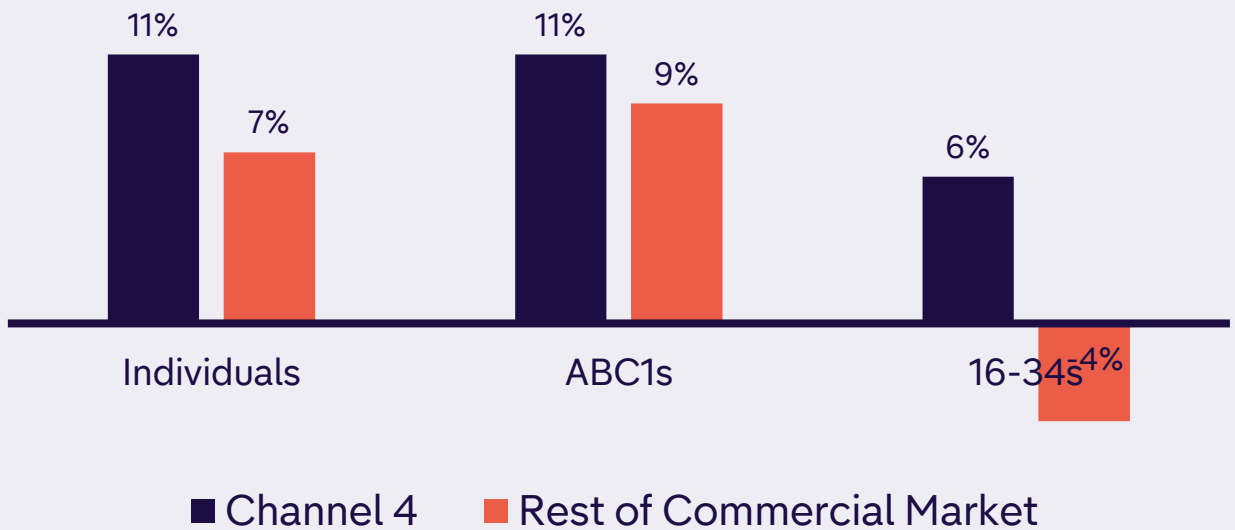


# Viewing Report

Thursday 8th of October 2020

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



The **Great British Bake Off's** third episode attracted an overnight audience of 6.9 million viewers making it the fifth biggest volume for Bake Off on Channel 4 and **the biggest ever non-launch or non-final episode!** So far it's the highest rating programme for young viewers on any channel this year!

**Extra Slice** has also seen an impressive bolster in viewing with 322k 1634 Adults Up 90% on the slot average and a 17.4% 1634 Share up 86% on the slot average -both Extra Slice's **BIGGEST EVER!**

Week 4 of **Gogglebox** attracted an overnight audience of 4.26 million. Up 6% on last week's episode and the 3rd consecutive week of growth. Gogglebox won the 9pm slot once again by a huge margin for Share and Volume against all key demo's. An audience of 789k 1634 Adults 2nd only to Bake Off in the week as the biggest show across all Channels for Young Adults. 1634 Share at 45.2% the third highest ever for any Gogglebox.

These programmes, along with numerous others (more details enclosed) have driven young viewing for Channel 4 to a 6% increase since lockdown began, whilst the rest of the commercial market are in a deficit.

# Channel 4 Performance Highlights



## Channel 4 News Weekdays 7pm

Across the lockdown period year-on-year viewing among 1634 Adults to C4 News is up 62%



## Gogglebox- Friday 9pm

Week 4 of Gogglebox attracted an overnight audience of 4.26 million. Gogglebox won the 9pm slot once against all key demo's. An audience of 789k 1634 Adults 2nd only to Bake Off in the week as the biggest show across all Channels for Young Adults. 1634 Share at 45.2% the third highest ever for any Gogglebox



## First Dates- Thursday 9pm

Returned on Thursday at 9pm with 925k viewers. An 8% share was up 45% on the slot average.

## Murder on the Orient Express- Sunday 8pm



At 9pm on Sunday the premiere of Murder on the Orient Express with 2.28 million was Channel 4's biggest film (excluding Xmas Weeks) since Thor in July 2016!

