
Viewing Report - Linear

NEW

Escape To The Chateau

Returning for a new series on the 30th October, The Chateau is now open again for business after two years of closure and viewers were intrigued to see what has changed.

The opening episode was significantly up on slot for all upmarket audiences, and gave Channel 4 its biggest audience in the slot since February (The Great Pottery Throwdown)

More pleasing however was that this episode, was up on the 2021 series opener for volume and share of viewing for Individuals, ABC1AD's, ABC1WO and ABC1HP's. Of these audiences, the performance of ABC1WO was the most eye-catching, with volume up +17% and share up +20% on the opening episode of 2021

Jamie's £1 Wonders

Jamie Oliver returned to our screens with a one off special to show us some gorgeous and nutritious recipes all for a quid a portion, to help us keep an eye on our budgets in the kitchen.

An extremely hot topic due to the current cost of living crisis, the episode gave Jamie Oliver his biggest viewing for any of his non Christmas Special or Friday Night Feast episodes since 2013. Coincidentally that episode in 2013, was an episode of Jamie's Money Saving Meals.

Volume and share was significantly up on the slot average for all efficient trading audiences, with total viewing to this programme the biggest figure we have seen in the slot (outside of Nations League Football) in more than a year

Overview

Viewing Report

Italia 90: When Football Changed Forever

The three part story of the World Cup that determined the future of English football - a watershed tournament for the team, fans, and the nation back home launched on the 31st October

As with anything football related, we expected it to attract a strong male profile, and it didn't disappoint; ABC1ME volume was up on the slot by +27%, with share of this audience up on the slot average by +52%

CONTINUEING

The Handmaids Tale

This multi award winning drama set in the dystopian world of Gilead, returned to Channel 4 for a fifth season on the 23rd October. One of our best performing dramas of recent years, the opening two episodes significantly outperformed the slot average for ABC1AD's, ABC1WO and ABC1HP's. As with all dramas, this series has been a strong performer on ALL4 becoming one of the biggest titles on the platform over the last three weeks

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 has been a similar story since, with episode 5 (27th October), the biggest of the run so far for AD1634 share of viewing, and the biggest for WO1634 share (30%).

Episodes 4 and 5 have been the most watched programme in the slot across all TV for all young audiences, on their respective night of broadcast

Overview

Viewing Report

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 the next two episodes on the 7th and 14th October, with Channel 4 the most watched commercial channel in the 10pm slot for the AD1634, WO1634 and ME1634 audiences

And not to be outdone, after taking a week off to accommodate Friday Night Live, episode 5 on the 28th October attracted the biggest volume of AD1634's of the run so far, with the biggest volume of WO1634's across any of the two series'. Again this episode ensured that Channel 4 was the most watched commercial channel by these young audiences in the slot on the night

Overview

Viewing Report

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 seven episodes (up to and including the 1st November), as all of these episodes completely dominated total TV for all major trading audiences

As things stand, eight episodes into the run the series is currently averaging an audience share of 57% AD1634's and 43% ABC1AD's

The Great British Bake Off runs for 10 episodes on Channel 4 and ALL4

Overview

Viewing Report

Gogglebox

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

This series has been the subject of some schedule changes during this run to accommodate Nations League Football and Friday Night Live, however whether it has played at 10pm on a Friday, 9pm on Saturday or in its usual 9pm slot on a Friday the series has dominated across all TV for AD1634s and ABC1ADs

At this point the series is averaging an audience share of 23% for Individuals, 26% for ABC1Ad's and 36% for AD1634's, with the first two audiences up series on series, and the latter audience on par with series 19 at the same point in the run

Grand Designs

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

Now nine weeks in, the evergreen home improvement show shows no signs of stopping, attracting huge upmarket audiences each week..

For eight of the nine weeks that the series has been on air, it has been the most watched property/home-improvement programme across all TV. Only the re-visit episode on the 26th October has not topped the charts in that respect, but we aren't too despondent here in 4Sales, as that honour in Week 43 went to the launch episode of Escape To The Chateau (see above)

Overview

Viewing Report

E4

Made In Chelsea

The latest series documenting the lives and loves of the Chelsea set returned to E4 on the 17th October, with its biggest episode in over 2 years. Also attracting a huge share of young audiences, a 23% share of WO1634's meant that this launch episode was the best performing for share of this audience since an episode in 2014.

The two episodes since (24th and 31st October) have also performed strongly for young female audiences, with E4 winning the slot for WO1634's across all digital channels on both dates. The series has also got off to a flyer on ALL4 and is currently experiencing its best ever start to a series on this platform

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%

The next four episodes have followed in a similar fashion, meaning that this is the biggest series to play on More4 this year. Episodes 4 and 5 (26th October & 2nd November) were the most watched programmes in the slot for the ABCWO and ABC1HP audiences across all digital channels on the respective nights.

Overview

Viewing Report

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 6 on the 31st October, has been the biggest of the run so far (surpassing the previous biggest episode a week earlier), meaning that this is also the biggest ever episode of the Brokenwood Mysteries which has been playing on Drama since 2018. This episode was also the biggest ever for ABC1WO performance for volume and share (again beating the previous week's episode)

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



31.10.22 – 06.11.22

Views compared to the same week last year was up +1%, this is due to the RedBeeissues that were happening at this point last year, which meant we couldn't upload exclusive boxsets to All 4, hence the content type is up so much

Made in Chelsea continues to grow in its 24th series. Ep 3 of S24 was up +11% from ep 3 on the previous season, and up +4% from the prev episode of S24 (0-6 Days O&O)

The Handmaid's Tale has grown each episode of series 5, with ep 3 being up 4% from episode 2 (0-2 Days O&O)

The Great British Bake Off grew this week, with episode 8 growing by 4% when compared with episode 7 (0-7 Days O&O)

Exclusives were up +118% vs the same week last year, this has been driven by the boxset of the Good Wife, 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
The Great British Bake Off	Married at First Sight UK
Hollyoaks	Married at First Sight Australia
Gogglebox	Hollyoaks
Taskmaster	Gogglebox
The Handmaid's Tale	The Great British Bake Off
Married at First Sight UK	Derry Girls
Made in Chelsea	Celebs Go Dating
Somewhere Boy	Below Deck
Modern Family	Taskmaster
Grand Designs	Suspect

Portfolio Performance Highlights

UKTV Play - Week 31.10.22 – 06.11.22



- Viewing on UKTV Play +63% year-on-year
- Detectorists continues to grow week-on-week +12%
- Continuing Bangers and Cash also shows WoW growth +2%
- In its final week, The Brokenwood Mysteries viewing increased +4% WoW

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