
Viewing Report

23 - 29th August 2021

NARRATIVE

- Our Autumn Schedule kicked off in earnest
- A week of Premium Live Sport and Highlights with the Tokyo Paralympics launching and our biggest ever coverage of the landmark Games
- F1 also returned after a Summer Break in Belgium as did live coverage of the W Series
- While Sunday also saw the return of Celeb SAS for a 3rd Series

NEW TITLES

- Changing Rooms continued in its Wednesday 8pm slot with week 1 consolidating as our biggest new 8pm title this year. Week 2 delivered a 13% 1634 Share
- George Clarke's Remarkable Renovations continues to be our biggest new non-scripted 9pm of the year and also attracted a 13% share of youngs last Wednesday
- Across weeks 1-3 The Secret World Of...(Chocolate/Crisps/Biscuits) averaged a consistent 1.5m/9% Individuals with a 10% Share of 1634's and ABC1's
- On Monday at 10pm 102 Minutes That Changed America delivered the biggest Ind and ABC1 Share to the slot this year

TOKYO PARAS

- Paralympics: Breakfast is attracting an 11% share
- More than three times the size of the slot
- Live Daytime coverage is averaging a 10% share
- Nearly three times the size of slot
- Gold Rush at 7.30pm averaging 700k
- The Last Leg is performing around +50% vs slot
- Last Leg 16-34 performance winning slot most nights with an 11% Share
- Through-the-night coverage around 8% Share
- This is double the slot average
- 16-34 performance has been the standout
- Breakfast (16% Share) three times the size of the slot
- Live Daytime coverage (9%) doubling the slot

Overview

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OTHER SPORT

- F1 Highlights returned with Qualifying from Belgium on Saturday at 6pm more than doubling slot average share for ABC1 Ads (11%) and Men (11%)
- While Sunday's W Series highlights delivered their 2nd biggest audience to date delivering above slot avg Share for Inds, ABC1s and Men

DIGITAL

- Week 1 of UKTV and Alibi's new original drama Annika consolidated in week 1 as the Channel's Biggest Ever Show delivering UKTV's biggest audience since April 2020
- The Great British Home Restoration remains More4's biggest title in August. The original Series averaging over 400k viewers and Up +130% vs slot
- Week 1 of Exploring Northern Ireland with Siobhan McSweeney consolidated Up +25% vs slot for Individual Share and +65% for ABC1's
- E4's Below Deck (S5) hit a current Series high last Monday. In consolidation S5 continues to deliver Share growth vs S4
- Last week on Film4 Get Out (Wed 9pm) attracted a 7% 1634 Share. The Channel's 3rd highest this year in the 9pm slot
- The first play of The Predator on Friday at 9pm on F4 delivered the Channel's biggest audience this month with almost 500k viewers and double the slot average share

CHANNEL 4 SCALE

- Year-to-date C4 has delivered over 6m viewers 6 times (2 last year); 5m viewers on 20 occasions (16 last year)

Overview

All 4 Performance Highlights



23.08.21 – 29.08.21

- Views compared to the same week last year is up 18%, helped by all content types being up. First Run driven by the likes of *Hollyoaks*, *Deceit* and *Below Deck*, Exclusives by *The Handmaid's Tale* and Archive by *The Inbetweeners*, *Gogglebox* and *Friday Night Dinner*.
- Our coverage of *the Paralympics* has seen it make the Top 10 this week with 719k views
- *The Handmaid's Tale* continues to take the number one spot in the Top 10 week-on-week and shows no signs of slowing down with the programme ranking 7th among our Top 10 shows year-to-date
- July finished -3% year-on-year however this was still ahead of what was originally forecast
- *Below Deck* continues to perform strongly both on linear and dig with the show again having its biggest week ever on All 4!

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Hollyoaks	Married at First Sight Australia
The Handmaid's Tale	Hollyoaks
Below Deck Mediterranean	Celebs Go Dating: The Mansion
Deceit	Gogglebox
Paralympics: Live	Below Deck Mediterranean
I Am...	It's A Sin
Paralympics: Today in Tokyo	Made in Chelsea
Rick and Morty	The Handmaid's Tale
George Clarke's Remarkable Renovations	Celebrity Gogglebox
Changing Rooms	24 Hours in Police Custody

18%

Up 18%

Total views are up 18% versus the same week in 2020

28%

Up 28%

Across 2021 to date, we have seen a 28%* year-on-year increase in views

Channel 4 Performance Highlights



Linear TV



Deceit

- At 9pm new original true crime drama Deceit consolidated at 1.6m/8% in weeks 1+2 with a 9% ABC1 Share.



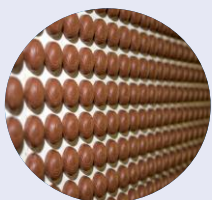
Joe Lycett's Got Your Back

- Series 3 of Joe Lycett's Got Your Back on Thursday at 8pm consolidated at 1.3m/8% in week 1. With an incredible 22% 1634 Share. Overnights consistent in week 2



George Clarke's Remarkable Renovations

- At 9pm on Wednesday weeks 1-5 of new series George Clarke's Remarkable Renovations consolidated at 1.9m/10% Individuals with a 12% ABC1 Share



The Secret World of Chocolate

- On Sunday at 8pm The Secret World of...(Chocolate/Crisps/Biscuits) consolidated at 1.5m/9% across its 3 week run with an 10% Share of 1634's and ABC1's



