest ep ever featuring the Harry & Megan doc. Up 16% week-on-week. Up 49% on S16 (0-2 days, 3ep average)
- **Teen First Dates** box set available from launch (22nd Feb), our biggest Exclusive title of the week
- **Below Deck** up 16% week-on-week. Launched Mon 22nd Feb stripped weekly (E4) in Married at First Sight Australia slot of 19:30

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Married at First Sight Australia
The Celebrity Circle Stand Up To Cancer	It's A Sin
Gogglebox	Celebs Go Dating: The Mansion
Hollyoaks	Hollyoaks
Celebrity Bake Off Stand Up To Cancer	Gogglebox
Below Deck Mediterranean	The Inbetweeners
Teen First Dates	First Dates
The Inbetweeners	Taskmaster
Four in a Bed	Ackley Bridge
The Tudors	One Tree Hill

81%

Up 81%

All 4 continues to experience huge viewing growth – with total views last week up 81% versus the same week in 2020

98%

Up 98%

Across 2021 to date, we have seen a 98%* year-on-year increase in views

**Owned and Operated platforms*

Channel 4 Performance Highlights



Linear Performance Highlights from W/C 8th March 2021



The Great Celebrity Bake Off for SU2C

- Celeb Bake Off launched with last Tuesday at 8pm with 3.409 million (18%). Up 4% year-on-year and the biggest launch since 2018. A 17.8% Individual share - the biggest for any launch ep!



Gogglebox

- S17 episode 3 at 9pm was also up 6% week-on-week with its **BIGGEST EVER OVERNIGHT AUDIENCE of 4.827 million (26.7%)**
- In fact it delivered Gogglebox's biggest ever overnight Volume and Share for both Individuals (4.827m/26.7%) and ABC1's (2.753m/30.7%) with a 44.1% 1634 share - the 6th highest!



Celebrity The Circle for SU2C

- The debut of new Series The Celebrity Circle for SU2C launched with 1.079 million.



The Dog House

- At 8pm on Thursday The Dog House returned for a 2nd Series with 1.180m viewers and a 7% ABC1 Share



Grayson's Art Club

- Grayson's Art Club week 3 on Friday at 8pm was up 6% week-on-week with 1.026 million viewers. Its highest overnight audience to date. An 8% ABC1 share and a 69% upmarket profile

Channel 4 Performance Highlights



The Great Pottery Throwdown

- On Sunday at 8pm the final of Pottery Throwdown went out on a high after 10 weeks with 2.651m (12%)
- It also delivered series highs for ABC1 Volume and Share (1.7m/16%) and 1634 Volume and Share (306k/13%)



Love It or List It: Brilliant Builds

- Love It or List It: Brilliant Builds on Wed at 8pm drew 1.662 million viewers. Up 23% vs slot average with an 11% ABC1 Share. Weeks 1-9 have averaged 2.2m (13% ABC1 Share)



First Dates

- First Dates weeks 1-5 have consolidated at 1.8m and a 21% 1634 share. Last year new episodes averaged 1.5m and a 13% 1634 share



Cricket – ENG tour of IND

- C4's live coverage of the test series between India and England reached 9.0m people across the four tests, with our audience peaking with 1.7m on the third day of the first test



The Last Leg

- The Last Leg fully consolidated at 2m viewers and a 23% 1634 share. Up 10% and 15% respectively vs all eps in 2020



Films

- Saturday night was movie night with **The Hobbit: Desolation of Smaug** at 6:50pm with 747k viewers
- Followed at 10pm by the premiere of **Peterloo** with 404k viewers

Portfolio Performance Highlights



MAFSA, Teen First Dates & Hollyoaks

- **Married at First Sight Australia** S6 fully consolidated at 1.4m with a 15% 1634 Share. Up 66% vs all eps in 2020. Peaking with 1.802m for the final ep. **36/41 eps over 1m!**
- **Teen First Dates** weeks 1+2 have consolidated at an average of 733k viewers with a 14% 1634 share
- **Hollyoaks** delivered its biggest overnight audience since April 2020 with 591k viewers last Tuesday at 7pm on E4 and a 14% 1634 share



Jason Bourne

- Film4's biggest film of the week was Jason Bourne on Saturday at 9pm with 396k viewers. Up 21% on the slot average. A 3% ABC1 share is up 49% on the slot average



Ugly House

- More4's highest rating show of last week was Ugly House on Thursday at 9pm with 424k viewers. Up 106% vs the slot average. A 3% ABC1 Share is up 204% vs slot average



Bangers & Cash

- On Thursday at 8pm on Yesterday ahead of the new Series launch Bangers & Cash delivered the Channel's biggest overnight of the year with 475k viewers

Portfolio Performance Highlights

UKTV Play



Week 08.03.21 – 14.03.21

- UKTV Play views are up 35% vs the same week in 2020
- Views on *Yesterday* are up 8% week-on-week, driven by S4 of *Bangers & Cash* which was up 28% week-on-week following its launch last week
- *Meet The Richardsons* on Dave is up 11% week-on-week
- *The Heart Guy* on Drama is up 84% week-on-week

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill: The Early Years	The Bill: The Early Years
Classic Eastenders	Classic Eastenders
The Bill	Taskmaster
Taskmaster	The Bill
Bangers And Cash	Would I Lie to You
Would I Lie to You	Bangers And Cash
Last of the Summer Wine	Last of the Summer Wine
Hypothetical	Birds Of A Feather
Birds Of A Feather	Hypothetical
Red Dwarf	Abandoned Engineering