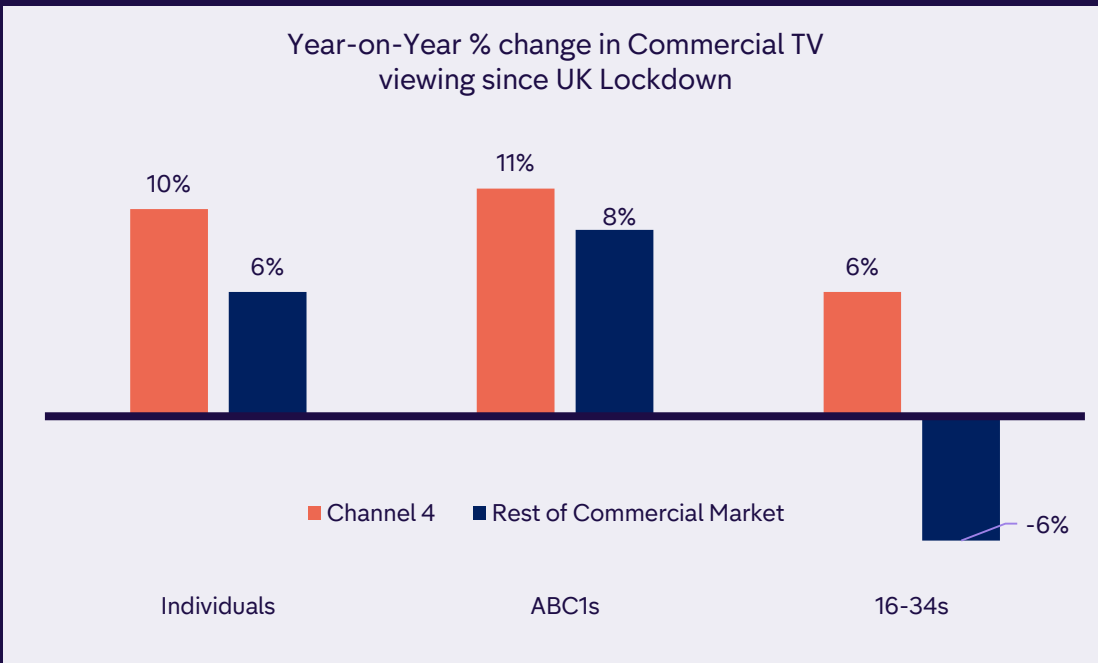


Viewing Report

Thursday 19th November 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.



Last week Channel 4 delivered its biggest weekly share of viewing (Individuals 6.77%) since week 37 in 2016! Channel 4 also delivered 2 of the Top 10 shows across the Network for 1634 Volume in the week thanks to **Bake Off** and **Gogglebox**.

Tuesday's semi-final of **The Great British Bake Off** averaged 7.3million. The 1.5million (54.6% share) 16-34 audience was up 5% year-on-year for 000s and up 6% year-on-year for share!

C4 dominated Friday night among commercial channels winning the late peak (2000-2300) slot with a 25.14% 1634 Adult Share thanks to **Gogglebox's** 34% Share at 9pm and **The Last Leg's** 28% share at 10pm. Channel 4 won both the 9pm and 10pm slots on Friday night for 1634 Share across all Channels despite going head to head with BBC1's Children in Need.

These programmes are key drivers in Channel 4 outperforming the rest of the commercial market for young audiences.

Overview

Channel 4 Performance Highlights



The Great British Bake Off, S11 E9, Tuesday 8pm

- Tuesday's semi-final of The Great British Bake Off averaged 7.3million and a share of 34.2%. This was up 1.2million on last year's semi-final for 000s and up 14% for share! It is the fourth biggest ever overnight 000s for Bake Off on Channel 4!
- The episode had a 1min peak of 8.3 million and a 39.3% share at 8.32pm.
- The 1.5million/54.6% 16-34 audience was up 5% year-on-year for 000s and up 6% year-on-year for share!
- ABC1s (4.7m/43.2%) were up 24% year-on-year for volume and it is the second biggest ever ABC1 share for an episode on Channel 4, behind the 2018 final (45.1%)



