

All 4 Performance Highlights



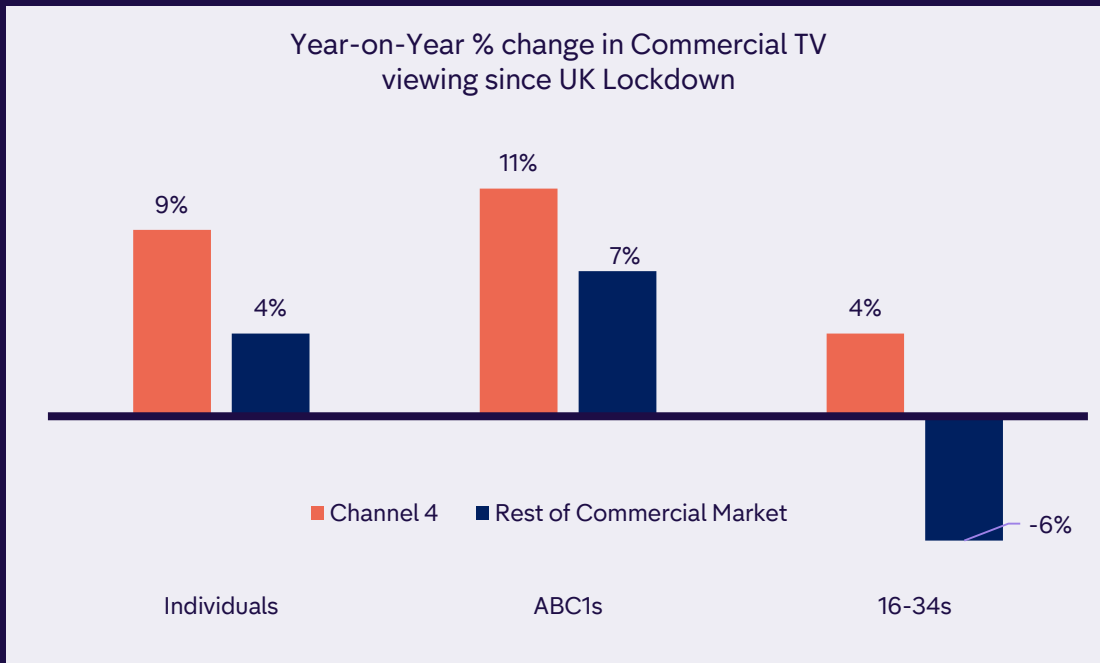
24th December – 3rd January

- All 4 saw its **best Christmas & NYE ever**, by some margin, up 51% year-on-year. The biggest uplifts were between Christmas Day and New Year's Eve.
- With such a strong end to the year, O&O platforms ended up with a 31% year-on-year increase in views in 2020.
- The Christmas uplift was entirely driven by **box set viewing**: the archive was the biggest content type, up 48% year-on-year and exclusives were up 147% year-on-year, and made up a record 23% of total viewing - bigger, for the first time, than catch up viewing (22%).
- The **archive's** viewing over the first January weekend was the highest since lockdown 1 ended in May. The steepest growth was in Taskmaster (new to All 4 this year), Gogglebox (new to the archive this year), and Ackley Bridge.
- **Exclusives** growth was driven mostly by new acquisitions, particularly West Wing, One Tree Hill, and Malcolm in the Middle.

Viewing Report

Thursday 7th January 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.



Across 2020 Channel 4's late peak (2000-2300) share of 1634's at 11.78% was up 16% year-on-year. This is in stark contrast to Commercial TV (exc. C4) as a whole which was down -1% year-on-year.

A 13.32% Daily share of viewing for 1634 Adults was our 3rd biggest Xmas Eve since modern records began back in 2002.

While Christmas day was CHANNEL4'S BIGGEST SINCE MODERN RECORDS BEGAN for Individual (9.76%); ABC1 (9.99%); and 1634 Share (14.54%)!

Boxing Day was our 4th Biggest on Record in terms of 1634 Daily Share (11.00%) thanks to **Big Fat Quiz of the Year's** slot winning 33% Share.

Channel 4's 10.60% 1634 Share across Xmas Week (Week 52) was the biggest since 2005!

