

# All 4 Performance Highlights



## Week Commencing 01.02.21

- **NEW Biggest Week Ever** & the 3<sup>rd</sup> week running where we have broken our highest views in a week record. Views are up 6% on our previous best, set last week.
- **Views are up 169%** vs Wk6 of 2020 where SAS, Hollyoaks and Deadwater Fell were top performers. All content types over double vs same week last year.
- **Celebs Go Dating: The Mansion**, up 45% week-on-week, drew the biggest launch ep views ever for the brand. The new format's series average is up 107% vs Celebs Go Dating S8 (0-10 eps).
- **Married At First Sight Australia** biggest week ever up 18%. Our top First Run and Archive title in the week. Current S6 up 109% on S5 (25ep ave, 0-2days). Biggest ep ever on Fri 5<sup>th</sup> Feb; 195% growth since ep1 of this series.
- **Live Test Cricket**, is our most watched s'cast title. S'cast up 268% same week last year.
- **It's A Sin** box set available on All 4 since launch, had over doubled views last week, top Exclusive title YTD.

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
Married at First Sight Aus.	Married at First Sight Aus.
It's A Sin	It's A Sin
CGD: The Mansion	Hollyoaks
Hollyoaks	CGD: The Mansion
Ackley Bridge	The Inbetweeners
LIVE TEST CRICKET	Ackley Bridge
First Dates	Gogglebox
One Tree Hill	Taskmaster
The West Wing	Junior Bake Off
The Inbetweeners	One Tree Hill

# 169%

### Up 169%

All 4 continues to experience huge viewing growth – with total views last week up 169% versus the same week in 2020

# 90%

### Up 90%

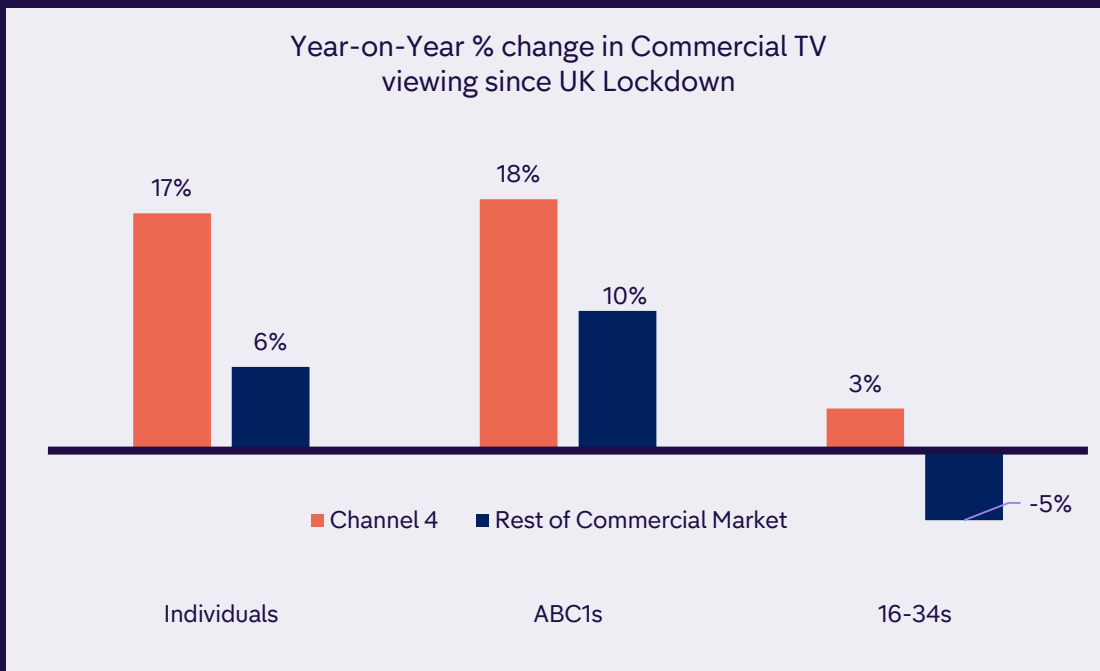
Across 2021 to date, we have seen a 90%\* year-on-year increase in views

*\*Owned and Operated platforms*

# Viewing Report

Thursday 11<sup>th</sup> February 2021

Welcome to our latest viewing update, where we continue to share performance highlights from across our linear and digital portfolio. If you need any specific information or guidance, please do contact your usual 4Sales representative, or alternatively contact [4Sales@Channel4.co.uk](mailto:4Sales@Channel4.co.uk).



The England Team's fortunes and C4's viewing figures for **Live Cricket** have gone hand in hand so far with audiences peaking at over **1m** on Friday and close to **1.5m** on Saturday ABC1 Men Volume on Saturday Up **+1,100%** vs slot!

**The Great Pottery Throwdown** grew again week-on-week while the first 3 episodes have consolidated at 3.1 million.

**Grand Designs** grew by 18% week-on-week with its biggest overnight since 2015 (2.5m) and 1634 Share (21%) since 2009! The Series is averaging 3.3m in consolidation which is up an incredible 50% vs the last run of new episodes in 2019.

On E4 **Married at First Sight Australia** hit a new consolidated high with 1.5m viewers and a 17% 1634 share for episode 17 in week 4 with week 5 delivering the series biggest ever overnight last Thursday with an incredible 980k viewers and biggest weekly average of 907k!

