
Viewing Report - Linear

Channel 4 Portfolio Of Channels Returns Best Monthly SOCI In Seven Years

September 2022 saw Channel 4, and its Owned set of channels, return a Blended SOCI number of 21.90%; its biggest monthly number since August 2015

There was significant growth across the Portfolio, with Channel 4, E4, M4 and E4 Extra all demonstrating eye-catching year on year growth in September

Channel 4 saw growth, thanks to a strong late peak schedule, spearheaded by the returning Great British Bake Off. E4 benefitted from a rampant Married At First Sight UK as well as several strong new launches, whilst E4 Extra had its best performing month of 2022 (including when still called 4Music)

For more detail about the shows responsible for this growth please read on

Taskmaster

The 29th September saw Greg Davies and Alex Horne wreak havoc on the lives of noble knights Dara Ó Briain, Fern Brady, John Kearns, Munya Chawawa and Sarah Millican, as they commenced battle to become the 14th Taskmaster champion

Unsurprisingly given past performance, this launch episode was significantly up on slot average and performed exceptionally well for young audiences. Episode one of ten won the slot across all TV for ME1634's, whilst viewing from AD1634's and WO1634's, ranked as second in the slot; however, we don't mind that, as it was just touched off by Married At First Sight on E4!

It was a similar result for episode two on the 6th October with week-on-week growth meaning that Taskmaster came out on top in the 9pm slot across all TV for AD1634 and ME1634 viewers.... Married At First Sight was a close second!

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I Literally Just Told You

The Jimmy Carr hosted game show where paying attention pays off, returned with a football themed Celebrity Special on the 26th September, following the thrilling Nations League encounter between England and Germany.

Attracting an audience share in excess of 20% for AD1634's, ME1634's and WO1634's, this launch to the new series easily won the slot for these audiences across all TV; picking up where the last series left off

Moving to its new slot of Friday at 10pm on the 30th September, the series demonstrated episode on episode growth, with volume and share of audience both up. This episode again easily won the slot across all TV for the three audiences mentioned above, with WO1634's attracting an audience share of 28%.

Performance was equally as eye-catching for episode 3 on the 7th October, with Channel 4 the most watched commercial channel in the 10pm slot for the AD1634, WO1634 and ME1634 audiences

The Great British Bake Off Returns With Biggest Volume Of 2022 Across Commercial TV

Tuesday the 13th September saw the return of the nation's favourite baking show, and it certainly was a showstopper!

Attracting a consolidated audience of 8.0million viewers, with a 60% share of AD1634's and 42% share of ABC1AD's, it gave Channel 4 its biggest audience of the year, and was also the biggest show to play on commercial TV in week 37!

The volume of AD1634's and ABC1AD's who watched this episode also means that Channel 4 has attracted the biggest volume of these audience to any programme on any commercial channel in 2022.

It has been a similar story for the next four episodes (up to and including the 11th October), as all of these episodes completely dominated total TV for all major trading audiences, with episode 5 on the 11th October the biggest of the run so far for total volume of viewers and share

As things stand, at the halfway point of the run the series is currently averaging an audience share of 58% AD1634's and 43% ABC1AD's

The Great British Bake Off runs for 10 episodes on Channel 4 and ALL 4

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Gogglebox

Five weeks into its latest run, series 20 has picked up where the previous series left off; by totally dominating the slots that it occupies

Although not able to take commercial time in it for its first episode (in line with an advertising blackout by most commercial channels surrounding the news of the Queen's death) it was the most watched show of the day for the AD1634 audience on the 9th September.

Episode 2 on the 16th September did take commercial time however. This episode did not just win the slot across all commercial channels for total viewers, but the episode was also the most watched programme on the day across all channels for AD1634 and ABC1AD viewers.

Episode 2 also performed remarkably well when we consider that both volume and share of viewing were up for the AD1634 audience when comparing against episode 2 of series 19 in February of this year.

Despite episode 3 moving back to 10pm to accommodate Nations League Football on the 23rd September, it grew its total audience week on week and attracted a 40% share of AD1634's; the highest of the run so far

It has been business as usual since returning to its usual Friday 9pm slot on the 30th September, with both episodes since and including this date dominating total TV in the slot. Episode 5 on the 7th October was also the biggest of the run so far for Individual and ABC1AD volume

Grand Designs

The iconic property show Grand Designs returned for a new series on the 31st August.

Now six weeks in, the evergreen home improvement show shows no signs of stopping, attracting huge upmarket audiences each week, with successive weekly growth since episode one.

For the six weeks that the series has been on air, it has been the most watched property/home-improvement programme across all TV for each of these weeks

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Celebrity SAS: Who Dares Wins

TV's toughest celebrity reality show returned for a fourth series on the 4th September as 14 celebrity recruits face the toughest course to date, played out in the unforgiving and epic terrain of the Jordanian desert, tested to their physical and psychological limits by the DS, an elite team of ex-special forces operators from the UK and USA, in a condensed version of special forces selection.