## Married at First Sight- Tuesday 9.30 pm



Returned on Tuesday at 9:30pm for a new 4 week run attracting 1.6 million viewers. Up 70% vs last Series' launch overnight!

## 999- Monday 9 pm



Drew 1.7 million viewers. Up 38% on the slot average. It delivered a 10% share of Individuals, 12% 1634s and 11% ABC1s. This represents 999's biggest overnight audience since November 2017 and the Series Biggest Ever overnight ABC1 Share!

## The Great British Bake Off S11 Ep 3 - Tuesday 6<sup>th</sup> of October at 8pm



- The 3rd episode of the 11th series of The Great British Bake Off averaged 6.9 million / 34.4% last night; up 24% for volume and 29% for share against Ep3 of the previous series
- The episode had a 1min peak of 7.8m / 37.7% at 8.44pm
- The 34.4% share is the third biggest ever on Channel 4, only behind the finals in 2017 and 2018, but ahead of the final last year.
- ABC1 share [42.4%] was up 29% year-on-year while 16-34 share [56.1%] was up +31%
- There were YoY share gains among all key demos. The biggest share gains came among children [+88%] and men [+47%]

### Episode 1

- Consolidated with almost 12 million viewers in total including linear repeats
- Highest rating programme for young viewers on any channel this year
- Further 1.1m million watch linear repeats on Channel 4, E4 and 4Seven
- All 4 viewing up 35% compared to S10 launch
- Consolidated at an incredible 10.839 million Individual viewers (Beating the previous high of 10.045m for the Series 1 Final on the 31st October 2017)

Episode 3's 6.9 million viewers makes it the fifth biggest volume for Bake Off on Channel 4 and **the biggest ever non-launch or non-final episode!**

# Portfolio Performance Highlights



Married at First Sight Australia

- MAFS Australia Season 5 consolidated at 829k. Up 2% Series on Series. Up 142% on the slot average. An 11% 1634 Share is up 145%!
- Viewing peaked in week 4 of S5 with 1.015m viewers



Mechanic: Resurrection

- Film4's biggest film in the last 7 days was **Mechanic: Resurrection** last Friday at 9pm with 376k. Up 15% on the slot average. A 2.1% ABC1 share was up 34%



Grand Designs

- More4's highest rating show in the last 7 days (overnights) was **Grand Designs** on Thursday at 7:55pm with 375k, up 57% on the slot average
- A 3% ABC1 Share is up 81% on the slot average



Death In Paradise

- Across the UKTV Portfolio of Channels in the last 7 days the highest rating show was **Death in Paradise** on Drama on Monday at 9pm with 480k

# All 4 Performance Highlights



## 21%

### Up 21%

All4 continues to experience huge viewing growth – with total views last week up 21% versus the same week in 2019



## 19%

### Up 19%

Across 2020 to date, we have seen a 19% year-on-year increase in views



## Week Commencing 28.09.20 viewing figures

- **Views are up 6% week-on-week** with First Runs Bake Off and Gogglebox leading the line
- **Up 21% vs the same week last year** despite lack of The Circle 2020 (production postponed)
- **Bake Off** S4 ep 2, continues momentum of our biggest ever launch Ep, with S4 average 56% bigger than S3!
- **Gogglebox** up 16% week-on-week, the biggest episode of the season so far. S16 up 5% vs S15
- **Hollyoaks** continues upward trend since return
- **MAFS Australia** still in the top 10 despite ending in week 39. 55% of views coming from Archive episodes.
- **All Content Types up week-on-week**, First Run up 2%, Archive up 9%, Exclusives up 12%
- **All Platforms up week-on-week**, Big Screen up 6% week-on-week, up 45% same week last year
- **Reach up 15% vs same week last year** with strong return of First Run titles

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Great British Bake Off	Friday Night Dinner
Gogglebox	The Inbetweeners
Hollyoaks	Hollyoaks
Married at First Sight Aus.	Married at First Sight Aus.
Made in Chelsea	Gogglebox
The Inbetweeners	Made in Chelsea
Scrubs	Shameless
First Dates Box Set	Celebs Go Dating
Friday Night Dinner	Four in a Bed
Five Guys a Week	Come Dine with Me