

All 4 Performance Highlights



Week Commencing 25.01.21

- **NEW Biggest Week Ever!** Views are 22% up on our previous best set last week!
- **Up 151%** vs Wk5 of 2020 where Hollyoaks and Deadwater Fell were top performers.
- **Celebs Go Dating: The Mansion**, drew the biggest launch ep views ever for the brand. 72% up on ep1 S8 '20 (0-6 days). The new format's series average is up 108% vs CGD S8 (0-4 eps).
- **MAFS Australia** has had it's biggest week ever, up 16% week-on-week. Current S6 up 99% on S5 (19ep ave, 0-2days). Biggest ep ever on Mon; 171% growth since ep1 of the new series.
- **It's A Sin** box set available on All 4 since launch, has over doubled views this week, up 116%.
- **Junior Bake Off** up 9% week-on-week, ends 23% up on 2019's season.
- **Exclusives**, up 162% year-to-date, All 4's largest Content Type growth to date.

TOP 10 VOD Week-On-week	TOP 10 VOD Year-To-Date
SERIES	SERIES
Married at First Sight Aus.	Married at First Sight Aus.
It's A Sin	It's A Sin
Celebs Go Dating: The Mansion	Hollyoaks
Hollyoaks	The Inbetweeners
Ackley Bridge	Gogglebox
Junior Bake Off	Ackley Bridge
Back	Taskmaster
First Dates	Junior Bake Off
The Inbetweeners	One Tree Hill
One Tree Hill	The West Wing

151%

Up 151%

All 4 continues to experience huge viewing growth – with total views last week up 151% versus the same week in 2020

91%

Up 91%

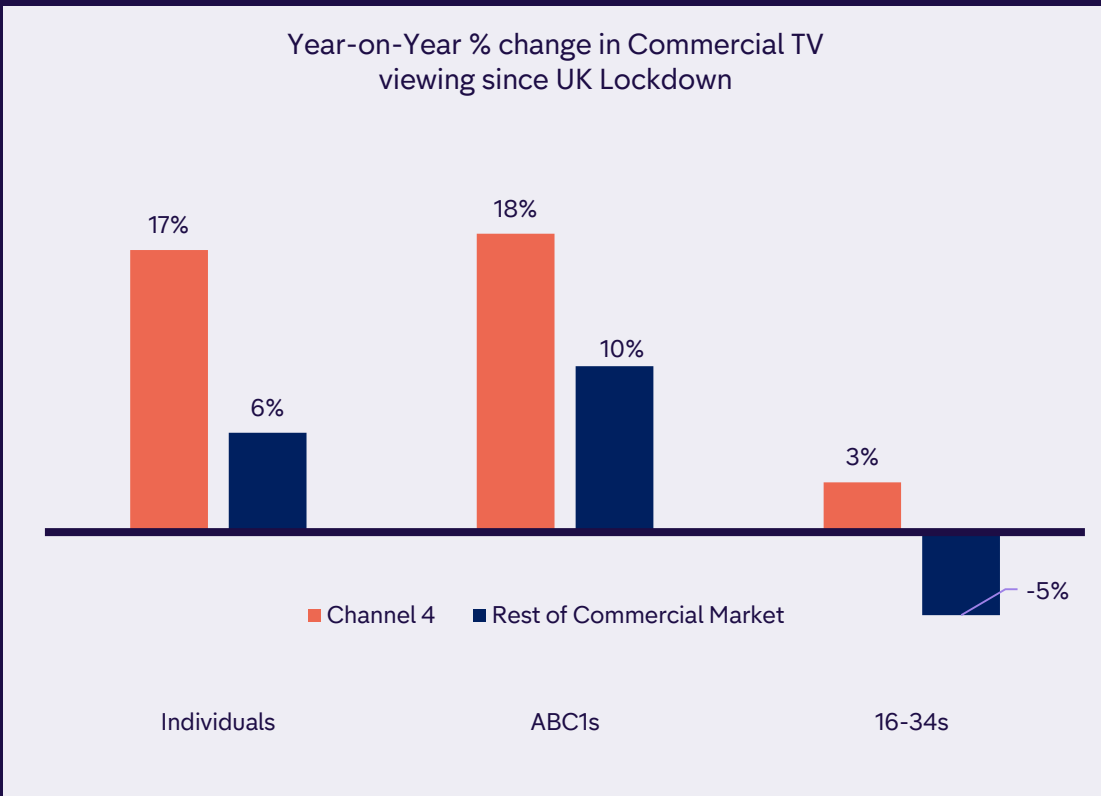
Across 2021 to date, we have seen a 91%* year-on-year increase in views

**Owned and Operated platforms*

Viewing Report

Thursday 4th February 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.



