

Viewing Report

Thursday 29th July 2021

NARRATIVE

- Another week of new launches, the return of some established favourites and new live and highlights coverage of International Sport
- Despite competition from the Olympics which launched on Friday our own Herculean efforts to offer an alternative cut through
- Both **Celeb Gogglebox** and **The Last Leg** coming to the end of Series in which they have both delivered new Share Highs
- After 30 years **the Lions** returned to Free to Air TV from the wilderness while across the weekend we delivered not one but 2 live **Formula E** Races from London Docklands
- A true Saleshouse effort with another strong week for Film4, E4 and originals on UKTV as well

NEW

- On Monday at 9pm new 3 part Crime Series and Instant Boxset **Taken: Hunting the Sex Traffickers** launched above slot for Individuals and Male Share
- On Wednesday at 9pm new Property format **George Clarke's Remarkable Renovations** debuted Up +80% vs slot for ABC1 Share
- **The Late-ish Show with Mo Gilligan** returned delivering an 11% 1634 Share in the Fri 10pm slot
- While on Sat week 3 of the acclaimed new series **Lake District Farm Shop** was up +9% week-on-week. Already our biggest Sat 8pm piece for over 3 years!

RETURNING/ONGOING

- **The Handmaid's Tale** grew over +100% week-on-week with the first 4 episodes Up +10% Series on Series for Ind Share
- On Monday at 8pm **Devon and Cornwall** was Up vs slot for ABC1 and Male Share
- The penultimate episode of **Bake Off: The Professionals** (week 9) delivered its biggest audience since week 2
- While the final episode in the 3rd Series of **Celeb Gogglebox** was Up +4% week-on-week winning the Fri 9pm slot for Ind and ABC1 Volume and Share

SPORT

- Live coverage of **Formula E** from London Docklands across Saturday and Sunday delivered well above slot for Male audiences despite going head to head with Olympics
- While Highlights of the **First Lions Test** against the Springboks on Saturday evening almost doubled the slot for ABC1 Share

FILM

- **The Hitman's Bodyguard** on C4 Sat 9pm was Up over +100% vs slot for 1634 Share while

DIGITAL

- **Rick & Morty** week 5 delivered another new 1634 Share high last Monday at 10pm on E4 at 11%
- **Below Deck Med** S4 is already delivering Share growth across all key demo's vs S1-3 on E4
- Week 2 of **Wipeout USA** on E4 (Sun 7pm) grew +20% week-on-week with 1634 Share Up +300% vs slot average
- **The Equalizer 2** delivered the biggest audience to Film4 last week and a significant uplift vs slot for Male audiences
- While F4 delivered its 3rd biggest day of the year for 1634 Share on Sat
- M4's highest rating show was new format **Great British Home Restoration** doubled the slot for ABC1 Share
- UKTV and Yesterday's launch of new Series **Secrets of the London Underground** last Monday delivered the Channel's 2nd biggest overnight of the year

Overview

All 4 Performance Highlights



Week 19.07.21 – 25.07.21

Views by comparison the same week last year are up +4%, views being driven by the S1-3 boxset of *The Handmaid's Tale* with exclusives up +35% vs the same week last year, whilst were also benefiting from strong VoD drivers like *This Way Up* S2 boxset, *Rick & Morty*, plus more *Hollyoaks* eps than this point last year

For the sixth consecutive week *The Handmaid's Tale* is the number one show on All 4

The boxset of the new documentary called *Taken* sees it enter the Top 10 this week

Episode 5 of *Rick & Morty* was up +6% vs the same ep of last series (0-6 days O&O)

Below Deck sees the most growth of any show in the Top 10 this week, up +83% week-on-week!

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Hollyoaks	Married at First Sight Australia
Rick and Morty	Hollyoaks
The Handmaid's Tale	Celebs Go Dating: The Mansion
Celebrity Gogglebox	Gogglebox
Below Deck Mediterranean	The Circle
Formula 1®	It's A Sin
Taken: Hunting the Sex Traffickers	Made in Chelsea
Bake Off: The Professionals	Below Deck Mediterranean
This Way Up	24 Hours in Police Custody
George Clarke's Remarkable Renovations	Celebrity Gogglebox

4%

Up 4%

Total views are up 4% versus the same week in 2020

30%

Up 30%

Across 2021 to date, we have seen a 30%* year-on-year increase in views

Channel 4 Performance Highlights



Linear TV



Bake Off: The Professionals

- Weeks 1-8 of Bake Off: The Professionals S4 have consolidated at 2.2m/11% in the Tuesday 8pm slot. With a 14% ABC1 Share and an 11% Share of 1634's
- Our 3rd biggest 8pm title this year behind Celeb Bake Off and Pottery Throwdown!



