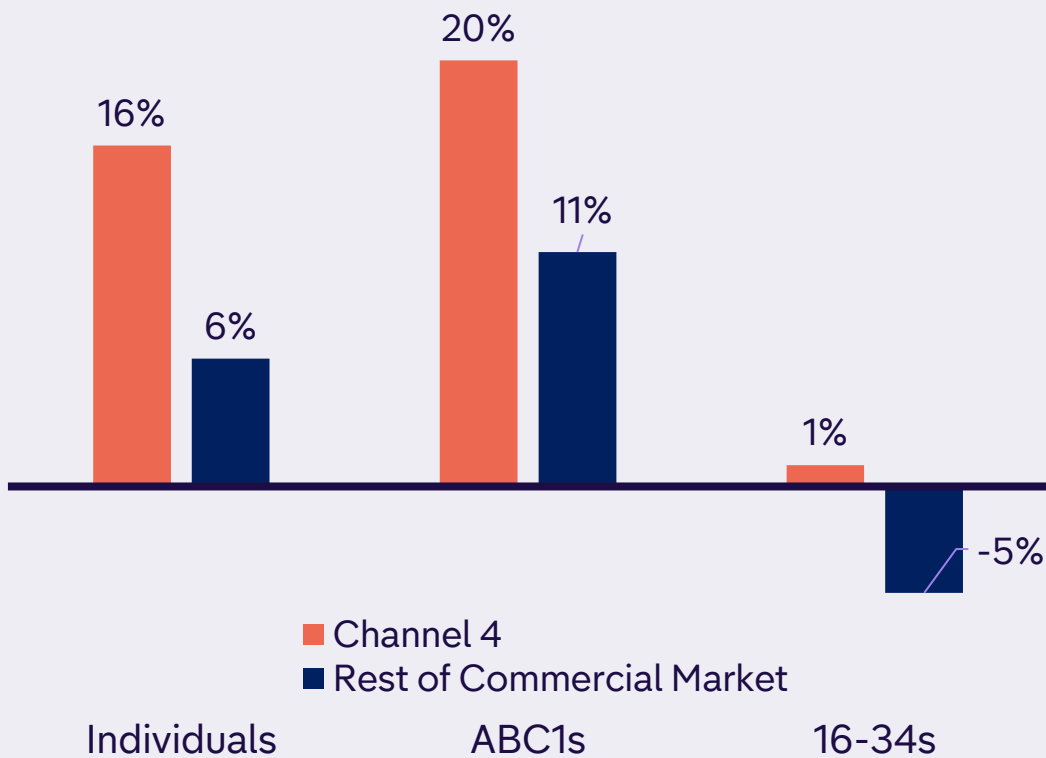


# Viewing Report

Thursday 8<sup>th</sup> April 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 29.03.21 – 04.04.21

- Views are up 20% vs week 14 of 2020 where *Friday Night Dinner* began to reach it's all time high
- *The Circle*, our top First Run and Simulcast title. Up +4% vs S2 (0-2day 21ep average), boosting s'cast to 129% up vs same week last year
- *Gogglebox* S17, up 38% on S16 (0-2 days, 6ep average). Remains on course to be our best season ever and the 7th consecutive season on season growth (0-30days)!
- *Celebrity Bake Off for SU2C* S4, up 28% vs S3 (0-2 days 4ep average), up 18% week-on-week
- *Taskmaster* flat week-on-week, and drawing level with S10 of 2020 (0-2 day 2ep average)
- *Below Deck* S3, began on 31<sup>st</sup> March, remains on par with previous season
- *Made In Chelsea* S21, launched on Mon 29<sup>th</sup> with the biggest launch ep since S13 of 2017!

