

All 4 Performance Highlights



10.04.23 – 16.04.23

Week 17 views were up +23% compared to the same week last year, and down -4% week-on-week. We are also up on every Content Type compared to the same week last year, including +23% on First Run.

Married at First Sight Australia continues to grow, with S10 now up +52% on the previous series. (0-3 Days O&O). It is the biggest show across all BVoD in April and is the second biggest show in April across all VoD so far.

Celeb Bake Off has finished up +45% on the previous series.

Taskmaster is currently having its biggest series ever on the platform, up +7% on the previous series.

Scared of the Dark was the second biggest show this week.

TOP 10 VOD YTD	TOP 10 WEEK ON WEEK
SERIES	SERIES
Married at First Sight Australia	Married at First Sight Australia
Hollyoaks	Scared of the Dark
Rise and Fall	Hollyoaks
Gogglebox	Gogglebox
The Light in the Hall	Taskmaster
The Great Pottery Throw Down	Celebrity Hunted
Below Deck Mediterranean	The Great Celebrity Bake Off for SU2C
Four in a Bed	Rise and Fall
The Great Celebrity Bake Off for SU2C	Made in Chelsea
Tempting Fortune	Tempting Fortune

Viewing Report - Linear

Scared Of The Dark

This new entertainment format hosted by Danny Dyer where celebrities are plunged into complete darkness for eight days launched on Channel4 and ALL4 on the 16th April

Viewers were intrigued to see how Paul Gascoigne, Chris Eubank, Scarlett Moffatt, Nicola Adams and others coped without light, with this opening episode up significantly on slot average for volume and share of audience.

Commissioned to engage with young audiences, it is pleasing to report that volume and share of viewing for the AD1634 and AD1624 audiences was up by more than 100% on the slot average

The launch episode also won the slot across all channels for the ME1634 audience with a share of 20%, in one of TV's most competitive slots. It has also been one of the most watched titles on ALL4 since its launch date

The Great Celebrity Bake Of For Stand Up To Cancer

The series where celebrities swap their day jobs for the apron and the white tent, has come to an end after five weeks although for the first time on Channel 4 it was given new home; Sunday night

The scheduling move has been a success with the series up vs the previous series for share of viewing for Individuals and ABC1AD's, whilst volume was flat

Averaging a 32% share of AD1634's across these five episodes, the series was up on the last series by +35%, whilst volume was up +8%

Four of the five episodes easily won the slot across all TV for this audience, and these four episodes were also the most watched programme for the day they were on for the AD1634 audience across all TV Channels

Overview

Viewing Report - Linear

Gogglebox

It may be 21 seasons in, but the latest instalment of Britain's favourite TV critic families going through the latest TV and SVOD schedules with a fine-tooth comb, is showing series on series growth after eight episodes.

Attracting an average audience share of 26% for ABC1AD's and 33% for AD1634's, the series is currently ruling supreme in its Friday 9pm slot, winning the slot across all channels for Individuals, upmarket and young audience

Due to the volume of viewership the series attracts, it is the most watched programme across commercial TV channels on its day of transmission for the ABC1AD and AD1634 audiences, therefore offering a great opportunity to advertisers for brand awareness at the start of the weekend

Late Night Lycett

New to Channel 4, starting on the 31st March, Joe Lycett presents his late-night comedy entertainment series, live from his hometown of Birmingham, with madcap games, hilarious sketches, Joe's aunties, and celebrity guests

The new series has been an instant hit with young audiences, attracting audience shares in excess of 20% for the three main young trading audiences (AD1634, ME1634, W01634), winning the slot across all TV easily for these audiences on each occasion that it has been on

Overview

Viewing Report

Celebrity Hunted

The fifth series where ten famous faces go fugitive in the real-life thriller for Stand Up To Cancer, aiming to they survive 14 days on the run from an elite team of hunters, returned on the 28th March, and what a return it was.

The launch episode attracted its biggest EVER share of the AD1634, ME1634 and WO1634 audiences for any Hunted/Celebrity Hunted episode (started in 2015).

Unsurprisingly therefore, three episodes in, the series on up on the last series for both volume and share for all of these audiences

Taskmaster

The chaotic Bafta Award Winning series, returned to Channel 4 on the 30th March, and did what it has been doing since Channel 4 acquired it; totally dominating for young audiences.

Whilst this was expected, it is pleasing to report that the series has got off to its best ever start for the AD1634, WO1634 and ME1634 audiences.

After three episodes the series is currently attracting the following audience shares; 38% AD1634, 39% ME1634 and 37% WO1634

Overview

Viewing Report

Married At First Sight Australia

The latest instalment from down under is currently the best performing series to date on ALL4, with significant series on series growth, making it the most watched show on ALL4 in 2023 so far; it is currently the most popular title across any B-VOD service when measuring viewer minutes

The Linear numbers have been equally impressive, with the series on course to be the biggest ever on E4, and it has grown each week, with share of E4's key AD1634 audience also up series on series

Rise and Fall

The gripping game about what it takes to get to the top - how to win power, how to keep hold of it and how to use it to influence others, has been a huge success across ALL4 and Channel 4

Up significantly on slot average by +36% for volume and +50% for share of total viewers, the series performed particularly well for younger audiences, consistently winning the slot average.

AD1634 viewing for the series was up more than +70% on the slot average for volume and +145% for share

The series has been a huge hit on ALL4 as well, driving strong figures on the platform across the last four weeks, and is now the third biggest title to play on the platform this year

Overview

Viewing Report

Tempting Fortune

The Paddy McGuinness fronted series, where contestants must do all they can to avoid temptation, has finished its run, and returned some pleasing results especially for younger audiences.

Winning the slot across commercial channels across its run, this new commission has been a hit on ALL4 and Channel 4 alike. Linear performance was particularly pleasing with volume and share up on the Sunday and Monday slot average for the principle young trading audiences. AD1634 performance was most pleasing with share up +85% for share and up +30% for volume

Overview

Portfolio Performance Highlights

UKTV Play - Week 17.04.23 – 23.04.23



- Week-on-week viewing on UKTV Play dropped 5%, but remained up +63% YoY
- New to Drama, Smother landed in the Top 5 shows last week, delivered 4% of all views.
- New to W, Wedding Valley landed in the Top 20 shows at #19
- Also new to Drama Mistresses landed in the t Top 20 shows at #16
- Annika & Smother have been strong drivers of Active User accounts.

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Annika	Red Dwarf
Smother	Bangers and Cash
Red Dwarf	Howards' Way
Bangers and Cash	Birds Of A Feather
Meet The Richardsons	Last Of The Summer Wine
Last Of The Summer Wine	Classic Casualty
Birds Of A Feather	Masterchef Australia
Howards' Way	Would I Lie To You