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# Viewing Report

**New**

## **Davina McCall: Sex, Mind And The Menopause**

This documentary on the 2nd May saw Davina McCall explore how the menopause can affect the mind as well as the body, with memory loss and brain fog decimating women at work.

Averaging a viewing figure of 1.4million viewers, the documentary was in line with slot average, but significantly up on slot (both volume and share) for key demos ABC1WO, ABC1HP's, WO1634 and HPChil; winning the slot across all TV with a 16% share for the latter of these audiences

## **Married To A Psychopath Intrigues Viewings**

A chilling two-part documentary about a murderer who targeted wealthy women for their money aired on the 2nd May, with total viewing up on slot by +35% for volume and +55% for share.

The episode also attracted a pleasing viewing figure from the ABC1AD audience which was up on slot by +35% for volume and share

Overview

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# Viewing Report

## Continuing

### Taskmaster Continues With Young Dominance

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 was a similar for the next two episodes (21st and 28th April) again winning the slot for AD1634's, WO1634's and ME1634's across all TV. It is also worth noting that for all three weeks it has been the most watched programme across all TV on those days by the AD1634 and ME1634 audiences.

### SAS: Who Dares Wins

Four 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)

This series is a strong performer for younger audiences, with share after three episodes currently at 14% for AD1634's and ME1634's, with WO1634 share at 15%.

Overview

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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 three weeks, the fourth 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 fourth consecutive week

After four episodes, the series is averaging an audience share of 31% for AD1634's and 36% for WO1634's in its slot, with episode 4 attracting the highest volume of AD1634's and WO1634's of the run so far

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**

Eleven 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 eleven weeks

The series is currently averaging an AD1634 audience share of 37%.

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

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## Open House: The Great Sex Experiment

Five 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 21% audience share of AD1634's, the series has been the most watched programme in its slot across all commercial channels for the last five 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 in mid April

Four 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 +20% for volume

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# Viewing Report

**E4**

## **Married At First Sight Australia Series 9 signs off as the biggest for audience share**

After a glorious and eventful nine weeks, Married At First Sight Australia came to an end on the 25th April.

Averaging a consolidated audience of 1.3million individuals and an AD1634 audience share of 19%, series 9 has attracted a bigger share of audience than any of the previous series on E4. It is the same story for WO1634's (23% share) and HPCHIL (17%)

AD1634 volume of viewing was up +70% compared to the last series whilst WO1634 viewing was up by +50%

Series 9 was also the biggest of its series' to play on ALL 4, as well as the biggest title to play on the platform this year too

## **More4**

### **Matt Baker: Travels With Mum And Dad**

Matt Baker's Travels With Mum And Dad, finished on April 20th, and officially is More4's biggest programme 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%

Overview

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# Viewing Report

## Big Tiny Design Challenge

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

Total viewing is up on slot by +35% for volume, whilst volume of viewing by ABC1AD's and ABC1WO is up on the Sunday 9pm average by +100% and +120% respectively

## UKTV Drama

### The Sister Boniface Mysteries breaks record on Drama

Averaging 900k viewers across its first eight 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



## 02.05.22 – 08.05.22

**Taskmaster** was up +7% week-on-week with Ep3 up +2% vs Ep2.

**Gogglebox** is currently having its best series outside of lockdown with Eps1-11 of S19 up +87% vs the previous best performing series (S14) (0-7 Days O&O)

**Made in Chelsea** was up +4% week-on-week and S23 continues to be its biggest series on All 4 and it's also up +26% vs S22 (0-7 Days O&O)

**Big Bang Theory** continues to grow week-on-week with the new marketing campaign to help drive views.

Whilst it didn't make the Top10 this week, **Below Deck Mediterranean** finished as the 11<sup>th</sup> biggest show and views should continue to grow in the coming weeks

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
Married at First Sight Australia	Gogglebox
Taskmaster	Derry Girls
Made in Chelsea	The Great Pottery Throw Down
Below Deck Mediterranean	Screw
SAS: Who Dares Wins	Four in a Bed
Open House: The Great Sex Experiment	Junior Bake Off
Brooklyn Nine-Nine	First Dates

# Portfolio Performance Highlights

## UKTV Play - Week 02.05.22 – 08.05.22



- The news series of Secrets of the London Underground launched & saw the brand +250% week-on-week
- Bangers and Cash -12% week-on-week
- Stacey Dooley Sleeps Over -48% week-on-week
- The Bill -1% week-on-week
- Classic EastEnders +3% week-on-week
- Banished +47% week-on-week

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