New additions to the Schedule such as **Pottery Throwdown** and **It's a Sin** have both delivered over **3m** showing an appetite for new titles. While the premiere of **Deadpool 2** on Saturday with a **22%** 1634 share proved how powerful and popular movies remain among younger audiences.

E4 is also looking rejuvenated thanks to **MAFS Australia** which hit both daily (**935k** on Tues) and weekly (**782k/4.1%**) highs last week. Tuesday's overnight E4's biggest since **The Big Bang Theory** finale in May 2019 and the most watched show across all Digital Channels last week on Mon/Tues and Fri. The first 15 episodes consolidating at **1.1m**. Up **29%** year-on-year.

Overview

Channel 4 Performance Highlights



The Great Pottery Throwdown

- At 8pm week 4 of Pottery Throwdown was up 3% week-on-week with 2.223 million viewers (11%). Up 66% on the slot average and matching the launch episode high. A 14% ABC1 share is up 84% vs slot average



Love It or List It

- Week 5 of Love It or List It on Wednesday delivered a 1.707 million viewers and was up 29% vs the slot average. It also delivered an 11% ABC1 Adult share



Cats Does Countdown

- Cats Does Countdown week 3 at 9pm was up 4% week-on-week with 899k with an 11% 1634 share



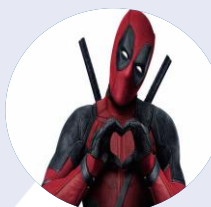
Jamie & Jimmy's Friday Night Feast

- At 8pm Friday Night Feast with 1.152 million was up 7% week-on-week



The Last Leg

- The Last Leg at 10pm with 1.377 million viewers delivered an incredible slot winning 26% 1634 Share!



Films

- At 6:20pm **Independence Day** was watched by 1.024 million. Up 20% on the slot average for Individual volume and 86% for 1634's
- At 9pm the premiere of **Deadpool 2** drew 1.777 million viewers. A 21.5% 1634 share (+200% on the slot average) the biggest for a Sat 9pm movie since Kingsman (July 2018)

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It's a Sin

- Week 1 of It's a Sin consolidated at 3.259 million (15%)
- It's a Sin week 2 drew 1.252m viewers. The entire box set became available on All 4 after ep 1 broadcast.



Sunday Brunch

- Sunday Brunch with 804k viewers (11%), its biggest audience since Jan 2018, also delivered an incredible 21.1% 1634 Share. It's BIGGEST EVER since its debut in 2011!



Junior Bake Off

- Junior Bake Off ended its 3 week run on a high with the Series biggest ever overnight Volume (1.546 million) and Share (10.6%).



24 Hours to Hell and Back

- 24 Hours to Hell and Back at 10pm with 674k was up 13% week-on-week. A 16% 1634 Share is up 98% vs slot and enough to win the slot.



First Dates

- While First Dates week 2 at 10pm with 985k viewers was up 44% vs the slot average for Individual Volume and 57% for ABC1's.



Grand Designs

- Grand Designs episode 4 drew 2.136 million. Up 81% on the slot average. A slot winning 20.3% 1634 Share is up 147% vs slot average and the Series highest since March 2009!
- Week 3 of Grand Designs consolidated at 3.489m. The Series biggest audience since October 2012! Weeks 1-3 averaging 3.3m (14%)

Portfolio Performance Highlights



Married at First Sight Australia & Celebs Go Dating

- MAFS Australia S6 week 4 was Up +10% week-on-week with a new weekly high of 782k (4.1%). A new daily high of 935k on Tues E4's biggest overnight since Big Bang in May 2019!
- The most watched show across all Digital Channels on Monday and Tuesday
- Celebs Go Dating: The Mansion launched with 428k viewers on Monday at 9pm. An 8% 1634 Share up 97% on the slot average and delivering its best ever start to a series on All 4



Raw Deal

- Film4's biggest film of the week aired on Friday at 9pm with Raw Deal delivering 382k viewers. Up 14% vs the slot average
- Film4 has already delivered over 800k viewers on 3 occasions this year thanks to Kingsman 2; Equalizer; and Orient Express. The first time since 2018!



Chatsworth House

- More4's highest rating show of last week was Chatsworth House on Tuesday at 9pm with 329k viewers



QI XL

- UKTV's biggest audience of the week was QI XL on Dave on Monday at 9pm with 471k viewers