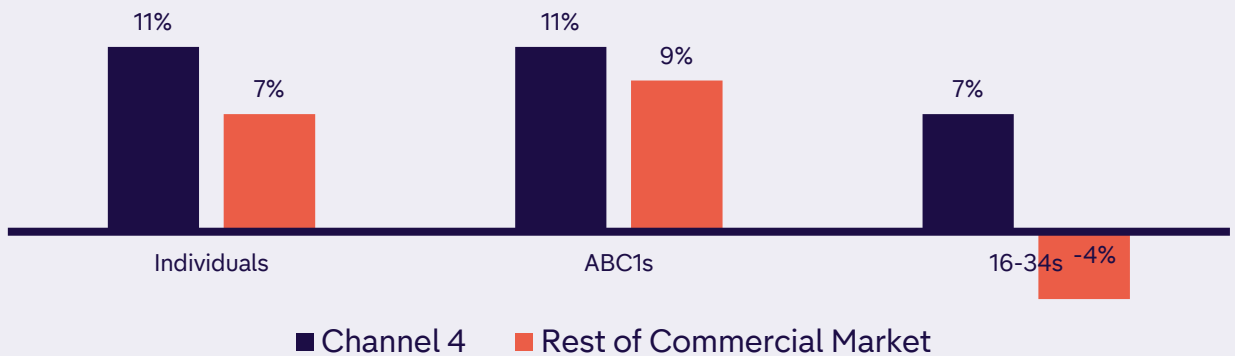


Viewing Report

Thursday 1st of October 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

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



Since lockdown began on the 16th of March Channel 4's AD1634 viewers have increased 7% year-on-year whilst the rest of the commercial market is down -4%. The strength in attracting a young audience has been driven by several programmes.

Most notably, **The Great British Bake Off**. The launch episode impressively saw over half (56%) of AD1634s watching TV at the time tune in. Episode 2 on Tuesday drew the same share. Consolidation figures for episode 1 makes it the BIGGEST Channel 4 broadcast since 1985! + the highest rating programme for young viewers on any channel so far this year!

Channel 4 News has seen a 62% year-on-year increase in AD1634s. Daytime AD1634 viewing is also up 40% since lockdown began with programmes such as **Steph's Packed Lunch** on Wednesday peaking with an 8.6% 1634 share.

Channel 4 dominated Friday night in particular, winning the late peak slot with a 20.28% 1634 Adult share thanks to **Gogglebox's** 32% Share at 9pm.

On Wednesday at 9pm **24 Hours in A&E** took a 14.4% 1634 share which was enough to win the slot among Commercial Channels.

On Saturday at 9pm **Deadpool** was watched by 940k viewers. A 12% 1634 share was also up 89% on the slot average.

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 62%



Gogglebox- Friday 9pm

Week 3 of Gogglebox attracted an overnight audience of 4million. Up 1% on last week. A 29.4% ABC1 Share was a new high while a 50.53% 1634 Share is the biggest for the regular series and 2nd only to the Celeb episode earlier this year.



24 hours in A&E - Wednesday 9pm

Up 42% week-on-week with 1.429 million. Up 28% on the slot average. A 14.4% 1634 share was up 111% - winning the slot among Commercial Channels!

Grayson Perry's Big American Road Trips - Wednesday 10pm



Launched with 574k viewers. A 6% ABC1 Share is up 42% on the slot average

Jamie: Keep Cooking - Monday 8:30pm



Up 20% week-on-week with 1.1m viewers and Up 13% on the slot average for 1634 Viewers

The Great British Bake Off S11 Ep 2 - Tuesday 30th of September at 8pm



- Week 2 delivered an overnight audience of 6.726 million. Viewing peaked with 7.750 million
- Share grew week-on-week for Individuals, ABC1's and 1634's while both Viewing and Share were up year-on-year vs Week 2 of Series 3 in 2019.
- A 32.2% Individual share was up 186% on the slot average, A 56% 1634 Share up 194% and a 38.8% ABC1 Share up 187%.

- On Friday at 8pm **Extra Slice** week 1 delivered an overnight audience of 1.69 million. Up 69% on the slot average. A 14% 1634 Share was also up 59%.
- This is **Extra Slice's** 2nd biggest overnight ever. Only the final episode of S2 in 2018 was bigger!

Bake Off's launch episode consolidated at almost 12 million viewers in total including linear repeats making it **THE BIGGEST CHANNEL 4 BROADCAST SINCE 1985!**



Portfolio Performance Highlights



Married at First Sight Australia

- The first 6 weeks of **MAFS Australia** Season 5 consolidated at 824k. Up 138% on the slot average. An 12% 1634 Share is up a mammoth 152%!
- The final week 7 averaged an overnight audience of 573k. Viewing peaked on Monday with 593k. A 5% AD1634 share is up 22%



The Mountain Between Us

- **The Mountain Between Us** was Film4's biggest film in the last 7 days (and month) last Wednesday at 9pm with 485k. Up 66% on the slot average.
- A 4% 1634 Share was up 116%!



Grand Designs

- More4's highest rating show in the last 7 days (overnights) was **Grand Designs** on Thursday at 7:55pm with 346k. Up 46% on the slot average
- A 4% 1634 Share is up 196% on the slot average



Last of the Summer Wine

- Across UKTV in the last 7 days the highest rating show was **Last of the Summer Wine** on Wednesday at 7pm with 472k

All 4 Performance Highlights



17%

Up 17%

All4 continues to experience huge viewing growth – with total views last week up 17% 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 21.09.20 viewing figures

- Up 17% vs Week 39 of 2019, which included Bake Off, The Circle, Hollyoaks & MIC
- Bake Off S4 ep 1, up a massive 63% vs S3 ep1. Currently All4's 2nd biggest episode of all time, behind Leaving Neverland Ep1
- Gogglebox S16 up 41% vs S15!
- Married at First Sight Australia still boosting views despite only 2 eps in week, 29% Archive viewing
- Hollyoaks continues upward trend since return, up 9% week-on-week
- All Content Types up week-on-week, First Run up 25%, Simulcast up +41%
- All Platforms up week-on-week, Big Screen spike up 39%, dotcom up 35%

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Great British Bake Off	Friday Night Dinner
Married at First Sight Australia	The Inbetweeners
Hollyoaks	Hollyoaks
Gogglebox	Married at First Sight Aus.
The Inbetweeners	Gogglebox
Five Guys a Week	Made in Chelsea
Scrubs	Shameless
Friday Night Dinner	Celebs Go Dating
Come Dine with Me	Four in a Bed
Four in a Bed	Come Dine with Me