Overview

Channel 4 Performance Highlights



Christmas Week



The Great Christmas Bake Off, 24th Dec, 7:40pm

- On Xmas Eve The Great Christmas Bake Off was watched by 2.670 million viewers (13.5%). Up 10% on last year's 2.436 million for the Xmas Day episode
- A 22.7% 1634 Share was up 212% on the slot average and enough to win the slot. Consolidated at 4.3m. Up 18% year-on-year. The biggest since 2017 but hitting a new Share High for a Xmas Special



One Night in Hamley's, 24 Dec, 9pm

- At 9pm new one-off One Night in Hamley's drew 1.888 million viewers. Up 63% on the slot average. An 18% 1634 Share is up 67% on the slot average and enough to beat ITV. Consolidated at 2.693 million



Gogglebox 2020, 25th Dec, 9pm

- A 22% 1634 Share for Gogglebox meant Channel 4 were the biggest Channel for Young Adults between 9:10pm-11:10pm on Xmas Day
- Attracted an overnight audience of 2.356m. Up 16% year-on-year and 17% vs slot average volume. Gogglebox consolidated at 3.541m. Up 31% year-on-year.



Quentin Blake's The Clown, 25th Dec, 19:40pm

- Quentin Blake's Clown at 7:40pm was watched by 1.640 million. Up 95% on the slot average for Individuals and 265% for 1634s. Consolidated at 2.124 million



Escape to the Chateau at Xmas, 25th Dec, 20:10pm

- Escape to the Chateau at Xmas at 8:10pm with 1.651 was up 12% on the slot average and delivered a 10% Share of ABC1 Adults. Consolidated at 2.875 million



Big Fat Quiz of The Year 2020, 26th Dec, 21:05pm

- On Boxing Day at 9:05pm The Big Fat Quiz of the Year 2020 was watched by 2.233 million. Up 10% year-on-year. Up 145% on the slot average for Ind Volume and 665% for 1634s.
- A 33% 1634 share (+411%) meant C4 were the biggest Channel for 1634's on Boxing Day between 9:05pm-11:05pm. The 1.458m was also the biggest by any show on any channel across Christmas and NY weeks!
- This 33 1634 Share was also THE BIGGEST EVER DELIVERED by Big Fat Quiz since it launched back in 2004! Since consolidated at a high of 42.97%

Channel 4 Performance Highlights



New Year Week



The Great New Year Bake Off, 3rd Jan, 7:45pm

- The Great New Year Bake Off attracted an overnight audience of 2.378 million. Up 90% on the slot average for Individual volume; 159% for 1634s; and 127% for ABC1s.



Taskmaster's New Year Treat, 1st Jan, 9pm

- Taskmaster's New Year Treat at 9pm delivered the Series biggest overnight audience to date with 1.949 million viewers and a slot winning 25% 1634 share



The Great, 3rd Jan, 9pm

- While at 9pm new acquired drama The Great launched with 1.440 million. Up 27% on the slot average. A 10% ABC1 Share (65% ABC1 Profile) is up 51%



Britain's Most Expensive Houses, 4th Jan, 8pm

- On Monday at 8pm Britain's Most Expensive Houses delivered an overnight audience of 1.728 million. Up 41% on the slot average. It was up on the slot average for both Volume and Share across all trading demographics



The Last Leg of the Year, 31st Dec, 9pm

- Between 9pm and 11pm The Last Leg of the Year delivered 2.027 million. Up 46% year-on-year (1.387m in 2019)



Chitty Flies Again, 1st Jan, 7:30 pm

- Chitty Flies Again drew 1.449 million viewers. Up 38% on the slot average.

Portfolio Performance Highlights



Gogglebox Festive Special

- E4's highest rating show of Xmas was Gogglebox Festive Special on Xmas Eve at 9pm with 756k viewers. Up an incredible +285% vs slot.
- This also represents E4's biggest overnight audience of 2020!
- As a result E4 also delivered its 2nd best Xmas Eve since modern records began for both Ind and ABC1 SOV (and 5th for 1634's)
- While Xmas Day was E4's BIGGEST SINCE MODERN RECORDS BEGAN for both Ind (1.71%) and ABC1 (1.60%) Share and 2nd highest for 1634's (2.79%)
- On Boxing Day the film Peter Rabbit at 6:40pm with 576k was up 208% vs slot and E4's 2nd biggest film of the Year (Independence Day 650k in March)
- As a result E4 delivered delivered its biggest Xmas Week for Ind (1.46%) and ABC1 (1.35%) Share since 2017!



Kingsman: The Golden Circle

- Film4's biggest film of the festive period was Kingsman: The Golden Circle at 9pm on Sat 2nd Jan with 826k. Up 184% on the slot average for individual volume and 392% for 1634s with an 8% Share
- This represents Film4's biggest overnight audience to a film since Xmas Eve 2018 (original Kingsman)
- Film4 delivered over 500k viewers on 51 occasions in 2020 compared to 33 across the whole of 2019



Escape to the Chateau

- More4's highest rating show over Xmas and NY was Escape to the Chateau with 396k viewers. A 2.3% ABC1 share is up 137% on the slot average



Death in Paradise

- UKTV's biggest audience of the Xmas & New Year period was Death in Paradise on New Year's Eve at 9pm with 475k