

Viewing Report

New

The Big Fat Quiz Dominates commercial television for younger viewers

The Big Fat Quiz Of Everything 2022 attracted a very respectable audience of 1.2million viewers across 2 hours on the 3rd April. Despite playing against some big dramas, this two hour special was up on slot average for volume and share for all efficient trading audiences.

Its performance for younger audiences was particularly eye-catching, attracting an 18% share of AD1634's, a 19% share of ME1634's and a 16.5% share of WO1634's, making Channel 4 the most watched commercial channel by these young audiences across those 2 hours on the night.

Inside The Superbrands Outperforms Slot For AD1634's

Playing in one of most competitive slots across the week, new series Inside The Superbrands, which looks at the secrets and successes of some of Britain's best loved brands, launched with 1.1million viewers on Sunday the 3rd April.

Viewing by AD1634's was particularly eye-catching as it was up on slot average by +14% for volume and +60% for share.

Travel Man Returns To 4

After more than 2 years away (covid restrictions), Travel Man returned with a new lead on the 4th April, as Joe Lycett made his series debut. Accompanied by comedian James Acaster on a visit to the Basque Country, the opening episode of this series attracted 1.7m viewers, giving Channel 4 its biggest audience in the slot this year.

Total viewing was up on slot by +60% for volume, whilst volume of viewing by ABC1ME was up on slot by +20%

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Made In Chelsea Returns with year on year and series on series growth

Made In Chelsea returned for a 23rd series on the 4th April, and such is the popularity of this evergreen reality series, it showed year on year and series and series growth when compared to the two previous launch episodes.

Viewing for this episode was up on the launch of series 22 by 10%, whilst it was up on the series 21 launch by an impressive 33%

It was also the most watched show in the 9pm clock hour across all digital channels on the night for its core target audience of WO1634 viewers.

Continuing

The Great Celebrity Bake Off For Stand Up To Cancer

Our favourite celebrity baking show returned on March the 22nd with a showstopper slot winning performance.

The launch episode won the 2000-2115 slot across all TV for all major trading audiences, with AD1634's attracting a particularly eye-catching 36% share of AD1634's; a bigger share of this audience than two of the three launch episodes from the past three years

Due to the volume of viewers, this episode was significantly up on slot for all trading audiences, and it remains Channel 4's second biggest 8pm series, only bettered by its parent series; The Great British Bake Off.

This trend continued into weeks 2 and 3 (29th March and 5th April), with Channel 4 winning the slot for AD1634's and ABC1Ad's across all commercial TV channels

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Continuing

F1 Saudi Arabian Grand Prix

After the Bahrain GP returned with year-on-year growth, the F1 roadshow moved to Saudi Arabia for race 2.

An average audience of 1.4million viewers watched the Qualifying Highlights on Saturday the 26th March. This was up +40% on slot average, with the volume and share for ABC1ME viewing up on slot by +80% and +90% respectively

The race highlights on Sunday the 27th March, saw Channel 4 attract the biggest audience across all TV in the 2230-2459 slot for Individuals, ABC1AD's, ABC1ME and AD1634's. Unsurprisingly this gave Channel 4 its biggest audience in this slot this year, with volume of viewing and share significantly up on slot average for all the aforementioned audiences.

E4 - Married At First Sight Australia continues with its best ever start for AD1634 share

We are now six weeks into the ninth series of Married At First Sight Australia, and the later start time this year really has added to anticipation levels

Averaging a consolidated audience of 1.2million individuals and an AD1634 audience share of 18% series 9 has got off to a stronger for AD1634 share than any of the previous series

AD1634 volume of viewing is up +60% on the first three weeks of last season, and is on par with the winter series of 2021, which is particularly impressively when it is noted that January and February 2021 were lockdown months.

Unsurprisingly it is also the biggest title on ALL4 at the moment (it is now the most watched title on ALL 4 this year) and will continue to be so for the duration of its long run. Like its linear performance, it is also having its best start on this platform too.

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Gogglebox continues to dominate total TV for AD1634's

Seven episodes into series 19, and Gogglebox continues to dominate total TV for AD1634 viewers; winning the slot across all TV for this audience in all of these seven weeks

Such is the strength of its performance for younger audiences, it was the most watched midweek programme by AD1634 viewers across all commercial TV in all seven of these weeks, with episode seven on the 1st April attracting a massive 40% share of AD1634's at 9pm on this night.

