

Viewing Report

Celebrity Hunted Captures Young Viewers

Away for more than two years, Celebrity Hunted made a pleasing return on Sunday the 30th January, as over 2.1 million viewers watched the first episode. Viewing was up +38% on slot for volume and +47% for audience share. This series is always one of our best profiling shows for younger audiences and it is no surprise therefore that AD1634's viewing was up +55%, WO1634 viewing up +70% and ME1634 viewing up +32% on respective slot average volumes.

The series was made available to view as an instant box-set on All 4 straight away, and it didn't disappoint as Episode 1 was the best performing launch episode of Celebrity Hunted on the platform, with the series the second most watched title across all of All 4 since its launch.

The Last Leg Returns With A Slot Winning Performance

The Last Leg returned on the 28th January with 1.5 million viewers, meaning that Channel 4 was the most watched commercial TV channel across the 10pm clock hour that night. Its performance for the AD1634 and ME1634 audiences was even more impressive, as they returned a 25% and 30% share of audience making The Last Leg the most popular TV show in the slot for these two audiences across all TV.

Mucky Mansion Isn't Too Shabby

Episode 1 of Katie Price's new home improvement series, Katie Price's Mucky Mansion' aired on the 26th January and returned a very respectable 1.6million viewers. AD1634 viewing to this episode was particularly eye-catching, as it was up +35% on slot average for volume and up +65% on slot average for share.

All three episodes of the series were instantly made available as a box-set as part of our Future 4 strategy, and it promptly became one of the biggest titles on the platform last week.

Has Boris Johnson Run Out Of Road?

In this Channel 4 special on the 30th January, Britain's pre-eminent political interviewer Andrew Neil, asked the question that is on everyone's lips. Across the hour it was a ratings success, up on slot for both individual volume and share. Viewing by key audiences, ABC1Adults and ABC1Men, was up more than +30% on slot average for volume and by +35% for share

999 What's Your Emergency ends with AD1634 appeal

A three week run of 999 What's Your Emergency? came to an end on Monday the 31st January. It had a particularly strong appeal for young audiences across its run, with share of viewing amongst AD1634's, ME1634's and WO1634's all up on the slot average by over 30%

Cats Does Countdown

8 Out Of Ten Cats Does Countdown continues to impress in the 9pm Friday night slot, returning week on week growth for a third consecutive week, with episode 4 the biggest to date for Individual and AD1634 volume and share. Averaging an AD1634 share of 17%, it has been the most watched programme in this slot across all commercial Television channels for three of these four Fridays for this audience.

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Junior Bake Off finishes up year on year for AD1634 share

The third series of Junior Bake Off was a hit with AD1634 viewers averaging an audience share of 19% across its fifteen episode run, meaning the series was up +32% year on year for share of this audience. A 24% share of the WO1634 audience meant that this was the best performing series of Junior Bake Off for that audience too. The series was up on slot significantly by +115% for Individual, +90% for ABC1AD and +140% for AD1634 volume.

The Great Pottery Throwdown Episode 5 is the biggest of the series so far

Episode 5 of The Great Pottery Throw Down attracted its biggest audience of the run so far with 2.9m/13%. This episode also was the biggest of the run so far for volume and share for the principle audiences of ABC1AD's, ABC1WO and ABC1HP's. Volume of viewing vs slot average for the series at the halfway point of the run stands as up +75% for Individuals, +90% for ABC1AD's and + 110% for ABC1WO

The Dog House continues with its record breaking start

The new series of The Dog House continues to have its best ever start for a series for Individual viewing share and ABC1AD volume and share. Viewing to the series is up +25% for Individual and ABC1AD volume compared to slot average, whilst viewing for ABC1WO is up on the slot by +40% for volume and +30% for share

Screw is Channel 4's best launch to a drama series since It's A Sin

Episode 1 of new darkly comic drama Screw, launches with 3million viewers and 15% share of audience, making this Channel 4's best launch to a drama series since It's A Sin nearly 12 months earlier. The linear performance of the next three episodes means that this series is currently consolidating at 1.8 million viewers; up on slot by +19% for volume and +11% for share. Instantly box-setted as a series as part of Channel 4's Future 4 strategy, Screw has been the most watched new title on All 4 so far in 2022

Thursday Is Great For A Date Night

Four episodes into the current series of First Dates, and things are going well... Total viewing is up on the Thursday 10pm slot average by +65%, whilst AD1634 and WO1634 share of audience is up by +30% and +50% respectively. First Dates has also been the most watched programme by the WO1634 audience in its slot, amongst all commercial TV channels for the first four weeks of its run.

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George Clarke's Amazing Spaces

The familiar George Clarke's Amazing Spaces returned in the not so familiar Friday night slot on the 7th January at 8pm. However this 'house move' was no problem, as the first four episodes have returned a viewing figure which is up On the slot average by +23% for Individuals and +26% for ABC1AD viewing volume. ABC1ME viewing is up on slot by +30% for both volume share

Kirstie & Phil's Love It Or List It

The evergreen property gurus continue to outperform the slot average. Seven weeks into their latest series, share and volume for Individuals, ABC1AD's, ABC1WO and ABC1HP's are all displaying double digit growth compared to the slot average. The series has grown throughout the run too, with episode seven the biggest of the run so far for volume for all main trading audiences

Celebs Go Dating E4

The latest series of Celebs Go Dating launched on E4 on the 17th January, and continues to perform well on E4 and All 4 alike.

When comparing performance to the same part of the run last year on E4, audience share of key demos, AD1634's and WO1634's, is up by +4% and +6%.

This series has always performed particularly well on All 4, so it comes as no surprised that it was the most watched title on the platform last week.

Dark Woods More4

Dark Woods, a moody German thriller, is the first offering from Walter Presents on More4 in 2022. After six enthralling hours across three weeks, the series has now finished with a consolidated total audience that was up on slot average by +50%, with ABC1AD viewers to the series up on the slot average by +115% for volume and share.

Overview

All 4 Performance Highlights



31.01.22 – 06.02.22

Celebrity Hunted launched as a boxset with the first ep being bigger than any over launch ep from previous series and was up +7% vs Series 3 (0-7 Days)

The new series of Four in a Bed launched and helped it deliver the most week-on-week growth for any of the Top 10 shows

The reason Simulcast is down so heavily vs SWLY is because Week 6 was when we had the Live Test Cricket

Celebs Go Dating was the number one show last week whilst the series is down year-on-year it's still coming in as the 3rd biggest CGD series yet

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Celebs Go Dating	Celebs Go Dating
Hollyoaks	Hollyoaks
The Great Pottery Throw Down	Screw
Katie Price's Mucky Mansion	Junior Bake Off
Celebrity Hunted	Celebrity Coach Trip
Junior Bake Off	24 Hours in Police Custody
Screw	The Great Pottery Throw Down
First Dates	The Killer Nanny: Did She Do It?
Kirstie and Phil's Love It or List It	First Dates
A Place in the Sun	Kirstie and Phil's Love It or List It

Portfolio Performance Highlights

UKTV Play - Week 31.01.22 – 06.02.22

- Tenko continues to grow week-on-week +6%
- S1 of Traces also enjoying it's premier run on Drama with continued growth week-on-week +19%
- Secrets of the Transport Museum had a promising start last week coming in at No 35 with over 250% week-on-week growth!



TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Bad Girls	Bad Girls
Last Of The Summer Wine	Would I Lie To You?
Bangers & Cash	Last Of The Summer Wine
New Tricks	New Tricks
Taskmaster	Taskmaster
Would I Lie To You?	Jonathan Creek
Tenko	Bangers & Cash
Birds Of A Feather	Tenko