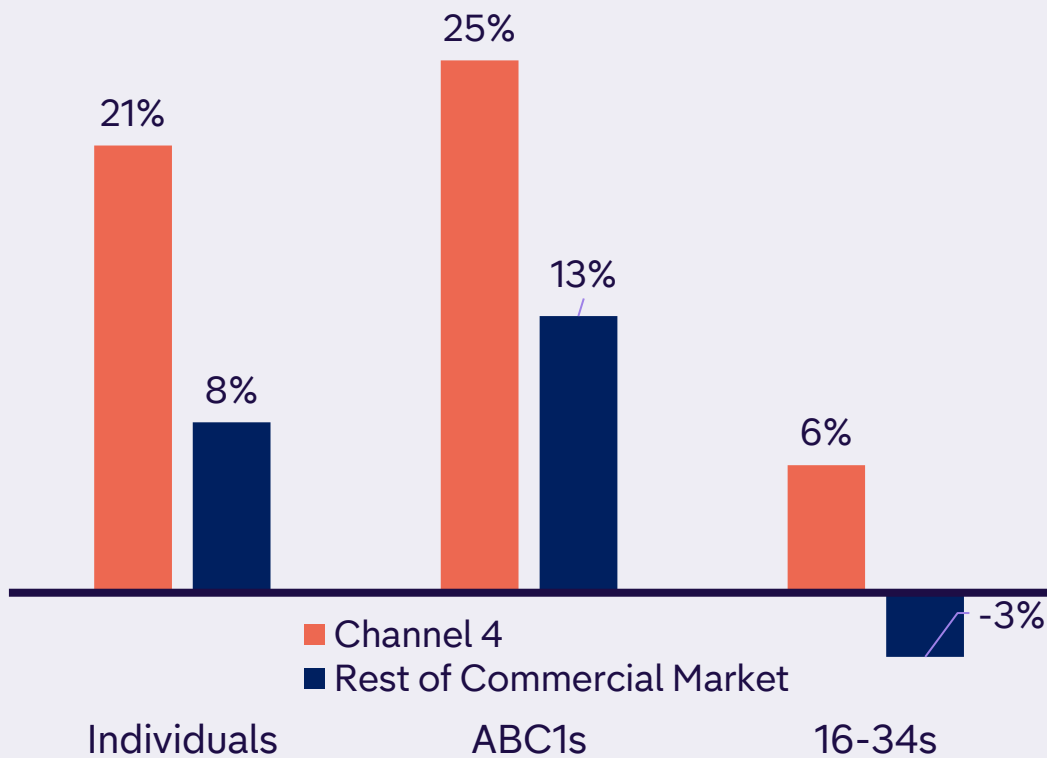


# Viewing Report

Thursday 4<sup>th</sup> March 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](mailto:4Sales@Channel4.co.uk).

## Year-on-Year % change in Commercial TV viewing since UK Lockdown



Overview

# All 4 Performance Highlights



## Week 22.02.21 – 28.02.21

- **Live Cricket, Gogglebox, Tudors & Teen First Dates** launch as **Celebs Go Dating & It's A Sin** finish
- **Views are up 135% vs the same week last year** with significant year-on-year uplift set to continue through March
- **Married At First Sight Australia S6** remains our top First Run and Archive title. S6 up 141% on S5 (0-2 days)
- **Gogglebox S17** returns with it's biggest launch ep ever. 71% bigger than ep1 S16
- **Teen First Dates** box set launch (22nd Feb), 41% bigger than the most recent First Dates series launch week, with 79% of views coming from pre Tx eps.
- **Live Cricket 3<sup>rd</sup> Test** returns to boost Simulcast 256% vs same week last year & 116% year-to-date
- **The Tudors** acquisition makes an immediate impact, helping to push Exclusive content growth to 212% year-to-date
- **Reach** is up 64% vs the same week last year and flat week-on-week

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Married at First Sight Australia
Teen First Dates	It's A Sin
Hollyoaks	Celebs Go Dating: The Mansion
Celebs Go Dating: The Mansion	Hollyoaks
Gogglebox	The Inbetweeners
It's A Sin	Gogglebox
Live Test Cricket	Ackley Bridge
The Tudors	First Dates
One Tree Hill	Taskmaster
The Inbetweeners	One Tree Hill

# 135%

### Up 135%

All 4 continues to experience huge viewing growth – with total views last week up 135% versus the same week in 2020

# 110%

### Up 110%

Across 2021 to date, we have seen a 110%\* year-on-year increase in views

*\*Owned and Operated platforms*

# Channel 4 Performance Highlights



## Linear Performance Highlights



### Gogglebox

- Gogglebox Series 17 returned at 9pm with 4.362 million viewers (24%). C4 won the slot for Volume and Share across all trading demo's!



### Extraordinary Escapes

- Extraordinary Escapes with Sandi Toksvig week 3 at 9pm was up 28% week-on-week with 1.482m. Up 18% vs the slot average. A 10% ABC1 Share is up 30%



### 24 Hours in A&E

- 24 Hours in A&E week 7 was Up 16% week-on-week with 1.487m and a slot winning 13.3% 1634 share!