F1 Race Highlights Turkey, Sunday 4pm

- Race Highlights on Sunday between 4pm-6:30pm were watched by 1.867 million. Up 27% vs previous Race Highlights. Our biggest highlights audience of the season! Only beaten by live coverage of the British Grand Prix



Gogglebox, Friday 9pm

- Week 10 of Gogglebox S16 attracted an overnight audience of 4.33 million
- Volume was up on the slot average by 42% for Individuals (21.9% share); 1634 volume up 47%, (34.0% share); and ABC1 Volume 47% (24.2% share)
- Episodes 1-10 overnight average at 4.445m (24.4%) up 41% and 33% respectively vs S14 this time last year



Taskmaster, Thursday at 9pm

- At 9pm on Thursday Taskmaster week 5 was watched by 1.28 million (6.6% share). Up 12% on the slot average and 75% for 1634 volume. A 14% 1634 Share was up 44% vs the 52 week average
- Weeks 1-4 of Taskmaster have consolidated at 2.648m (11.91%). A 31.68% 1634 Share is the biggest for a new 9pm title since Leaving Neverland in March 2019



The Last Leg, Friday 10pm

- The Last Leg week 4 was up 1% week-on-week with 1.9 million (13.2%). The series biggest audience since 2016
- ABC1 Volume up 79% on the slot avg and the 3rd highest ever with a 16.2% Share!
- 1634 Volume up 57% on the slot avg with a 28% Share (slot winning and the 3rd highest for the series)
- Week 3 consolidated at 2.328 million viewers. The series biggest audience since November 2016, however, a 15.49% Ind Share was the biggest ever!

Portfolio Performance Highlights



Celebrity Gogglebox & The Inbetweeners

- E4's highest rating show in the last 7 days was Celeb Gogglebox on Monday at 10pm with 341k viewers. Up 90% on the slot average
- On Saturday at 10pm The Inbetweeners was watched by 288k. A 6% 1634 Share was up 50% on the slot average



The League of Extraordinary Gentlemen

- Film4's biggest film in the last 7 days was The League of Extraordinary Gentlemen on Sat at 6:55pm with 385k. Up 55% on the slot average
- Film4 has now delivered over 500k viewers on 48 occasions this year compared to 33 across the whole of 2019



24 Hours in A&E

- More4's highest rating show in the last 7 days (overnights) was 24 Hours in A&E on Saturday at 9pm with 324k. Up 44% on the slot average



The Last of The Summer Wine

- Across the UKTV Portfolio of Channels in the last 7 days the highest rating show was The Last of the Summer Wine on Drama on Thu at 7:20pm with 420k

All 4 Performance Highlights



Week Commencing 09.11.20 viewing figures

BIGGEST WEEK EVER on ALL4. 10% bigger than previous top week; Wk 18 of April Lockdown

Record Breaking: Bake Off's biggest series, Gogglebox's All4 renaissance, Taskmaster growth.

New 24H in Police Custody and Naked Attraction breaking their own PBs this week.

Up 54% vs same week last year where The End Of The Fucking World & Hollyoaks topped the week.

Great British Bake Off up 28% vs S3 (8ep ave, 0-5days)

Gogglebox biggest ever episode. +34 vs S15 (10ep ave, 0-2days)

Taskmaster 3% week-on-week, up 35% from S10

24 Hours In Police Custody biggest ep ever on the 8th November

Naked Attraction biggest ever launch, up 196% vs S6

Biggest Week on record for **Simulcast and Exclusive** viewing

Reach up 41%, all demos up 1634 (14%)

All Platform groups up, **biggest week ever for Big Screens**, up 84% vs the same week last year

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Great British Bake Off	Friday Night Dinner
Gogglebox	Hollyoaks
Taskmaster	The Inbetweeners
Made in Chelsea	Married at First Sight Aus
Hollyoaks	Gogglebox
24H in Police Custody	Made in Chelsea
The West Wing	The Great British Bake Off
Malcolm in the Middle	Shameless
Naked Attraction	Four in a Bed
Four in a Bed	Celebs Go Dating

54%

Up 54%

All4 continues to experience huge viewing growth – with total views last week up 54% versus the same week in 2019

20%

Up 20%

Across 2020 to date, we have seen a 20% year-on-year increase in views