



# CONTENT PERFORMANCE REPORT





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## ALL 4

Best ever start to a year for All 4

It's A Sin Hits **22 million All 4 Views**; the platforms biggest ever instant box-set series

Married At First Sight Australia Season 6 **doubles in size** throughout run.

Q1 2021 set to be **most successful quarter** on platform ever

## CHANNEL 4

Channel 4 has its **best start to a year** since 2016 for individual volume and programme share

Midweek daytime has **best Q1 for individual volume and share since 2013** thanks to **Cricket, Junior Bake Off & A New Life In The Sun**

Late peak is equally strong. **Gogglebox** and **24 Hrs In Police Custody** post **highest ever viewing figures** whilst **Grand Designs** had its **biggest series since 2009**

## OWNED SET

**E4** demonstrates **improving performance in Q1**, as **Married At First Sight Australia** went from strength to strength

**Hollyoaks** returned to five episodes a week and **grew AD1634s continuously throughout Q1**

**Matt Baker: Our Farm In The Dales** attracts More 4's **biggest ever viewing figure.**

**Film 4's** 9pm film up **double digits for ABC1AD** volume YOY

## PARTNER SET

**Partner Set Adult** impacts **up YOY in Q1** despite no BT Sport

**UKTV** has its **highest ever Q1** share of viewing, and sees **huge uptick in AD1634's** tuning in

**Mel Giedroyc: Unforgiveable** is the **biggest new launch** on **Dave** in 12 months

**Discovery Channels** demonstrate yet more **YOY growth**



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UK  
TV

**UKTV DELIVERED  
IT'S BEST EVER  
Q1 SOCI (SHARE  
OF COMMERCIAL  
IMPACTS), GROWING  
IT'S ADULT IMPACTS  
BY 12.5%**

**GREW IT'S  
16-34 SOCI  
BY 14%**

**IMPROVED  
ABC1 ADULT  
PROFILE BY  
OVER 2.5  
POINTS**

## UKTV PLAY

UKTV Play has had a fantastic start to the year! **Q1 delivered 45% growth year-on-year**, delivered by all 3 channels.

UKTV Originals **Meet The Richardsons, Mel Giedroyc: Unforgivable, Bangers & Cash** and UKTV Play exclusive **The Bill: The Early Years** all helping deliver that growth.

**4.9m registered users on the Service.**



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# Q1 2021. THE NUMBERS

	Q1 BLENDED SOCI %	YOY BLENDED SOCI YTD %
<b>C4</b>	<b>10.01%</b>	<b>+2.04%</b>
<b>C4 OWNED</b>	<b>8.36%</b>	<b>-0.51%</b>
<b>PARTNERS</b>	<b>8.90%</b>	<b>+1.18%</b>
<b>4 SALES</b>	<b>27.27%</b>	<b>+0.97%</b>

## CHANNEL 4

Strong daytime performance from Cricket, A New Life In The Sun and Junior Bake Off , plus continued improvement from Steph's Packed Lunch build a solid foundation on the channel

Series 17 of Gogglebox is currently tracking as the biggest ever. 24 Hrs In Police Custody also broke new viewing records

Grand Designs returned its largest viewing figure since 2012 (biggest series since 2009), whilst Pottery Throwdown, Love It or List It and The Last Leg all displayed eye-catching year on year growth

Caroline Flack: Her Life And Death, was the highest rating single documentary for AD1634's across all TV in Q1 2021

## CHANNEL 4 OWNED

Married At First Sight Australia takes UK by storm with series 6 doubling the amount of AD1634's since it first launched on the channel in mid 2020

Teen First Dates is the biggest new 10pm origination to launch on E4 since 2014

Darcey Bussell's Wild Coasts Of Scotland pulls in the largest viewing figure on More4 in 12months, and is then trumped by Matt Baker: Our Farm In The Dales, which becomes the biggest show ever on More4

## PARTNERS

Mel Geidroyc: Unforgiveable has a hugely successful launch on Dave, helping Dave grow its Q1 blended SOCI by 23% YOY

Alibi, Gold, Yesterday and Drama all demonstrated YOY SOCI growth in Q1

HGTV returns biggest YOY blended SOCI growth across Partner Set in Q1 (up +68%)