

# Viewing Report

**New**

## Channel 4 has its biggest week for audience share since 2016

Despite disappointment on the pitch, Channel 4's foray into Men's International Football has been an unequivocal success with Week 23 in 2022 becoming Channel 4's best performing (non-Christmas period) week for audience share since the Rio Paralympics in 2016

Following on from the successes of the first two matches, the 11<sup>th</sup> June saw Channel 4 broadcast its first home England fixture, when the Three Lions took on Italy. The broadcast was up on last Saturday's debut match vs Hungary, and again unsurprisingly saw a colossal uplift vs slot. Peaking at 5million viewers, Channel 4 was the most watched channel across all TV during the broadcast (7pm-10pm) for Individuals, ME1634's, ABC1AD's, ABC1ME and AD1634's. The broadcast also grew its ALL 4 views significantly vs the previous Saturday (Hungary away)

Despite the disappointing result on the pitch, the fixture on Tuesday the 14<sup>th</sup> June, saw more ratings success come to Channel 4. Performance was again significantly up on the slot average (which is something of a rarity to see growth this big given that The Great British Bake Off sets an extremely high bar here). Channel 4 dominated total TV during the broadcast; being the most watched Channel across all TV for Individuals, AD1634's, ME1634's and ABC1ME. The match itself, peaked at 5million viewers

Although there was little success on the pitch across the four games, for Channel 4 it has been a hugely successful venture.

- Channel 4 was the most watched channel across all TV for each of the four broadcasts
- The ratings the games attracted are Channel 4's biggest of the year
- Channel 4 had its best non-Christmas week for audience share since 2016
- ALL4 saw its simulcast record broken for the Germany vs England match
- ALL4 experienced huge demand in sign up of new accounts

The Three Lions will be back in action in September, in what will be their last two games before the Qatar World Cup. Both of these Nations League Matches will be live and exclusive on Channel 4 and ALL4

Overview

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## The Bridge Returns With Biggest Ever Episode

This epic reality competition, where teams of strangers have just days to build an enormous bridge, in the ultimate test of physical ability, mental skill and teamwork, returned on the 7<sup>th</sup> June with its biggest episode yet.

The launch episode of The Bridge: Race To A Fortune, attracted its biggest ever share of audience for Individuals, AD1634's and ME1634's.

Attracting an audience share of 20% for ME1634's, it was the most watched programme in its slot across all TV for this audience on the night

### Continuing

## Hunted Captures Viewers And Breaks Records as series comes to an end

After more than two years off our screens, Hunted returned to Channel 4 and ALL4 for a sixth series on the 22nd May.

For the first time, in an innovate twist, the fugitives had to make their escape from an island, and the tweak in format certainly drew in the viewers.

One of our Portfolio's youngest profiling series, the launch episode was the most watched programme in the 9pm slot across all TV for the coveted AD1634, ME1634 and WO1634 audiences.

The launch wasn't just the best performing launch episode for AD1634 share, it was also the best ever performing episode for this metric attracting a 25% share of this audience. It was also the second biggest ever episode for ME1634 share at 28%.

Episodes two and three continued in the same vein; dominating the slot for younger audiences. There was strong performance from the final three episodes, with the series finishing on the 6th June. The series demonstrating growth compared to the slot average for volume and share for these three audiences.

Unsurprisingly given its young profile, the series has been one of the biggest titles on ALL 4 over the last three weeks.

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## Gogglebox finishes after a dominant run

After 15 weeks, Gogglebox came to an end on the 27<sup>th</sup> May, having dominated total TV for young audiences across the run

Series nineteen averaged an audience share of 39% for AD1634's, 35% for ME1634's and 42% WO1634. It won the slot across all TV for 15 consecutive weeks for AD1634's and WO1634's and for 14 of these 15 weeks for the ME1634 audience

The series also performed strongly for other audiences as well, winning the slot for ABC1AD's across all commercial channels for each of these fifteen weeks

## Taskmaster Continues With Strong AD1634 performance

The Bafta winning behemoth returned for a 13<sup>th</sup> series on Thursday 14<sup>th</sup> April, with a totally dominant display, winning the 9pm slot across all TV for AD1634s, ABC1AD's, ABC1ME, ME1634's and WO1634's

It has been a similar story since, with the next six episodes again winning the slot for AD1634's, WO1634's and ME1634's across all TV. It is also worth noting that for the first seven weeks it has been the most watched programme across all TV on those days by the AD1634 and ME1634 audiences. With a WO1634 share of 36.93%, episode 7 of this series is now the biggest ever for any episode of Taskmaster for share of this audience

After 8 episodes the series is currently tracking upwards on slot for share and volume for these three young audiences with an average share of 28% for WO1634's and 29% for both AD1634's and ME1634's

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## **Bake Off: The Professionals**

We are now three weeks into this series which searches for Britain's best patisserie team.

