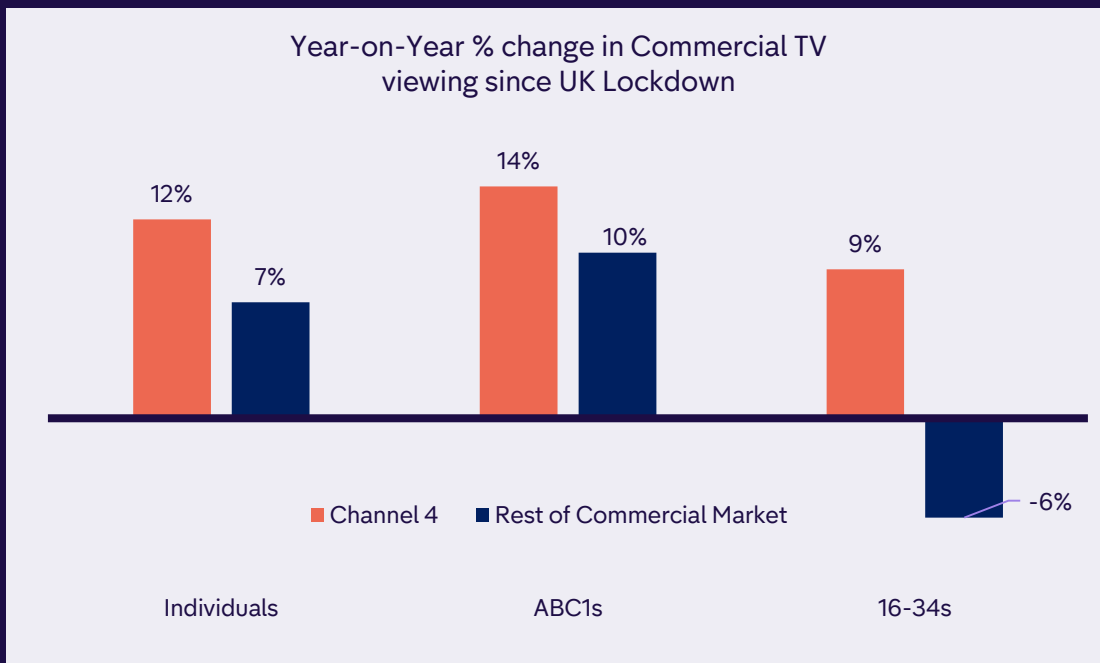


Viewing Report

Thursday 24th December 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.



Across the lockdown period Total TV Viewing year-on-year is up +8% Individuals; +11% ABC1's; but Down -2% 1634's. Among Commercial Channels (Exc. C4) this is +7%; +10%; and down -6% respectively. While for C4 viewing is +12%; +14%; and +9%.

Since Lockdown began in Week 12 Channel 4's late peak (2000-2300) share of 1634's at 12.46% is up 25% year-on-year. This is in stark contrast to Commercial TV (exc. C4) as a whole which is down -4% year-on-year. C4 dominated Friday night among younger audiences once again winning late peak with a 25.30% 1634 share. Despite changes at 8pm and 10pm and a [Gogglebox](#) compilation at 9pm C4 still won late peak on Friday for 1634's with an 18.42% Share!

At 9pm on Thursday the [Taskmaster](#) final with 1.107m won the slot for 1634's with a 24% Share.

While at 10pm on Friday the [Cats Does Countdown Xmas Special](#) delivered an overnight audience of 1.219 million. A 17.3% 1634 Share the biggest by any commercial Channel.

Overview

Channel 4 Performance Highlights



Gogglebox, Friday 9pm



- Gogglebox week 15 despite being a compilation still won the slot for Volume and Share for Individuals, ABC1's and 1634's on Friday at 9pm
- With 3.075 million this was Up over 1m on last year's corresponding episode
- Week 14 of Gogglebox consolidated at 6.312 million. The Series 3rd biggest volume ever. A 27.93% individuals share the 2nd highest
- **However, an ABC1 Volume of 3.603 million and a 30.81% share were the SERIES BIGGEST EVER!**
- Episodes 1-14 of Series 16 consolidated at 5.831 million in consolidation and a 25.02% share. **The biggest Gogglebox Series to date!**
- Up 48% (volume) and 37% (share) respectively vs Eps 1-14 of S14 this time last year. ABC1 Volume Up 51% and 1634 Volume up 60%



Taskmaster, Thursday at 9pm

- At 9pm on Thursday the Taskmaster final with 1.107m won the slot for 1634's with a 24% Share. Up 125% on the slot average and its biggest 1634 audience since week 3
- Weeks 1-9 of Taskmaster have consolidated at 2.513 million (10.55%). A 25.78% 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 8 (11.12.20) consolidated at 2.456 million. The Series biggest audience since 2016
- A 16.02% share of Individuals was The Last Leg's BIGGEST EVER in its 9 years on air as it was for ABC1's with a 19.42% Share



Christmas at Highclere, Wednesday 9pm

- With 1.026 million last Wednesday at 9pm Christmas at Highclere Castle delivered a 7% Share of ABC1 Adults. Up 7% on the slot average.

Portfolio Performance Highlights



Made in Chelsea

- Hollyoaks aside E4's highest rating show of the week was Made in Chelsea last Monday at 9pm with a part consolidated 666k viewers and a 9% 1634 Share



The Hitman's Bodyguard

- Film4's biggest film in the last 7 days was The Hitman's Bodyguard on Sunday at 9pm with 494k. Up 67% on the slot average. A 4.5% 1634 Share is up 130%!
- Film4 has now delivered over 500k viewers on 50 occasions this year compared to 33 across the whole of 2019



Four in a Bed

- More4's highest rating show in the last 7 days (overnights) was Four in a Bed on Sunday at 4:50pm with 308k viewers. Up 14% on the slot average



Meet the Richardsons

- UKTV's biggest audience in the last 7 days was delivered by Meet the Richardsons on Dave on Wednesday at 10pm with a part consolidated 459k

All 4 Performance Highlights



Week Commencing 14.12.20 viewing figures

- **The Inbetweeners** was the most watched 'Repeat & Archive' content this week
- **Taskmasters** 'Repeat & Archive' eps were up 13% week-on-week
- **Jamie's Keep Cooking at Xmas** has been performing well on All 4 with First Run views up over 20% week-on-week!
- The Walter Presents series '**The Red Shadows**' has launched well and was the most watch WP title last week
- **Exclusives**, 3 titles in the Top 10 up 106% vs same week last year

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

38%

Up 38%

All4 continues to experience huge viewing growth – with total views last week up 38% versus the same week in 2019

23%

Up 23%

Across 2020 to date, we have seen a 23% year-on-year increase in views