While **Hollyoaks** also delivered its biggest overnight on E4 since April 2020 on Thursday night.

Overview

# Channel 4 Performance Highlights



## Linear Performance



### It's a Sin

- It's a Sin week 3 at 9pm drew 1.101 million viewers and an 8% 1634/ABC1 Share
- It's a Sin weeks 1&2 have consolidated at 2.9 million (13%). Week 1 with 3.3m (15%) and week 2 with 2.5m (12%)



### Junior Bake Off

- Junior Bake Off Series 2 consolidated at 1.6 million (10%). Individual Volume ended up 8% vs Series 1 in 2019



### 24 Hours in A&E

- 24 Hours in A&E week 4 at 9pm was up 15% week-on-week with 1.574 million and a 13% 1634 Share



### First Dates

- While First Dates week 3 at 10pm was up 4% week-on-week with 1.024 million. Up 48% vs the slot average. A slot winning 15% 1634 Share is up 49% vs slot



### Grand Designs

- Grand Designs episode 5 was watched by 2.514 million viewers. Up 18% week-on-week and the Series biggest overnight since September 2015!
- A slot winning 20.6% 1634 share is the series biggest since March 2009!
- Weeks 1-4 have consolidated at 3.3m and a 14% Share. Up 50% on the previous run of new episodes in 2019 (2.2m)

# Channel 4 Performance Highlights



## The Great Pottery Throwdown

- On Sunday at 8pm week 5 of Pottery Throwdown was up 3% week-on-week with a new overnight high of 2.288 million (11%). Up 68% vs slot average and delivering a 12% 1634 share and 13% for ABC1's



## Love It or List It

- Week 6 of Love It or List It on Wednesday at 8pm drew 1.677 million viewers. Up vs slot for volume and share across all key trading demo's



## Cats Does Countdown

- Cats Does Countdown week 4 at 9pm drew 858k and an 11% 1634 share



## Jamie & Jimmy's Friday Night Feast

- Friday Night Feast continued on Friday at 8pm was watched by 1.037 million viewers. Maintaining a 7% share of 1634's and ABC1's



## The Last Leg

- The Last Leg at 10pm was up 6% week-on-week with 1.454 million and a slot winning 22% 1634 share

## Films



- Saturday night was movie night with **Independence Day: Resurgence** at 6:45pm attracting 1.013 million viewers. Up 18% vs the slot average
- Followed at 9pm by the premiere of **Instant Family** with 1.039 million. An 11% 1634 share is up 52% vs the slot average

# Channel 4 Performance Highlights



## Cricket – England’s Tour of India

### Day 1

- Day 1 of the 1st Test between India and England averaged 568k (12%) viewers between 0600-1130. Up 313% on the slot average.
- Viewing peaked with 1.1m watching at 11:17am (19%)
- Our biggest audience to a weekday morning since Xmas Eve 2012 (Muppet Xmas Carol)
- Our Daytime (0600-1730) Share (Individuals) of 8.13% our biggest since Xmas Eve 2013
- On average 399k ABC1 Adults were watching (20% Share). Up 566% vs slot average with a 69% upmarket Profile
- 446k Men tuned in (22% Share). Up 653% vs slot average. With 303k ABC1 Men watching (32% Share)

### Day 2

- Day 2 averaged 666k, up 408% vs slot and peaking at 1.5m at 11:14am
- There were huge gains on slot average for ABC1 men (+1,109%); men (+805%) and ABC1s (+796%)
- There were 51k views for the Highlights on All 4 with 286k live simulcast views on All 4
- C4 Daytime Share (0600-1730) across Days 1+2 Up +70% year-on-year for Individuals; Up +122% for ABC1 Ads; +170% Men; and +277% ABC1 Men
- The coverage had a reach of 3.2m, up +1.1m on Friday’s reach (5min continuous reach)

### Day 3

- Day 3 averaged 680k, Up +141% vs slot and peaking at 1.8m at 11:29am
- Up vs slot for ABC1’s by +251%; Men +327%; and ABC1 Men +538%
- There were 51k views for the Highlights on All 4. Live Simulcast TBC
- Almost treble the Sky Sports audience for Day 3 of Sri Lanka v Eng (265k)

# Portfolio Performance Highlights



## Married at First Sight Australia

- Week 5 of MAFS Australia averaged an incredible 907k (5%). Up 16% week-on-week and **the SERIES BIGGEST EVER WEEK FOR INDIVIDUALS, ABC1 AND 1634 VOLUME AND IND/ABC1 SHARE**



## The Nice Guys

- Film4's biggest film of the week was the network premiere of The Nice Guys on Monday at 9pm with 444k. Up 36% vs the slot average
- Film4 has already delivered over 800k viewers on 3 occasions this year thanks to Kingsman 2 (1m); Equalizer (945k); and Orient Express (822k). The first time since 2018



## Emergency Heli Medics

- More4's highest rating show of last week was Emergency Heli Medics on Wednesday at 9pm with 322k viewers. Up 34% on the slot average



## The Last of the Summer Wine

- UKTV's biggest audience of the week was The Last of the Summer Wine on Drama with 512k on Thursday at 7:20pm. UKTV's 3rd biggest audience of the year so far