Pulling in an impressive share of upmarket audiences, it has been the most watched programme on Channel 4 in the 8pm clock hour for the last three weeks for ABC1AD, ABC1WO and ABC1HP share of audience and volume

Episode 3 moved to Monday (from its usual Tuesday berth) to accommodate the Germany V England match and this scheduling change paid off, with week on week growth for Individuals, ABC1AD's, ABC1WO and ABC1HP's; with the latter audience growing by 10% for volume

## **Formula 1 continues to demonstrate year on year growth for audience share**

We are now eight races into what is yet another fascinating Formula 1 season. The race weekend of the 11<sup>th</sup>/12<sup>th</sup> June saw the roadshow move on to the Baku street circuit in Azerbaijan

Saturday's Qualifying Highlights were up on slot average by +95% for ABC1ME share: with an 18% share of this audience Channel 4 was the most watched commercial channel in the 2200-2330 timeslot

It was a similar story for Sunday's race highlights with ABC1ME share and volume again up on the slot average

After eight race weekends, this season's Formula One championship is currently displaying YoY growth for share of +30% for ABC1ME and ABC1AD's and +90% for ME1634's.

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# Viewing Report

**E4**

## **Embarrassing Bodies Makes Triumphant Return To E4**

The newly revamped Embarrassing Bodies returned to E4 on the 19th May, with a focus on attracting younger viewers.

The launch episode succeeded in its brief, as not only was it one of E4's best launches of 2022 so far, but it also saw significant slot growth for volume and share for its targeted demographic audiences.

Now three episodes in, ME1634 share is up on slot by +50% whilst volume for this audience is up by +25%

## **Young Sheldon Continues To Top The Digital List**

Seven weeks into its run, series 5 of Young Sheldon continues to perform well. Not only is it the biggest programme to sit on E4 at the moment, but for six of these seven weeks the double bill episodes at 8pm have seen E4 the most watched digital channel in this Sunday night slot

## **Made In Chelsea Breaks Records On ALL 4**

One of E4's most successful series; Made In Chelsea has been subject to a special scheduling arrangement

After playing on E4 in its usual Monday night slot the next episode is released straight onto ALL4, in a new schedule pattern designed to compliment our Future 4 strategy.

The strategy has been an instant success with the current Made In Chelsea series the biggest to ever sit on ALL4.

Linear views continue to be strong as well, with its core audience of WO1634's averaging an audience share of 7.3%, and ensuring that E4 has been the most watched linear digital channel at 9pm for 6 of the 10 weeks that it has been on by this audience

Overview

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# Viewing Report

## More4

### Britain's Beautiful Rivers With Richard Hammond

This new series where Richard Hammond explores some of the nation's most stunning natural waterways, launched on the 25th May which a focus on the River Severn.

Attracting an average audience of 331k, the episode was up on slot by +40% for both volume and share, with More4's key demo of ABC1AD's also seeing double digit growth for volume and share against the slot average

Now two episodes in, the series is still tracking above slot for Individual and ABC1AD share and volume; with ABC1ME volume tracking upwards of +30% on the slot

Overview

# All 4 Performance Highlights



## 06.06.22 – 12.06.22

Views week-on-week are up +4%, with strong viewing from our live coverage of the England Internationals and from new series of The Bridge and Hunted helping to offset the declines of Derry Girls, Made in Chelsea and Gogglebox.

The England Internationals in week 24 were made up of the Germany and Italy games with the Germany game becoming our biggest ever Simulcast event on All 4.

Hollyoaks delivered its second biggest week of the year with only Week 11 delivering more views Taskmaster S13 is on course to becoming the shows biggest series on All 4 with it currently up +3% vs the next biggest Series (S10).

Hunted S6 delivered the shows second biggest finale on All 4, only Series 2 back in 2016 was bigger Celebrity Gogglebox returned on Friday night and had its biggest launch on platform for a Series that aired outside of lockdown with the current series up +4% vs that of 2019

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Hollyoaks	Married at First Sight Australia
Hunted	Hollyoaks
Taskmaster	Gogglebox
Below Deck	Celebs Go Dating
Gogglebox	Derry Girls
Made in Chelsea	The Great Pottery Throw Down
Brooklyn Nine-Nine	Made in Chelsea
Big Boys	Screw
Celebrity Gogglebox	Taskmaster
Derry Girls	Four in a Bed

# Portfolio Performance Highlights

## UKTV Play - Week 06.05.22 – 12.06.22



- UKTV Play saw week-on-week growth of 2% with 7 of the top 10 shows growing
- Masterchef Australia +8% week-on-week
- Secrets Of The London Underground +3%
- Whitechapel launched into the Top 10 shows at #8
- Classic Eastenders +5% week-on-week
- Bangers And Cash -3% WoW
- Bad Girls -1% WoW
- Hypothetical -29% WoW

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
<b>SERIES</b>	<b>SERIES</b>
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Last Of The Summer Wine	Last Of The Summer Wine
Birds Of A Feather	Bad Girls
Masterchef Australia	Bangers And Cash
Secrets Of The London Underground	Would I Lie To You?
Bangers And Cash	Taskmaster
Whitechapel	New Tricks
Bad Girls	Birds Of A Feather
Hypothetical	Classic Casualty