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Circle	MAFS Australia
MAFS Australia	It's A Sin
Gogglebox	Hollyoaks
Hollyoaks	Celebs Go Dating: The Mansion
Celeb Bake Off for SU2C	Gogglebox
Taskmaster	The Circle
Below Deck Mediterranean	The Inbetweeners
Made in Chelsea	Taskmaster
24 Hours in Police Custody	One Tree Hill
First Dates Hotel	First Dates

20%

### Up 20%

All 4 continues to experience huge viewing growth – with total views last week up 20% versus the same week in 2020

82%

### Up 82%

Across 2021 to date, we have seen a 82%\* year-on-year increase in views

\*Owned & Operated and Sky up to most recent data load 21/03/21

# Channel 4 Performance Highlights



## Linear Performance Highlights from W/C 22<sup>nd</sup> March 2021



### The Great Celebrity Bake Off for SU2C

- Celeb Bake Off week 4 aired last Tuesday at 8pm with 3.166m (18%) delivering share growth week-on-week for Inds, ABC1's and 1634's



### Gogglebox

- Gogglebox Series 17 episode 6 at 9pm was up 2% week-on-week with 4.450m (24%)
- Gogglebox won the slot for Volume and Share across Inds, ABC1's (2.386m/25.3%) and 1634's (904k/41.4%). The biggest 1634 Volume delivered by any Channel in the week!



### The Circle

- To date The Circle is averaging 1.2m (8%) in consolidation. With a 27% 1634 Share. It has won its slot for 1634 Share on 11/16 nights. Profile 36% 1634. Our youngest LP title this year!



### The Dog House

- At 8pm on Thursday The Dog House drew 1.212 million viewers



### Grayson's Art Club

- Attracted 884k viewers and a 7% ABC1 Adult share and 66% upmarket Profile

# Channel 4 Performance Highlights



## 24 Hours in Police Custody

- 24 Hours in Police Custody week 2 at 9pm was watched by 1.826m. Up +41% vs slot. A slot winning 22% 1634 share is up 101% vs slot average and up 19% week-on-week



## Taskmaster

- At 9pm week 3 of Taskmaster was up 8% week-on-week watched by 1.361m (8%)
- In fact Taskmaster grew Volume and Share across the board and a slot winning 30% 1634 share was up 156% vs slot average. Only last year's Series opener has been bigger!



## Jamie: Keep Cooking Family Favourites

- Jamie: Keep Cooking Family Favourites attracted an overnight audience of 684k



## First Dates Hotel

- The First Dates Hotel week 2 at 9pm on Wed was up 13% week-on-week with 1.497m (8%). Up 18% vs the slot average. 1634 Volume (228k) and Share (13.3%) also grew week-on-week. Up +33% and +49% vs slot average



## Films

- Saturday night was movie night with the premiere of Oscar Winning **Blackkklansman** at 9pm attracting 592k viewers (4%)
- On Sunday at 5:50pm **Grease** was the word with an overnight audience of 894k. A 12% 1634 share up 110% vs slot average!

# Portfolio Performance Highlights



## Gogglebox

- E4's highest rating show of the week was Gogglebox at 10pm on Saturday with 489k viewers. Up +72% vs slot. A 7% 1634 share is up 70% vs slot average



## The Hitman's Bodyguard

- Film4's biggest film of the week was The Hitman's Bodyguard on Monday at 9pm with 377k viewers. Up 16% vs slot. A 3% 1634 share is up 49%!



## Matt Baker: Our Farm in the Dales

- Matt Baker: Our Farm in the Dales launched on More4 last Wed at 9pm with 1.147m viewers (6%). Up an incredible 463% vs the slot average!! A 6.6% ABC1 Share is up 539%!
- This represents More4's biggest overnight audience for 9 Years! Since Taken in 2012 and the **best EVER** for a More4 Commission



## Secrets of the Transport Museum

- Secrets of the Transport Museum launched on Yesterday on Tuesday at 8pm with 358k viewers. Up +136% vs slot and the Channel's 6th biggest overnight of the year!

# Portfolio Performance Highlights

## UKTV Play



### Week 29.03.21 – 04.04.21

- Registrations vs March last year +10%
- **Drama** views + 4% vs the same week last year
- **Secrets Of The Supercars** +3% week-on-week
- **The Bill: The Early Years** +10% week-on-week
- **Secrets Of The Transport Musuem** straight into the VoD Top 20 in it's first 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	The Bill
Taskmaster	Taskmaster
Bangers And Cash	Would I Lie to You
Last of the Summer Wine	Bangers And Cash
Would I Lie to You	Last of the Summer Wine
Birds Of A Feather	Birds Of A Feather
Hypothetical	Hypothetical
The Heart Guy	Abandoned Engineering