### First Dates

- Drew 1.105m. Up 51% on slot winning 1634 share of 14%
- Weeks 1-5 have consolidated at 1.8m and a 20% 1634 share. Last year new episodes averaged 1.5m and a 13% 1634 share



### Grayson's Art Club

- Grayson's Art Club returned on Friday at 8pm with 928k viewers (5%). On par with Series 1. It delivered a 7% ABC1 share and a 65% Upmarket Profile

# Channel 4 Performance Highlights



## The Great Pottery Throwdown

- On Sunday at 8pm week 8 of Pottery Throwdown was up 5% on the previous week with 2.105m (10%). Up 47% on the slot average. A 13% ABC1 share is up 54% with a 66% upmarket Profile



## Love It or List It

- Week 9 of Love It or List It on Wednesday at 8pm was up 8% week-on-week with 1.671m. Up 26% on the slot average delivering a 12% share of both 1634's and ABC1's



## It's a Sin

- It's a Sin consolidated at 2.3m and a 14% share of 1634 Adults peaking in week 1 with 3.3m (15%)



## How To Keep a Healthy Weight

- At 8pm on Thursday How To Keep a Healthy Weight with Michael Moseley was watched by 1.004 million



## The Last Leg

- The Last Leg at 10pm was up 23% week-on-week with 1.690m. Up 36% vs the slot average. A slot winning 23% 1634 share is up 21% vs slot

## Films

- Saturday night was movie night with **Star Trek: Into Darkness** at 6:30pm was watched by 968k viewers. Up 13% vs slot for Individuals and 56% for 1634's
- Followed at 9pm by **Star Trek: Beyond** with 771k viewers and a 7% 1634 share

# Channel 4 Performance Highlights



## Cricket - England's Tour of India



### 1<sup>st</sup> Test Average

- Viewing avg. 542k (12%) peaking with 1.8m (21%) on Sun (Day 3) at 11:29
- Up 92% on the slot average for Individuals; up 183% ABC1's, up 267% Men and up 422% for ABC1 Men
- C4's live coverage of the First Test reached a total of 5.8m people
- This compares to reach of 1.8m for Sky Sports 1st Test Sri Lanka v England
- All 4 has seen a combined 1.96m views across the watch live and highlights
- Days 1 to 4 of the First Test feature in the top 10 days of the last 10 years for C4 share in the 6am to 12noon slot

### 2<sup>nd</sup> Test Average

- Viewing averaged 518k (14%) peaking with 1.6m at 10:57am on Sun (Day 2)
- There was a cumulative reach of 5.6m across the 4 days of coverage
- The highlights on More4 averaged 91k at 1.15pm and 27k at 12.10am
- All 4 saw 1.2m views to our Live & Highlights coverage
- Ind Volume up 203% vs slot, 1634's up 76%, ABC1's up 347% and Men up 410%



### 3<sup>rd</sup> Test Average

- Viewing averaged 778k (11%) peaking with 1.4m at 1:05pm on Thu (Day 2)
- There was a cumulative reach of 4m across the 2 days of coverage
- The highlights on More4 averaged 77k at 5:55pm
- All 4 saw almost 1m simulcast views to our Live coverage
- Ind Volume up 118% vs slot, 1634's up 157%, ABC1's up 206% and Men up 292%
- Double the slot average and our biggest share in the slot since The Para's in 2012!



# Portfolio Performance Highlights



## Married at First Sight Australia

- Week 8 (the final week) of MAFS Australia set another new high averaging 973k viewers. Up 1% week-on-week
- Peaking on Monday with another new daily high of 1.053m viewers!
- Last week it was the most watched show across all Digital Channels Monday-Friday for the 3rd week running
- In consolidation week 7 also set a new high averaging 1.644m and an 18% 1634 Share. Peaking with a new high of 1.691m for episode 32



## Red Sparrow

- Film4's biggest film of the week was the first play of Red Sparrow on Monday at 9pm with 508k viewers



## The Great British Dig

- More4's highest rating show of last week was week 2 of The Great British Dig on Wednesday at 9pm with 336k viewers



## QI

- UKTV's biggest audience of the week was QI on Thursday at 9:20pm on Dave with 419k

# Portfolio Performance Highlights

## UKTV Play



### Week 22.02.21 – 28.02.21

- UKTV Play is up 35% on the same week in 2020!
- Across 2021 to date UKTV Play has seen 35% increase YoY in views (owned & operated platforms)
- Zen on Drama is up 50% week-on-week
- Whose Line is it anyway USA up 35% week-on-week
- Secrets of the Solar System up 24% week-on-week

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
<b>SERIES</b>	<b>SERIES</b>
The Bill: The Early Years	The Bill: The Early Years
Classic Eastenders	Classic Eastenders
The Bill	Taskmaster
Taskmaster	The Bill
Would I Lie to You	Would I Lie to You
Last of the Summer Wine	Birds Of A Feather
Hypothetical	Bangers And Cash
Birds Of A Feather	Last of the Summer Wine
Zen	Hypothetical
Red Dwarf	Abandoned Engineering