
Viewing Report

New

Taskmaster Returns With Dominant Display

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

The first episode in the run of ten had particular appeal to younger audiences, with audience share for AD1634's, WO1634's and ME1634's attracting figures all in excess of 25%

Continuing

SAS: Who Dares Wins Grows Week On Week

After returning with a slot winning performance on the 10th April, the second episode of arguably TV's toughest reality show, demonstrated week on week growth for week 2 on the 17th April

There was growth for volume of Individuals, AD1634's but particularly for WO1634's which saw week on week growth of +30%

This series is a strong performer for younger audiences, with share after two episodes currently at 16% for AD1634's, WO1634's and ME1634'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 continued into week 2, with series 3 now tracking as the biggest ever when measuring against the same point against previous series.

Like in week 1, Derry Girls dominated total TV for AD1634's and W01634'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

After two episodes, the series is averaging an audience share of 31% for AD1634's and 38% for W01634's in its slot

As with most comedies, it instantly became a hit on ALL4 with this new episode and episodes from previous series, making Derry Girls a top 10 title on ALL4 for the last two weeks

Gogglebox continues to dominate total TV for AD1634's

Nine 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 nine weeks

Such is the strength of its performance for younger audiences, it has been the most watched midweek programme by AD1634 viewers across all commercial TV in eight of these nine weeks, just losing on top spot to Derry Girls in week 15. The series is currently averaging an AD1634 audience share of 37%

The series continues to perform strongly for other audiences as well, winning the slot for Individuals and ABC1AD's for each of these nine weeks across all commercial TV channels

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Open House: The Great Sex Experiment

Three episodes into its six-week run and this experimental series where monogamous couples look to open-up their relationships, has proven a real hit with younger audiences. Averaging a 22% audience share of AD1634's, the series has been the most watched programme in its slot across all commercial channels for the last three weeks for the AD1634, ME1634, WO1634 and HPChil audiences.

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 on the 13th April

Two episodes in, and the series is up on slot for its key audience of ABC1AD's, with ABC1ME viewing up on the slot average by +20%

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Hullraisers

Playing straight after Derry Girls is new comedy set in Hull called Hullraisers.

This new original comedy adds yet another string to Channel 4's rich comedy bow, and proved a hit with viewers from the start, as not only was the launch episode Channel 4's best new comedy launch for a more than a year, but viewing was also up on slot average for Individual and ABC1AD volume and share

This episode had a particular appeal amongst viewers in Yorkshire and Lincolnshire, with viewing up more than 100% on slot average in this region. It was also the best comedy launch to be consumed by Channel 4 viewers from this region since Derry Girls launched in 2018

Commissioned as part of our Future 4 strategy, the entire series is available to watch as a boxset on ALL4 now, and has been one of the most watched titles on the platform since the 12th April

The Great Celebrity Bake Off For Stand Up To Cancer

Another series of The Great Celebrity Bake Off For Stand Up To Cancer has now finished, but across its five week run it brought great entertainment to the nation, all while raising awareness for a cause close to so many of us

The series remains Channel 4's second biggest 8pm series, only bettered by its parent series; The Great British Bake Off and was up on slot average for all audiences

Across the five weeks the series was the most watched programme in its slot across all commercial channels for all key trading demos.

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F1 Emilia Romagna GP

The Formula 1 Roadshow moved from the Australia to Europe for race 4, as Italy hosted the Emilia Romagna Grand Prix

An average audience of 1.2m viewers watched the Qualifying Highlights on Saturday the 23rd April. This was up +40% on slot average, with the volume and share for ABC1ME viewing up on slot by +70%

The race highlights on Sunday the 24TH April, saw an average audience of 1.4million viewers tune in, with the volume of ABC1ME viewers up by 50% vs the slot average

E4

Married At First Sight Australia continues with its best start for AD1634 share

We are now eight weeks into the ninth series of Married At First Sight Australia, and things are really starting to hot up now we approach the business end of the series

Averaging a consolidated audience of 1.3million individuals and an AD1634 audience share of 19% series 9 has got off to a stronger start for AD1634 share than any of the previous series

AD1634 volume of viewing is up +70% vs the same number of episodes from the last season, and is on par with the winter series of 2021, which is particularly impressively when it is noted that January and February 2021 were lockdown months.

Unsurprisingly it is also the biggest title on ALL 4 currently (it is now the most watched title on ALL 4 this year), and will continue to be so for the duration of its long run. Like its linear performance, it is also having its best start on this platform too

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More4

Matt Baker: Travel With Mum And Dad

Matt Baker's Travels With Mum And Dad, is currently More4's biggest show, and four episodes in it is still ranking as More 4's most watched title of 2022

Viewing levels are significantly up on slot for volume and share with all upmarket audiences (ABC1AD/ME/WO/HP) up on slot by in excess of +100%

The Great Big Tiny Design Challenge

More4's Great Big Tiny Design Challenge is now 4 episodes in, and is significantly outperforming the slot for volume and share

Total viewing is up on slot by +32% for volume, whilst volume of viewing by ABC1AD's and ABC1WO is up on the Sunday 9pm average by +120% and +150% respectively

The Sister Boniface Mysteries breaks record on Drama

Averaging 900k viewers across its first six 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



18.04.22 – 24.04.22

Made in Chelsea grew +5% week-on-week and Series 23 now consists of the shows two biggest episodes on All 4 (0-7 Days O&O)

Derry Girls dropped off week-on-week however the first two eps are up on both Series 1 (+158%) and Series 2 (+60%)

Despite Gogglebox being down week-on-week Ep 10 was up +5% vs Ep 9 (0-2 Days O&O)

Even though it didn't make the Top 10 the first two eps of Brooklyn Nine Nine S8 were up +31% vs the first two eps S7 (0-4 Days O&O)

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Married at First Sight Australia
Derry Girls	Hollyoaks
Hollyoaks	Celebs Go Dating
Gogglebox	Gogglebox
Made in Chelsea	The Great Pottery Throw Down
The Great Celebrity Bake Off for SU2C	Screw
Open House: The Great Sex Experiment	Four in a Bed
SAS: Who Dares Wins	Junior Bake Off
Taskmaster	First Dates
Nikki Grahame: Who Is She?	Jeremy Kyle Show: Death on Daytime

Portfolio Performance Highlights

UKTV Play - Week 18.04.22 – 24.04.22



- UKTV Play viewing grew 7% week-on-week
- All 4 Channels grew week-on-week
- Growth across 8 of the top 10 shows WoW
- Stacey Dooley Sleeps Over continues to perform well and moved into position #3 with 62% growth WoW
- Masterchef Australia +25%
- Meet The Richardsons + 6%
- Sister Boniface Mysteries +1%
- Would I Lie To You +13%

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