
Viewing Report

New

Will Young's Tragic Story Touches Viewers

Will Young: Losing My Twin Rupert was a shockingly honest and moving film exploring the pain and drama of a loved one's addiction.

This one-off documentary transmitted on the 10th May at 22.05 and really touched viewers with viewing up on the slot average by +80% for volume, with the volume of upmarket audiences such as ABC1AD's, ABC1WO, ABC1HP's all up on the slot average in excess of +100%

The documentary performed particularly well for the WO1634 audience, which attracted a 19% audience share; winning the slot across all TV channels in this slot

Continuing

Taskmaster Continues With Young Dominance & Series

The Bafta winning behemoth returned for a 13th series on Thursday 14th 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 three episodes again winning the slot for AD1634's, WO1634's and ME1634's across all TV. It is also worth noting that for all four weeks it has been the most watched programme across all TV on those days by the AD1634 and ME1634 audiences.

Episode 4 on the 5th May was the biggest of the run so far. It also pulled in the biggest number of AD1634 and ME1634 viewers since the series start; both of which attracted a slot winning audience share of 37%

Overview

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SAS: Who Dares Wins

Five episodes in and TV's toughest reality show continues to outperform the slot for share of young audiences.

The current series is currently outperforming the slot for AD1634, WO1634 and ME1634 share (all by double digits)

Episode 5 (8th May) was the biggest of the run so far for AD1634, ME1634 and WO1634 viewers; this was reflected in the make-up of the show as Channel 4 was the most watched channel across all TV in the 9pm slot on the night by AD1634's and WO1634's.

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Derry Girls' Record Breaking Start Continues

With series 3 of Derry Girls launching with its biggest ever episode, the trend has continued across the run, with the current series continuing to track as the biggest ever when measuring against the same point against previous series.

Like the first four weeks, the fifth episode of Derry Girls dominated total TV for AD1634's and WO1634's, winning the slot for these two key audiences; it was also the most watched show of the day across all TV channels for these two audiences for the fifth consecutive week

After five episodes, the series is averaging an audience share of 31% for AD1634's and 35% for WO1634's in its slot

As with most comedies, it instantly became a hit on ALL 4. Like on linear, this series is also the biggest to play on the ALL 4 platform

Gogglebox continues to dominate total TV for AD1634's, and attracts a series high

Twelve 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 twelve weeks

The series is currently averaging an AD1634 audience share of 38%.

Episode 12 (6th May) attracted a whopping 48% share of AD1634's, making it the biggest episode of the run for AD1634 volume and share so far, and the most watched midweek show in week 18 by this audience across all TV

The series also continues to perform strongly for other audiences as well, winning the slot for Individuals and ABC1AD's for each of these twelve weeks across all commercial TV channels. Week 12 also saw a series high share for ABC1AD's as well.

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Open House: The Great Sex Experiment

This experimental series where monogamous couples look to open up their relationships, has now finished and proved to be a huge hit with audiences, especially young audiences. Averaging an impressive 22% audience share of AD1634's, the series has been the most watched programme in its slot across all commercial channels for each of the six weeks that it was on for the AD1634, ME1634, WO1634 and HPChil audiences.

The final episode on the 6th May was the biggest of the run for AD1634 (24%) and ME1634 (25%) share, beating

Grand Designs The Street

Grand Designs: The Street, which sees Kevin McCloud follow households as they embark on an epic mission to construct their own homes, creating brand-new streets in Britain's biggest self-build project, returned for a second series in mid April

Five episodes in, and the series is up on slot for volume and share for its key audience of ABC1AD's, with ABC1ME viewing up on the slot average by +15% for volume

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E4

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 8%, and ensuring that E4 has been the most watched linear digital channel at 9pm for 3 of the 6 weeks that it has been on by this audience

More4

The Great Big Tiny Design Challenge

Averaging 400k across its first seven episodes, the series is currently outperforming the slot average for total viewers, and its core audiences.

Individual viewing is up on slot by +45%, whilst ABC1AD viewing is up on slot by +80% for volume and +110% for share. It is a similar story for ABC1WO and ABC1HP's, with volume for these audiences up on the slot average by over +100%

Overview

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UKTV Drama

The Sister Boniface Mysteries breaks re

Averaging 900k viewers across its first nine 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

Overview

All 4 Performance Highlights



09.05.22 – 15.05.22

- Below Deck has returned with Series 6 currently its best ever on All 4 and is up +15% vs Series 5 (0-7 Days O&O)
- Taskmaster S13 is currently its second biggest series with the first 5 eps up +4% vs S12 (0-4 Days O&O)
- Made in Chelsea once again breaks another record with Ep 6 of Series 23 now the biggest episode ever for the show beating the record set by Ep 5 the previous week (0-7 Days O&O)
- The Formula 1 GP Highlights in Miami were up +49% vs the last race held in America back in October last year (0-7 Days O&O)
- Gogglebox was down slightly week-on-week by -1% however Ep13 was up +7% vs the same ep from last series (0-2 Days O&O)

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Derry Girls	Married at First Sight Australia
Hollyoaks	Hollyoaks
Gogglebox	Celebs Go Dating
Below Deck Mediterranean	Gogglebox
Taskmaster	Derry Girls
Made in Chelsea	The Great Pottery Throw Down
Married at First Sight Australia	Screw
SAS: Who Dares Wins	Four in a Bed
Brooklyn Nine-Nine	Made in Chelsea
Temptation Island	Junior Bake Off

Portfolio Performance Highlights

UKTV Play - Week 09.05.22 – 15.05.22



- New Tricks +10%
- Banished +9%
- Sister Boniface Mysteries +6%

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