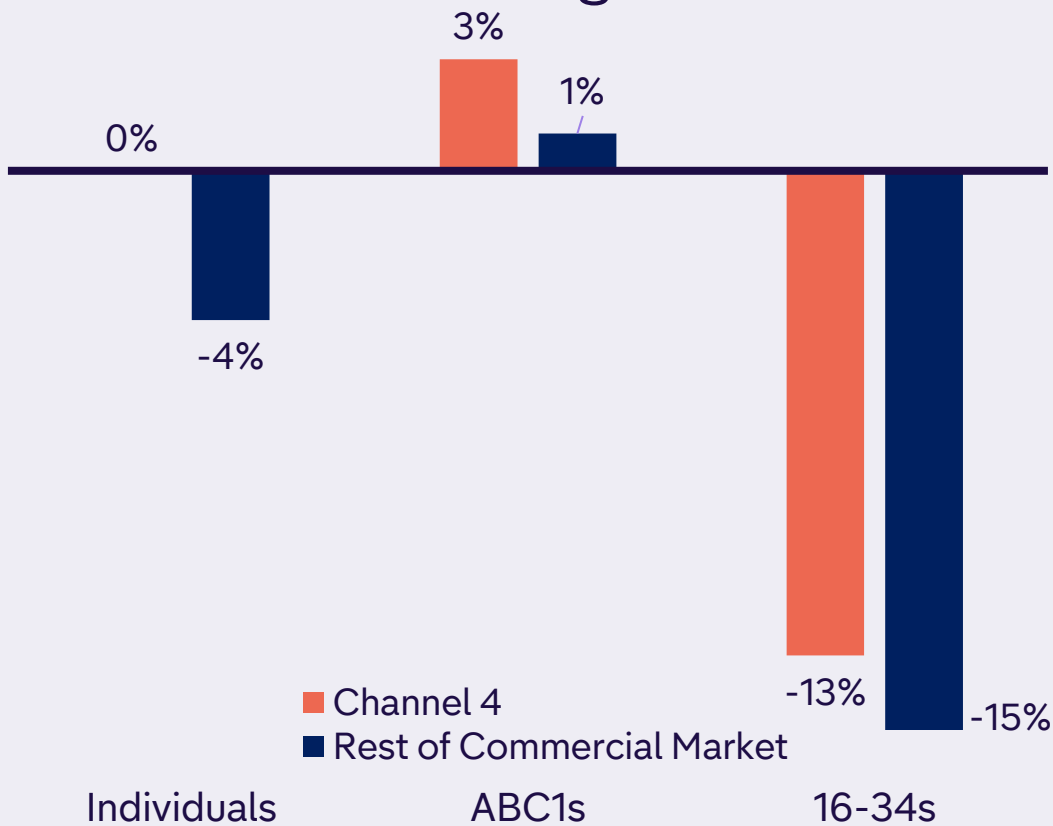


Viewing Report

Thursday 24th June 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



Overview

All 4 Performance Highlights



Week 14.06.21 – 20.06.21

- Views are up +3% week-on-week, this is most likely down to more people using All 4 to catch up on shows they've missed due to the football being on
- Views are down -4% compared to the **Same Week Last Year** but all content types are up with the exception of archive viewing
- *The Handmaid's Tale* takes the top spot this week thanks to the S1-3 boxset, up +89% week-on-week
- Week 25 sees *Bake Off: The Professionals* makes it into the Top 10 growing +17% week-on-week, this is likely to do with the linear TX clashing with the Euros Football France vs Germany game on ITV at the same time
- *Celeb Gogglebox* sees growth for another consecutive week, up +18%

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Hollyoaks	Married at First Sight Australia
Made in Chelsea	Hollyoaks
Celebrity Gogglebox	Celebs Go Dating: The Mansion
Before We Die (first run catch up)	Gogglebox
SAS: Who Dares Wins	The Circle
Bake Off: The Professionals	It's A Sin (first run catch up)
Before We Die (Not Tx'd)	It's A Sin (Not Tx'd)
In the Footsteps of Killers	Made in Chelsea
999: What's Your Emergency?	Below Deck Mediterranean
Formula 1	24 Hours in Police Custody

