

Viewing Report

Thursday 12th August 2021

NARRATIVE

- A week which saw important new titles including the return of BAFTA nominated drama **I Am...** escapism in **Epic Wales** and indulgence in the **Secret World of...Chocolate**
- As well as Highlights of the deciding **Lions Test**
- And as the School Holidays kicked in a strong week for 1634's across our Digital Channels in particular Film4

NEW TITLES

- Original Drama **I Am...** returned on Thursday at 9pm with its biggest audience to date (share +45% vs S1) and delivering a significant uplift vs slot for ABC1's and WMN (66% Profile)
- While **Lake District Farm Shop** consolidated as our biggest Saturday 8pm title for 3 years across its 4 week run
- And new launch **Secret World of...Chocolate** debuted well above slot for Volume and Upmarket Share in the Sun 8pm slot

RETURNING/ONGOING

- After 6 consolidated weeks of S4 **The Handmaid's Tale** continues to deliver significant Series on Series growth across all key demo's
- **Bake Off: The Professionals** Series 4 consolidated at 2.2m/12% across its 10 week run with week 1 delivering the Series Biggest Ever audience of 3m/17%
- **George Clarke's Remarkable Renovations** remains our highest rating new 8pm title this year and once again delivered our biggest audience on Wednesday
- A **Gogglebox Best Of** episode topped the week's ratings up +14% week-on-week
- While **The Late-ish Show with Mo Gilligan** grew +9% week-on-week and attracted a 12% 1634 Share

SPORT/FILM

- Highlights of the 3rd and final deciding **Lions Test** aired on Saturday at 10:30pm boosting Male viewing to the slot

DIGITAL

- **Wipeout USA** continued to deliver +500% vs slot for 1634 Share after 2 consolidated weeks in the Sunday 7pm slot on E4
- While week 7 of **Rick & Morty** delivered a live 1634 Share of 8% on Monday at 10pm. Up +140% vs slot
- **Below Deck Med** S4 continues to deliver share growth vs S1-3 after 3 consolidated weeks
- **Home Alone 2** on Saturday afternoon delivered E4's biggest audience to a film this year
- While the biggest show currently airing on More4 is original commission **Great British Home Restoration** with **Floating Home** also performing well
- **Jumanji: Welcome to the Jungle** first play on Film4 in July consolidated as the biggest film of the month and 5th biggest this year with over 700k

PARTNERS

- After 2 consolidated episodes Yesterday's new original Series **Secrets of the London Underground** is officially UKTV's biggest title this year averaging over 600k

OVERVIEW

All 4 Performance Highlights



Week 02.08.21 – 08.08.21

- Week 31 was flat for **views** week-on-week
- **Views compared to the same week last year** are up 22%, helped by exclusives but mainly by First Run views year-on-year from *Hollyoaks*, *Below Deck*, *Rick & Morty* and *I Am...*
- This is the eighth consecutive week *The Handmaid's Tale* has been the number one show on All 4 week-on-week
- Despite only launching on Thursday night the second series of *I Am...* which was also boxset has made into 5th place week-on-week
- Episode 1 of *I Am...* is up +109% vs the same ep of the previous series (0-3 Days O&O)
- *The Inbetweeners* is still our biggest archived show on the platform, up +8% week-on-week, most likely helped by the school holidays
- Week 32 was *Below Deck's* biggest week since returning in July and the biggest since mid April

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Hollyoaks
Hollyoaks	The Handmaid's Tale
Celebs Go Dating: The Mansion	Below Deck Mediterranean
Gogglebox	Rick and Morty
The Circle	Taken: Hunting the Sex Traffickers
Below Deck Mediterranean	I Am...
It's A Sin	This Way Up
Made in Chelsea	Celebrity Gogglebox
The Handmaid's Tale	George Clarke's Remarkable Renovations
24 Hours in Police Custody	Formula 1®

22%

Up 22%

Total views are up 22% versus the same week in 2020

30%

Up 30%

Across 2021 to date, we have seen a 30%* year-on-year increase in views

Channel 4 Performance Highlights



Linear TV



Bake Off: The Professionals

- Weeks 1-10 of Bake Off: The Professionals S4 consolidated at 2.2m/12% in the Tuesday 8pm slot. With a 14% ABC1 Share and 12% 1634
- Peaking in week 1 with the Series biggest ever audience