Changing Rooms

- Changing Rooms on Wednesday at 8pm consolidated in week 1 at 1.9m/11% Individuals. With a 14% ABC1 Share and 15% 1634 Share. Our biggest new 8pm title this year

Channel 4 Performance Highlights



I Am Victoria

- At 9pm on Thursday the second Series of BAFTA nominated drama I Am...consolidated at 1.2m/6% across weeks 1-3



Secret Life of the Zoo

- At 8pm on Tuesday Instant Boxset Secret Life of the Zoo returned for a 6 week run with episodes 1+2 consolidating at 1.5m/9% Individuals. 12% 1634 Share



Celeb SAS

- On Sunday at 9pm Celeb SAS S3 launched a 6 week run with a part consolidated 1.3m/8%. Up +21%/+33% vs slot. A 15.5% 1634 Share Up +164% vs slot



The Handmaid's Tale

- Season 4 of The Handmaid's Tale fully consolidated at 1.9m/9% across its 10 week run. Delivering Share growth vs S3 of +9% (Individuals); +15% (ABC1); +2% 1634's
- The biggest Series of Handmaid since S1 in 2017
- A 19% 1634 Share in week the Series 2nd Biggest ever and only beaten by S1 week 1 back in 2017!

Channel 4 Performance Highlights



The 2020 Tokyo Paralympics

- The 2020 Tokyo Paralympics Opening Ceremony was watched by 9.6% individuals between 11:30am and 3:15pm. Up +132% and +182% vs slot respectively
- The Opening Ceremony averaged a 12% 1634 Share Up +221% vs slot with an 11% ABC1 Share +217%

Wednesday Paralympics viewing Highlights:

- Paralympic Breakfast and Daytime coverage +200% vs slot
- Gold Rush at 7:30pm attracting 5% Individuals. Up +34% vs slot. An 11% 1634 Share Up +213% vs slot

Thursday Paralympics viewing Highlights:

- Paralympic Breakfast and Daytime coverage both +100% vs slot
- Gold Rush at 7:30pm attracting 6.5% individuals. Up +26% and +50% vs slot. An 8.3% 1634 Share +116% vs slot

Friday Paralympics viewing Highlights:

- Paralympic Breakfast and Daytime coverage Up +200% and +150% vs slot for Individuals with 1634 Share Up closer to +200%

Saturday Paralympics viewing Highlights:

- Paralympic Breakfast and Daytime coverage Up +200% vs slot for Individuals with 1634 Share for Para's Breakfast doubling slot

Sunday Paralympics viewing Highlights:

- Paralympic Breakfast coverage Up +200% vs slot for Individuals and +250% for 1634 Share with Daytime Live Coverage +100%

Portfolio Performance Highlights



Married at First Sight UK

- Married at First Sight UK got off to a brilliant start on E4 on Monday night (**30th August '21**) with an amazing 5.33% share of Individuals and 13.65% of 16-34s
- For Individuals share, this stands as **the best ever overnight launch for a non-scripted series on E4**. While for volume it is only just behind the launch of *Don't Tell the Bride* back in 2017!
- For 16-34 share, it is the second best launch ever for a non-scripted title after the *Don't Tell the Bride* launch (which got 17.57% 16-34 share on the overnights). It's also E4's best overnight share in the 9pm slot for young's in over 2 years!
- Ep.3 averaged 5.71% share for individuals making it **the biggest overnight audience yet**. This is up +204% for volume and up +259% for share against L&V slot average
- For 16-34s, it averaged 13.33% with volume up +223% and share up +382% on L&V slot average
- After just three episodes in as many days, the series' part-consolidated average is at 1.1M / 6.35% individuals and 272k / 16.27% 16-34s

Portfolio Performance Highlights



Below Deck: Mediterranean S5

- The first 6 weeks of Below Deck Med S5 have averaged 402k/2%. Individual and 1634 Volume up vs S4



Film4

- Film4 has already delivered over 800k viewers on 3 occasions this year thanks to Kingsman 2 (1m); Equalizer (945k); and Orient Express (822k). Compared to once in the same period last year!
- Biggest film (9pm 1634 Share) last week **Get Out** last Wednesday at 9pm with 299k/2.5%. A 6.8% 1634 Share Up +304% vs slot and the 3rd highest this year in the 9pm slot



The Great British Home Restoration

- Weeks 1-3 of new original Series Great British Home Restoration consolidated at 424k/2%. More4's 4th biggest new launch this year with a 2% ABC1 Share +120% vs slot



Annika

- On Tuesday at 9pm week 1 of new Original Drama Annika on Alibi consolidated with 1.4m/6% Individuals with an 8% Share of ABC1 Ads
- **Alibi's Biggest Ever audience** and UKTV's biggest since Red Dwarf last April!

Portfolio Performance Highlights

UKTV Play - Week 23.08.21 – 29.08.21



- UKTV play viewing was flat week-on-week
- Drama grew 8% week-on-week, driven hugely by Bad Girls which was up 60% week-on-week
- A Place To Call Home +6%
- Peak Practice +1%
- Auf Weidershen, Pet + 12%
- Not Going Out +17%

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
Bad Girls	The Bill
The Bill	Classic Eastenders
Classic Eastenders	Taskmaster
A Place To Call Home	Birds Of A Feather
Birds Of A Feather	Last Of The Summer Wine
Secrets Of The London Underground	Would I Lie To You?
Taskmaster	Bangers And Cash
Would I Lie To You?	Classic Casualty
Alan Davies: As Yet Untitled	Bad Girls
Last Of The Summer Wine	Meet The Richardsons