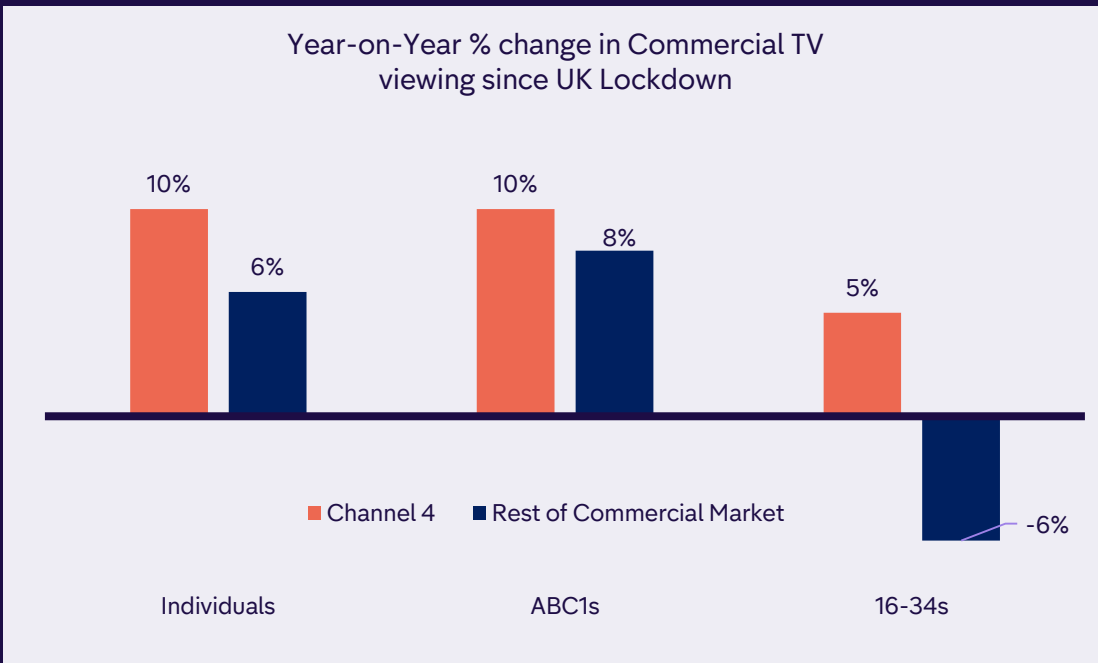


Viewing Report

Thursday 12th November 2020

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.



C4 delivered 4 of the 6 Biggest shows across the Network for 1634 Volume in the week again thanks to **Bake Off**, **Gogglebox**, and **Taskmaster**.

The eighth episode of **The Great British Bake Off Series 11** broadcast with an average of 7.4 million viewers and a 34.5% share. It is the third biggest ever overnight volume for Bake Off on Channel 4 and the biggest for a non-final episode (2017 final: 7.7m; 2018 final: 7.5m).

A 38.55% Individual share was the 3rd biggest ever as was the 65.00% 1634 Share while the 45.54% ABC1 Share was the 6th biggest.

Week 9 of **Gogglebox S16** attracted an overnight audience of 4.68 million. Up 2% on week 8 and the series biggest ever overnight volume!

Volume was up on the slot average by 56% for Individuals, 1634 Volume up 48% and ABC1 Volume up 53%. **Gogglebox** won the 9pm slot once again by a huge margin for Share and Volume against all key demo's

Taskmaster week 4 was watched by 1.32 million. Up 15% on the slot average. A 18% 1634 share won the slot, up 95% vs the 52 week average.

These programmes are key drivers in Channel 4 outperforming the rest of the commercial market for young audiences.

