



CONTENT PERFORMANCE REPORT



CONTENT PERFORMANCE REPORT

JULY 2021. THE HEADLINES

GEORGE CLARKE'S REMARKABLE RENOVATIONS

The latest series from George Clarke, which sees George meet people who breathe new life into unused and unloved buildings, gets off to a flying start.

The first two episodes saw double digit growth on the slot average for Individual and ABC1AD volume. It was also Channel 4's biggest new programme in July

A LAKE DISTRICT FARM SHOP

Staycations have never been so popular, and new Saturday night series, A Lake District Farm Shop really cashed in on this popularity becoming Channel 4's most watched series in this slot in the last three years.

THE LAST LEG

Last month we mentioned that The Last Leg had its best H1 ever for Individual and ABC1AD audience share; we are delighted to report that this trend continued into July, with July 2021 being the series' best July on record for Individual and ABC1AD audience share

THE HANDMAID'S TALE

Despite an episode playing out against a 'small football match' on the 11th July, series 4 of The Handmaid's Tale is currently tracking as its second biggest series to date (just behind series 1) for Individual and ABC1AD viewers.

Series 1-3 were also made available on ALL4 (for the first time) in expectation for series 4 and instantly became a huge hit, becoming the most watched title on the platform in July

CONTENT PERFORMANCE REPORT

JULY 2021. THE HEADLINES

FILM 4

July was Film 4's best month of the year since January for Individual and ABC1AD share of audience.

There was eye catching performance from channel premieres, Jumanji: Welcome To The Jungle and The Vanishing, as well as action film The Equalizer. All of these were Film 4's best performing films since April.

RICK AND MORTY

E4 brought season 5 of Rick and Morty to UK audiences in July, with 3 of the 4 episodes in the month winning the slot across all TV for AD1634 viewers.

The series is also tracking as E4's best for AD1634 viewing share for a late peak series this year

UKTV

Secrets Of The London Underground on Yesterday launched with the channel's biggest viewing figure of the year in July. As things stand the series is tracking as the biggest ever series to play out on the channel.

For the fifth consecutive month Drama posted an ADULT SOCI of +3%. 2021 is set to be a record breaking year for this Channel.

CONTENT PERFORMANCE REPORT

JULY 2021. TOP PERFORMERS

CHANNEL 4 SET

Celebrity Gogglebox

Bake Off: The Professionals

F1: The British GP Live

George Clarke's Remarkable Renovations

The Handmaid's Tale

OWNED SET

Jumanji: Welcome To The Jungle

The Equalizer

The Vanishing

Rick and Morty

Hollyoaks

PARTNERS SET

Secrets Of The London Underground

The Last Detective

Last Of The Summer Wine

Happy Valley

The Coroner