



# All 4 Monthly Highlights September 2019



## Top 10 September Picks (16-34s)

	% VOD	% Linear
MADE IN CHELSEA	44%	56%
STATH LETS FLATS	36%	64%
THE CIRCLE	22%	78%
FIRST DATES HOTEL	19%	81%
F1: SINGAPORE GP QUALIFYING HIGHLIGHTS	17%	83%
THE GREAT BRITISH BAKE OFF: EXTRA SLICE	12%	88%
NAKED ATTRACTION	11%	89%
CALL THE COPS	10%	90%
THE GREAT BRITISH BAKE OFF	9%	91%
DON'T TELL THE BRIDE	9%	91%

BARB 4-screen totals + TV VOD de-duping using All 4 viewing analytics and Project Firefly outputs 01/09/19 - 11/10/19

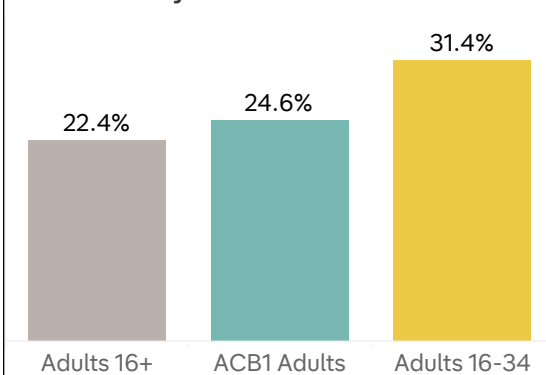
## September Highlights

New series of Made In Chelsea continues its strong performance on VoD.  
The Circle achieves 22% of all views on VoD, with views up 25% on linear series on series. Highlights from the Singapore GP perform well due to being strong on Simulcast.  
The Great British Bake Off is up 12% on VoD YoY and Bake Off: Extra Slice is up 8% YoY.

## Top Picks for October and November...

The Circle  
Bake Off  
Hollyoaks  
Gogglebox  
The Inbetweeners  
Friday Night Dinner  
The Accident  
End of the F\*\*\*ing World  
Junior Bake Off  
ER

## All 4 Monthly Reach



## All 4 Ad Completion Rate

97%

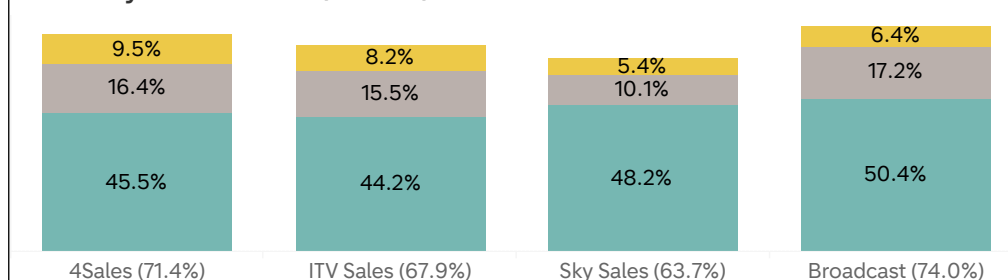
## All 4 Viewing Time Per View

47 minutes

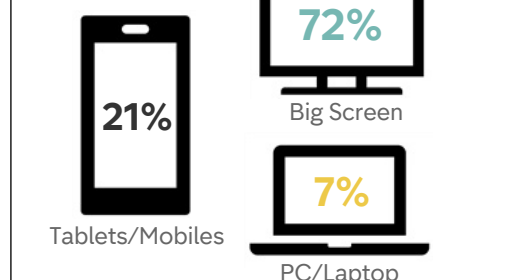
## All 4 Viewers Minutes (Small Screen VoD)

533 million

## Reach by Sales House (16-34s)



## All 4 Viewers Minutes (Small Screen VoD)



IPA TouchPoints 2019

IPA TouchPoints 2018 MediaPlanner Sales House reach using 500 TVRs split 80:20 TV/BVOD

Share of Viewing (excl simulcast & TV Player) Q3 2019