Overview

Channel 4 Performance Highlights



The Great British Bake Off, S11 E8, Tuesday 8pm

- Tuesday's eighth episode of The Great British Bake Off Series 11 averaged 7.4 million viewers and 34.5% share
- This was up 22% on last year's Ep 8 for volume and up 12% for share
- It is the third biggest ever overnight volume for Bake Off on Channel 4 and **the biggest for a non-final episode** (2017 final: 7.7m; 2018 final: 7.5m)
- ABC1 share (42.5%) was up 9% year-on-year and our fourth biggest ever episode of Bake Off for this audience
- The episode had a 1min peak of 8.4 million and a 39.5% at 9pm



Taskmaster, Thurs 9pm

- At 9pm on Thursday Taskmaster week 4 was watched by 1.32 million. Up 15% on the slot average. A 18% 1634 share won the slot, up 95% vs the 52 week average
- The first 3 weeks of Taskmaster consolidated at 2.71 million (12% Share). A 32.65% 1634 Share is our 4th biggest 9pm title this year for Youngs behind Celeb Goggle, Goggle and Celeb SAS



Gogglebox, Friday 9:00pm

- Week 9 of Gogglebox S16 attracted an overnight audience of 4.68 million. Up 2% on week 8 and the Series **biggest ever overnight volume!**
- Volume was up on the slot average by 56% for Individuals, 1634 Volume up 48% and ABC1 Volume up 53%
- Gogglebox won the 9pm slot once again by a huge margin for Share and Volume against all key demo's



Ugly House to Lovely House, Thursday at 8pm

- On Thursday at 8pm week 4 of Ugly House was watched by 1.754 million (9.2% share). Up 46% on the slot average. A 12% ABC1 Share is up 50%



Educating Greater Manchester, Tue 9:15pm

- Returned on Tuesday at 9:15pm with 1.693 million viewers. Up 27% on the slot average. A slot winning 29.3% 1634 Share was up 134% vs the 52 week average
- In its 6th Series this represents Educating's biggest ever 1634 Share

Portfolio Performance Highlights



Celebrity Gogglebox

- E4's highest rating show of the week was Celebrity Gogglebox on Wednesday at 9pm with 335k viewers. Up 21% on the slot average.
- On Monday at 9pm Made in Chelsea was watched by 270k. A 5.2% 1634 Share was up 26% on the slot average



The Last Stand

- Film4's biggest film in the last 7 days was The Last Stand on Monday at 9pm with 512k. Up 59% on the slot average and the most watched show across Digital Channels on the day



24 Hours in A&E

- More4's highest rating show in the last 7 days (overnights) was 24 Hours in A&E on Sat at 9pm with 300k. Up 71% on the slot average



QI XL

- Across the UKTV Portfolio of Channels in the last 7 days the highest rating show was QI XL on Dave on Wednesday at 9pm with 445k

All 4 Performance Highlights



Week Commencing 02.11.20 viewing figures

All4's second biggest week on record behind Wk 18 of April

Up 23% vs the same week last year

Bake Off ep7 up 31% vs S3 ep7. S4 up 28% vs S3 (fist 7 Eps ave, 0-5days)

Gogglebox up 34% vs Season 15 (fist 9 Eps ave, 0-2days)

Taskmaster up 3% week-on-week, 34% of views from S10, 66% from S1-9

Biggest Week on record for **Simulcast and Exclusive** viewing

Reach up 18% vs the same week last year, 2% week-on-week

All Platform groups up, **biggest week ever for Big Screens**, 51% vs the same week last year!

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Great British Bake Off	Friday Night Dinner
Gogglebox	Hollyoaks
Taskmaster	The Inbetweeners
Made in Chelsea	Married at First Sight Aus
Hollyoaks	Gogglebox
The West Wing	Made in Chelsea
Malcolm in the Middle	The Great British Bake Off
Four in a Bed	Shameless
Educating G. Manchester	Four in a Bed
The Inbetweeners	Celebs Go Dating

23%

Up 23%

All4 continues to experience huge viewing growth – with total views last week up 23% versus the same week in 2019

20%

Up 20%

Across 2020 to date, we have seen a 20% year-on-year increase in views