-4%

Down 4%

Total views are down -4% versus the same week in 2020

38%

Up 38%

Across 2021 to date, we have seen a 38%* year-on-year increase in views

Channel 4 Performance Highlights



Linear TV



Bake Off: The Professionals

- In the Tues 8pm slot Bake Off: The Professionals Weeks 1-3 have consolidated at 2.5m/15%. Up 6% vs S3. An 18% ABC1 share is up 6%. 1634 share is at 20%



Celebrity Gogglebox

- Weeks 1-2 of Celebrity Gogglebox have consolidated at 4.9m/23% with a 39% Share of 1634's. Individual Volume down -14% vs S2



999 What's Your Emergency?

- At 9pm on Tuesday 999 Week 1 consolidated at 1.7m/10%. A 17% 1634 Share the Series 7th highest ever in its 10 years on air



Before We Die

- In the Wed 9pm slot Weeks 1-3 of the Before We Die Instant Boxset have consolidated at 2m Individuals with a 10% Share of ABC1 Ads. Peaking with 2.8m watching in week 1



In the Footsteps of Killers

- Week 1 of the Instant Boxset of Footsteps consolidated at 1.5m (12%). Only Carry on Glamping has been bigger in terms of new 10pm launches this year

Channel 4 Performance Highlights



24 Hours in A&E

- In the Mon 9pm slot 24 Hours in A&E weeks 1+2 have consolidated at 1.6m/8% Individuals with an 8% Share of ABC1 Ads and a 10% Share of 1634's



We Are Lady Parts

- Weeks 1-3 of Instant Boxset Comedy We Are Lady Parts have consolidated at 461k/3% Individuals. With a 5% Share of 1634's and a 6% Share of BAME audiences



The Last Leg

- Weeks 1-2 of The Last Leg in consolidation 1.7m/13% Individuals with a 19% Share of 1634's and remains our highest rating 10pm series



SAS: Who Dares Win

- Weeks 1-5 of SAS: Who Dares Win Series 6 have consolidated at 2.3m/12% Individuals. A 25% 1634 share is up +50% vs S5

Portfolio Performance Highlights



Made in Chelsea

- Weeks 1-11 of Series 21 of MIC have consolidated at 570k/3% Individuals with an 8% Share of 1634s. Flat series-on-series for Individuals but up 10% for 1634 Share



Kingsman 2, Equalizer, Murder on the Orient Express

- Film4 has already delivered over 800k viewers on 3 occasions this year thanks to Kingsman 2 (1m); Equalizer (945k); and Orient Express (822k)



24 Hours in A&E

- In consolidation so far this month 24 Hours in A&E accounts for the top 4 audiences delivered by More4 with Car SOS in 5th spot



Last of the Summer Wine

- UKTV and Alibi's new drama Smother consolidated at 477k/3% (episode 1) and 359k/2% (episode 2) Hudson and Rex
- Alibi's 2nd biggest title of the year only beaten by Hudson & Rex

Portfolio Performance Highlights

UKTV Play



Week 14.06.21 – 20.05.21

- UKTV Play views are down 1% week-on-week
- ***Birds Of A Feather*** views are up 9% week-on-week
- ***Red Dwarf*** views are up +34% week-on-week
- ***Fast Justice*** showing continued weekly growth at +18%

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Birds Of A Feather	Taskmaster
Taskmaster	Bangers And Cash
Last Of The Summer Wine	Last Of The Summer Wine
Would I Lie To You?	Birds Of A Feather
Classic Casualty	Would I Lie To You?
Happy Valley	Meet The Richardsons
Classic Holby City	Classic Casualty
Bangers And Cash	Hypothetical