Six episodes into its run and the current series has won the slot for AD1634, M1634 and WO1634 viewers for each of the four nights that it has been on, across all TV

Measuring against the same period in the run last series, audience share is up for all of these audiences, with volume and share for the WO1634 audience up by +5% and +60% respectively

E4

Married At First Sight UK

Its back and its bigger than ever before, and we do mean ever before!

The much anticipated series of Married At First Sight UK returned to E4 and ALL4 on the 29th August, with the biggest launch episode to any series (UK or Australian) on E4.

Attracting a whopping 31% audience share of AD1634's and an even more eye-watering 42% share of the WO1634, the launch dominated all TV for these younger audiences. This is the biggest share of viewing any episode of Married At First Sight UK has attracted for these audiences, including when it played in a different format on Channel 4.

The series is currently tracking upwards on series 1 for share of audience (and now volume of viewers) after six weeks, and has grown each of the weeks that it has been on, with the episode on the 3rd October the biggest to ever play on E4 (UK or Australia)

As with all original content on E4, this series was commissioned in order to drive views on ALL4 as part of our Future4 strategy. It is easily doing this, becoming the most viewed title on the platform since launch, and now the biggest title to play on the platform for first run catch up views this year

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Dirty House Rescue: Queens Of Clean

This new series where dynamite organisers and professional cleaners help us ditch the dirt and clear the clutter, as they share their tips, tricks and hacks for a gleamingly good life launched on E4 on the 8th September, becoming a hit instantly.

After five episodes the series is tracking significantly upwards on slot average with AD1634 and WO1634 volume and share also up on the slot average

More4

Matt Baker: Our Farm In The Dales

On the 5th October More4 launched the third series of Matt Baker: Our Farm In The Dales, in which we see Matt Baker and his family return to rescue his parents' organic sheep farm in Durham

This launch episode gave More4 its biggest viewing figure of 2022 with 900k viewers. It was also the most watched programme of the year on the channel with regards to volume of ABC1AD, ABC1WO and ABC1HP viewers

Due to the size of the audience who came to this episode, volume and share for all efficient audiences were up on the slot average in excess of +300%

UKTV

The Brokenwood Mysteries

Returning for an 8th series on the 26th September on Drama, this detective drama series from New Zealand is the biggest programme to play on the channel since the Sister Boniface Mysteries in the Spring, and the second biggest series to play across the UKTV network this year (behind Sister Boniface)

Episode 3 on the 10th October, has been the biggest of the run so far, attracting 700k individuals, meaning that this is also the biggest ever episode of the Brokenwood Mysteries which has been playing on Drama since 2018

For the last three months (July-September), UKTV has returned its biggest ever monthly Adult SOCI figures

With a strong Autumn now evidently on screen, UKTV looks set to go very close to achieving another year of growth in 2022 and topping its record breaking performance of 2021.

Overview

All 4 Performance Highlights



10.10.22 – 16.10.22

Views this week compared to the same week last year is up +24%, this is due to the Red Bee issues that were happening at this point last year.

Made in Chelsea returned for its 24th series with the launch episode up +20% vs S23 and it's also the shows biggest ever launch for a series on All 4 (0-6 Days O&O).

Taskmaster grew +5% week-on-week and after four episodes it's currently on track to be the shows biggest ever series on the platform (0-3 Days O&O)

Exclusives were up +112% vs the same week last year, this has been driven by the boxset of **Somewhere Boy**, **Frasier** and the return of S1-4 of **The Handmaid's Tale**.

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Married at First Sight UK	Married at First Sight UK
The Great British Bake Off	Married at First Sight Australia
Hollyoaks	Hollyoaks
Gogglebox	Gogglebox
Rick and Morty	Derry Girls
Celebrity SAS: Who Dares Wins	Celebs Go Dating
Taskmaster	The Great British Bake Off
The Farmer Wants a Wife Australia	Below Deck
Grand Designs	Suspect
Katie Price: Trauma and Me	Taskmaster

Portfolio Performance Highlights

UKTV Play - Week 10.10.22 – 16.10.22



- Another record viewing week for UKTV Play +1% week-on-week, despite declines to 5 of the Top 10 titles on the service.
- UKTV Play is up +64% year-on-year
- Emma Willis: Delivering babies continues its week-on-week growth +16%, also a huge driver of weekly active accounts
- Red Dwarf viewing was up +34% WoW
- WoW Classic Casualty viewing grew +44%
- New Tricks continues to grow +10% WoW
- Question Team and Late Night Mash both grew +6% on the week

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Masterchef Australia	Last Of The Summer Wine
Bangers And Cash	Bad Girls
The Brokenwood Mysteries	Bangers And Cash
Red Dwarf	Birds Of A Feather
Birds Of A Feather	Masterchef Australia
Classic Casualty	Would I Lie To You?
Emma Willis: Delivering Babies	Classic Casualty
Bad Girls	Taskmaster