



CONTENT PERFORMANCE REPORT



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MAY 2021. THE HEADLINES

GOGGLEBOX

Series 17 of Gogglebox signed off as its biggest series ever. Gogglebox series 17 won the slot across all TV for Individual and AD1634 viewers for each week it was on, whilst it was the number one show for ABC1AD viewers in the slot for 12 of the 13 weeks that it was running.

BAKE OFF: THE PROFESSIONALS

Series 4 of Bake Off: The Professionals returned on the 25th May with its biggest ever launch episode on C4, winning the slot for Individual, ABC1AD and AD1634 viewers in the process

CORONER

New Canadian crime drama Coroner came to More4's screens in May, and was the best drama launch on the channel in two years

JOHNNY VEGAS: CARRY ON GLAMPING

Johnny Vegas: Carry On Glamping was Channel 4's best new launch at 10pm in over three years. The series average was up over +65% on the slot for Individuals.

UKTV

UKTV posted ABC1AD SOCI of 9.48%; UKTV's biggest ever monthly SOCI for this audience

May growth on UKTV was driven by Drama (which had its best ever month for Adults and ABC1Ads) and Dave, which had its strongest month for AD1634 SOCI since January 2016

SAS: WHO DARES WINS

The episode of SAS:Who Dares Wins on the 16th May attracted an audience share of 30.5% AD1634's; the highest ever share of this audience it has attracted in its six series.

BEFORE WE DIE

New crime drama Before We Die, gets off to a brilliant start with its launch +59% up on slot. As part of our Future Four strategy this gripping series was released as a box-set on ALL4 straight after its Channel 4 launch, and became the most watched show on the platform for the next three weeks.

UKTV

May saw UKTV have its second biggest month ever for ADULT SOCI, just 0.01% short of equalling its record. For ABC1Ads, a SOCI figure of 9.48% saw the corporation post a record monthly figure for this audience; this is only the second time ever that UKTV's ABC1AD monthly SOCI was greater than 9%. AD1634 performance was also strong, gaining an eye-catching 0.59 points on last May, whilst their ABC1MEN SOCI in May returned 10.96%; yet another record breaking month for them in respect of this audience

Focusing on UKTV's channels, Drama had another record month for ADULT SOCI for a second consecutive month. This was also the case for the channel's ABC1AD SOCI.

AD1634 SOCI performance across the set was also pleasing with Dave posting its best monthly AD1634 SOCI figure since January 2016. Dave hasn't forgotten its core audience of ABC1ME1634 though, as a figure of 6.13% was the highest monthly figure achieved since March 2015, and almost double the size of last May. Dave has posted monthly SOCI of more than 5% for this audience for five consecutive months now; a feat not achieved in more than five years.

Programming wise, Meet The Richardsons, Hudson and Rex and Secrets of the London Underground were the best performing originations, whilst archive episodes of Luther and Happy Valley performed above expectation on Drama.

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MAY 2021. TOP PERFORMERS

CHANNEL 4 SET

6.15m Gogglebox

2.97m Bake Off: The Professionals

2.79m Before We Die

2.50m SAS: Who Dares Wins

2.36m Taskmaster

OWNED SET

757k Hollyoaks

712k Made in Chelsea

646k Gogglebox

633k Mission Impossible: Fallout

600k Raiders of the Lost Ark

PARTNERS SET

614k Meet The Richardsons

574k Last Of The Summer Wine

463k Murder They Hope

459k Coroner

423k Hudson and Rex

All figures are based on 7 day linear consolidated data