Celebrity Gogglebox

- Weeks 1-7 of Celebrity Gogglebox S3 have consolidated at 4.6m/23% on Fridays at 9pm. With a 25% ABC1 Share and a 28% 1634 Share. Our 3rd biggest Series of the Year



Can I Improve My Memory?

- Can I Improve My Memory? on Thursday at 8pm consolidated at 1.2m/8% in week 1 with a 10% Share of ABC1 Ads



This Way Up

- On Wednesday at 10pm Instant Boxset Original Comedy This Way Up week 1 consolidated at 797k/6%. With a 6% Share Women (55% Profile)



Chateau: Make, Do and Mend

- At 9pm on Thursday weeks 1-4 of Series 2 of Chateau: Make, Do and Mend consolidated at 1.3m/7% with an 8% Share of ABC1 Ads

Channel 4 Performance Highlights



24 Hours in A&E

- At 9pm weeks 1-7 of 24 Hours in A&E have consolidated at 1.7m/8%



George Clarke's Remarkable Renovations

- Wed 9pm Week 1 of new Series George Clarke's Remarkable Renovations debuted with a part cons. 1.7m/12%. Up +34% and +65% vs slot. A 14% ABC1 Share +80%



The Last Leg

- Across its 7 week run The Last Leg on Fridays at 10pm averaged 1.7m/14% with a 17% ABC1 Share and an 18% 1634 Share



The Handmaid's Tale

- Weeks 1-4 of Season 4 of The Handmaid's Tale have consolidated at 1.9m/8%. Up +5% and +10% vs S3 respectively. A 10% ABC1 Share Up +14%. A 9% 1634 Share +3%



Devon and Cornwall

- Devon and Cornwall weeks 1-4 have consolidated at 1.7m/9% in the Monday 8pm slot with a 10% Share of ABC1 Ads. Peaking in week 1 with 2.2m/12%

Portfolio Performance Highlights



Rick and Morty

- The first 4 episodes of Rick & Morty S5 have averaged 615k/4% in consolidation (Mon 10pm). With a 15% 1634 Share Up +243% vs slot. Peaking in week 3 with a 21% 1634 Share



Film4

- The Top 3 films in the month are currently The Equalizer (729k/5%); The Vanishing (625k/4%); and MI-Fallout (447k/3%)
- On Sat thanks to Transformers, Karate Kid, The Girl in the Spider's Web and Split F4 delivered its 3rd biggest 1634 daily SOV (3.14%) this year and biggest since Jan



My Floating Home

- More4's highest rating show this month is 999 with 375k/2%. The biggest M4 original is My Floating Home S3 with 315k/2%. Up +20% vs S2 launch episode



Last of the Summer Wine

- UKTV's biggest audience this month, in fact the Top 4 slots are occupied by Last of the Summer Wine peaking at 493k/4%
- The biggest original in the month launched this week with Yesterday's Secrets of the London Underground. The Channel's 2nd biggest overnight of the year!

Portfolio Performance Highlights

UKTV Play - Week 19.07.21 – 25.07.21



- UKTV Play viewing was flat week-on-week this week
- Yesterday showing week-on-week growth +13%
- **Happy Valley** +14% week-on-week
- After a full week on the service **Dial M for Middleborough** grew +115% week-on-week
- **Secrets Of The London Underground** delivered 2% of viewing to the service
- **Top Gear** +5% week-on-week
- The 2nd biggest title of the week **Classic Eastenders** +2% week-on-week

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	Birds Of A Feather
Would I Lie To You?	Last Of The Summer Wine
Last Of The Summer Wine	Bangers And Cash
Classic Casualty	Would I Lie To You?
Classic Holby City	Classic Casualty
Happy Valley	Meet The Richardsons
Secrets Of The London Underground	Red Dwarf