

All 4 Performance Highlights



06.02.23 – 12.02.23

- **Exclusives** are up +18% year-on-year, driven by high episode volume exclusives like Everybody Loves Raymond and Frasier.
- **Year-to-date** numbers are not yet available, as data from Virgin for 2023 have not consolidated.
- **Below Deck Med** is off to a great start, with episode 5 of the new series up +11% on the previous series, and +11% on the previous episode (0-2 Days O&O).
- **Four in a Bed** is back, every episode last week growing, bringing the series up to +9% on the previous series (0-2 Days O&O).
- **The Great Pottery Throwdown** grew again this week, with ep. 6 up +30% on the previous series, bringing this series up +6% on the previous series (O & O).

TOP 10 VOD YTD
SERIES
The Light in the Hall
Hollyoaks
The Great Pottery Throw Down
Made in Chelsea: Bali and Bonjour Baby
Below Deck
Junior Bake Off
Celebs Go Dating
Everyone Else Burns
Gogglebox
A Place in the Sun

Viewing Report - Linear

The Dog House Is Back

The Dog House returned for its third series on the 5th January, and started 2023 the way it finished last year, with an upward trajectory

Episodes of this series in January tracked upwards for volume of viewers when measured against the same period last year, with the launch episode on the 5th January the biggest launch episode yet for volume and share of Individuals

The Great Pottery Throw Down Returns With Series On Series Growth

Returning for its fourth series on the Channel 4 portfolio (third on Channel 4, after a year on More4), this competitive series, cemented its place as Channel 4's best performing series in January.

Due to this there was significant uplifts on the slot average for total viewers, and key demos of ABC1Ads, ABC1WO ABC1HPs

Comparing like for the like, episodes in January have seen the series grow its share of viewing for all Individuals, when measured against episodes in January 2022

Know Your S*t: Inside Our Guts

This new series, which promotes gut health and wellbeing, and conversations around the topic, launched on Channel 4 on the 17th January

As with previous health and well being shows, January does tend to be an optimum time to launch, as the opening episode attracted an audience of 1.7 million viewers, meaning it is our best performing new 8pm series so far in 2023

In The Footsteps Of Killers

The second series of the documentary that is shot like a drama, starring Emilia Fox had a strong return in January

Series 2 was significantly up on slot average for volume and share. Total volume up +60%, whilst ABC1AD volume was up +35% and share up is up by more than +50% vs the slot average. It was our best performing 10pm series in January behind the well-established The Last Leg

Overview

Viewing Report

24 HOURS IN A&E

Moving out of London to Nottingham, and the Queens Medical Centre, 24 Hours In A &E is back for a remarkable 30th series. The evergreen Ob-Doc is up vs episodes which played in January last year for volume of Individuals, ABC1Ads and ABC1ME. This is no mean feat when it is considered that there 9pm competition is arguably stronger year on year as well.

The Episode on the 17th January was the best performing episode for ABC1AD and ABC1ME share in two years , since the 19th January 2021

Everyone Else Burns

This new comedy launched on the 23rd January, becoming our first new comedy of 2023

The eagerly anticipated launch was well worth the wait as it was Channel 4's most watched comedy series since Hullraisers in April of 2022

The series, as expected performed strongly for young audiences, with the opening episode attracting an eye-catching 22% share of the WO1634 audience; making Channel 4 the most watched channel across all TV by this audience in the slot

As with most scripted formats, this series was instantly made available in its entirety on ALL4, and became one of the most watched series on the platform in January, despite launching towards the end of the month

Taskmasters New Year's Treat

This one off special which acts as the perfect anchor between series, aired on New Year's Day, doing what it does best; attracting huge young audiences.

Across the hour Channel 4, was the most watched commercial channel across all TV for AD1634's, WO1634's and ME1634's, with the WO1634 audience attracting a very impressive audience share of 28%

Taskmaster returns with a new series on Channel 4 and ALL4 in the Spring

Overview

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Gogglebox

What better way to critique television over the Festive period, than spending 90 minutes with Britain's best loved TV critics with a Gogglebox special on the 2nd January.

As usual the series went down well with younger audiences, with Channel 4 the most watched channel across all commercial TV for the WO1634, AD1634 and ME1634 audiences, with the performance of the latter two audiences meaning Channel 4 also beat the non-commercial channels as well in the slot

Gogglebox returns on February 24th on Channel 4 and ALL4 in February for its 21st series

The Light In The Hall

Our first drama of the year launched on the 4th January to critical and ratings acclaim.

A psychological thriller, this six-part series is the best performing new series on Channel 4 so far this year, with ABC1AD's, ABC1ME and ABC1WO all up on slot average in excess of +50% for volume of viewing.

Strong viewing continued throughout the month.

As part of our Future 4 strategy, all episodes were made available on All4 on the 4th January. It became the most watched title on the platform in January and ensured strong YoY numbers for January on ALL4

Kirstie and Phil's Love It Or List It

The evergreen property gurus returned with a new series on the 3rd January, and whilst some of us may be making New Year's resolutions, this property behemoth reverted to type, by starting yet another year as a ratings banker

Viewing was up on the opening episode of the last series; ABC1AD's were up by over +20% for volume and share, with similar figures returned for ABC1ME, ABC1WO and ABC1HP's. The series has followed a similar trend throughout the rest of January with all these audiences up for share compared with January last year

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Amanda Owen's Farming Lives

New to More4 in January, The Yorkshire Shepherdess gets stuck into daily life on some of the UK's most extraordinary farms, as she explores the pressures facing the modern farmer and the sheer passion that keeps them going

Giving More4 its biggest audience this year, and biggest since another farming programme in October 2022 (Matt Baker: Our Farm In The Dales), the series was significantly up on slot average for Individuals, ABC1AD's, ABC1ME and ABC1WO when launching on the 25th January

Channel 4's Partners Have Strong Start To 2023

Fresh from their record breaking 2022, UKTV have started the year in similar fashion, growing Share Of Commercial Audience (SOCA) across all major trading audiences across their channel set YoY.

The most eye-catching performance came from W which saw its Adult SOCA grow by +30% YoY, whilst Gold saw some remarkable performances for its younger audiences, growing AD1634 SOCA by +40% YoY.

There was equally pleasing performance to touch upon from our other Sales Partner, Warner Bros Discovery, with both Really and Home growing share of audience for Adults, ABC1AD's and AD1634's in January

Overview