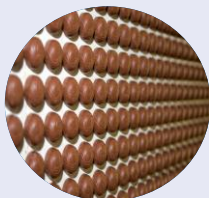
Gogglebox Best Of

- The first of 2 Gogglebox Best Of episodes consolidated at 2.4m/15%. With Friday's 2nd instalment Up +14% week-on-week with a part consolidated 2.4m/15%



George Clarke's Remarkable Renovations

- At 9pm on Wednesday weeks 1+2 of new series George Clarke's Remarkable Renovations consolidated with 2.1m/11%. With a 14% ABC1 Share



The Secret World of Chocolate

- At 8pm on Sunday The Secret World of Chocolate was watched by a part consolidated 1.3m/9% Individuals. A 10% ABC1 Share Up 8% vs slot average



The Late-ish Show with Mo Gilligan

- Series 2 weeks 1+2 of The Late-ish Show with Mo Gilligan delivered a consolidated 651k/5% Individuals but with an 11% share of 1634's
- Week 3 Up 9% week-on-week with a 12% 1634 Share

Channel 4 Performance Highlights



The Lake District Farm Shop



- Episodes 1-4 of The Lake District Farm Shop in the Sat 8pm slot consolidated at 1.4m/10% with 1.8m watching in week 1
- Our biggest Series in the Sat 8pm slot since My Family and the Galapagos in 2018



The British and Irish Lions Tour of South Africa

- Highlights of The Lions Test Match were Up +27% week-on-week attracting 3% share at 10:30pm. A 64% Male Profile Up +12% Points vs slot



Living Wild + The Queen and Her PMs

- Both new series Living Wild and a repeat of The Queen and Her PM's delivered above slot for Upmarket audiences



The Handmaid's Tale

- Weeks 1-6 of Season 4 of The Handmaid's Tale have consolidated at 1.9m/8%. Up 4% and 10% vs S3. A 10% ABC1 Share is up 14% and a 10% 1634 Share +7%
- A 19% 1634 Share in week the Series 2nd Biggest ever and only beaten by S1 week 1 back in 2017!
- Week 8 Up +8% WoW with a part consolidated 1m/6% Individuals with an 8% Share of ABC1 Ads. Up +25% vs slot

Portfolio Performance Highlights



Rick and Morty

- The first 6 episodes of Rick & Morty S5 have averaged 594k/4% in consolidation in the Monday 10pm slot. With a 16% 1634 Share +273% vs slot (and a new high of 21% in week 3)



Film4

- Film4 has already delivered over 800k viewers on 3 occasions this year thanks to Kingsman 2 (1m); Equalizer (945k); and Orient Express (822k).
- Compared to once in the same period last year
- July consolidated with 3 film titles delivering over 600k thanks to Jumanji, The Equalizer and The Vanishing



The Great British Home Restoration

- More4's highest rating show this month is original commission Great British Home Restoration in the Sunday 9pm slot
- Week 1 consolidated at 446k/2%. The 4th biggest new launch this year



Secrets of the London Underground

- To date in August UKTV's highest rating show is The Last Detective (Drama)
- Secrets of the London Underground (week 3) the biggest original!

Portfolio Performance Highlights

UKTV Play - Week 02.08.21 – 08.08.21

- Viewing to UKTV Play was down a very slight -1% last week
- Dave held steady week-on-week, while Yesterday was up 8% on the week and 47% on the year
- **Secrets Of The London Underground** continues to grow with a 3rd episode pushing the brand up +22% WoW
- **Alan Davies: As Yet Untitled** series 6 continued, with episode 2 helping to grow the title up +32% WoW
- **Abandoned Engineering** series 8 also continued with growth of +43% on the week
- **Peak Practice** was up +36%



TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Bad Girls	The Bill: The Early Years
Birds Of A Feather	Taskmaster
Taskmaster	Birds Of A Feather
Would I Lie To You?	Last Of The Summer Wine
Secrets Of The London Underground	Would I Lie To You?
Last Of The Summer Wine	Bangers And Cash
Alan Davies: As Yet Untitled	Classic Casualty
Classic Casualty	Meet The Richardsons