The series continues to perform strongly for other audiences as well, winning the slot for Individuals and ABC1AD's for each of these seven weeks across all commercial TV channels

Extraordinary Escapes With Sandi Toksvig signs off with slot growth

The new series of Extraordinary Escapes returned to C4 in February with a longer run of six episodes

The series signed off on Thursday the 31st March, averaging 1.5million viewers across its run. It performed well for upmarket audiences with volume for ABC1WO and ABC1HP viewers up +10% on the Thursday 9pm slot average

The Last Leg

After nine episodes, the Last Leg signed off its current run on the 31st March. The series continues to be Channel 4's best performing 10pm series for total viewers and all major trading audiences. It is also one of the strongest performing series across all TV for younger audiences in its slot, averaging an 18% share of this audience across the run, and often winning the slot for this audience. Episode 9 (31st March) signed off with a 28% share of AD1634's, winning the slot across all TV for this audience

The series also has a strong ABC1AD profile, attracting a 14% share of this audience; making this particular series one of the best performing for this audience.

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Matt Baker: Travel With Mum And Dad

Matt Baker's Travel With Mum And Dad, gave More4 its biggest viewing figure of 2022 on the 30th March as 800k viewers watched the launch episode. Viewing to this episode was up on slot average by +160% for volume of Individuals and ABC1AD's, whilst volume of viewing for ABC1WO was up on slot average by +170%

More4 was the most watched Channel across the digital channels in its slot for this episode, and it was the second biggest show to play across all digital channels on the day, just behind Married At First Sight Australia

The Great Big Tiny Design Challenge

More4's Great Big Tiny Design Challenge launched on the 27th March with 450k viewers. Total viewing was up on slot by +75%, whilst the volume of ABC1AD viewers was up +200% on slot. It was a similar story for share, with Individual share up +70% and ABC1AD share up +175% on the Sunday 9pm channel average

This trend continued with episode 2 on the 3rd April, with total viewing growing by +3% week on week, and ABC1AD viewing attracting a similar figures for volume and share as week 1.

Film 4 has its best week of 2022

Week 13 saw Film 4 have its best week of 2022 for both Individual and ABC1AD share.

Strong performance was driven by a combination of recent blockbusters and classic films performing well. There was notable performance from bankers Kingsman: The Secret Service and Independence Day: Resurrection, as well as 1998's classic, Deep Impact

The Sister Boniface Mysteries breaks record on Drama

Averaging 1million viewers across its first four episodes, this spin off to Father Brown is officially the best performing programme to ever play on Drama, and the biggest rating show on any of 4Sales' Partner Channels in 2022.

This gripping series runs for 10 episodes, playing on Friday's at 9pm

All 4 Performance Highlights



04.04.22 – 10.04.22

Week 15 saw an uplift of +13% in views week-on-week thanks to strong growth from Married at First Sight Australia and Derry Girls

Derry Girls continues to grow as we build to the new series with week-on-week views up +56%, all of which has come from archive views

Travel Man made it into the Top 10 thanks to the new series being boxset and series 12 is currently its biggest on the platform (0-7 Days O&O)

Made in Chelsea returned last week and had its second biggest launch in the past 10 series

Despite Gogglebox being flat week-on-week, it's still having its biggest series on the platform that aired outside of a lockdown

Ep 28 of Married at First Sight Australia S9 was the biggest ep the shows ever had on All 4

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Married at First Sight Australia
Hollyoaks	Hollyoaks
Gogglebox	Celebs Go Dating
Killed by a Rich Kid	Gogglebox
The Great Celebrity Bake Off for SU2C	The Great Pottery Throw Down
Four in a Bed	Screw
Jeremy Kyle Show: Death on Daytime	Junior Bake Off
Formula 1®	Four in a Bed
The Simpler Life	Celebrity Coach Trip
First Dates	First Dates

Portfolio Performance Highlights

UKTV Play - Week 04.04.22 – 10.04.22



- Viewing on the service grew just over 3% week-on-week
- Viewing to W content grew +43% week-on-week with 2 shows in the Top 15 titles
- Bangers And Cash +7%
- Meet The Richardsons + 11%
- Abandoned Engineering +5%
- We Hunt Together +12%
- Inside The Ambulance +51%
- Stacey Dooley Sleeps Over +27%

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Bangers And Cash	Bad Girls
Last Of The Summer Wine	Last Of The Summer Wine
Sister Boniface	Bangers And Cash
Taskmaster	Would I Lie To You?
Meet The Richardsons	Taskmaster
Bad Girls	New Tricks
Birds of Feather	A Place To Call Home
Would I Lie To You?	Birds of Feather