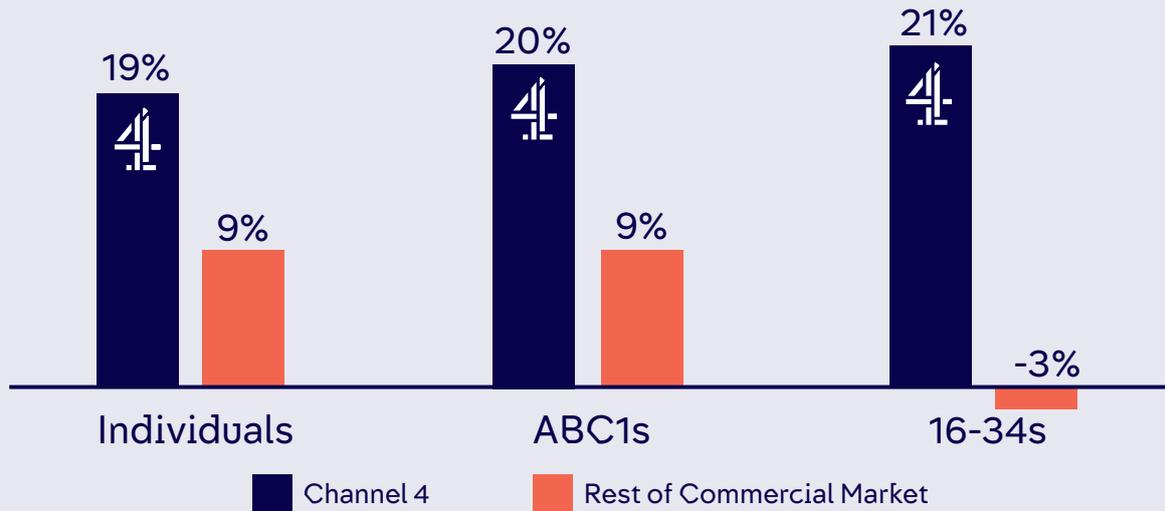


# Viewing Report

Thursday 13th August 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](mailto:4Sales@Channel4.co.uk).

## Year-on-Year % change in Commercial TV viewing across UK Lockdown



Since Lockdown began (week commencing 16th March) *Channel 4's late peak (2000-2300) share of 1634's at 11.6% is up 36% year-on-year*. This is in stark contrast to Commercial TV (exc. Channel 4) which is down -9% year-on-year.

This remarkable increase in young viewership has been driven by a variety of programmes. Namely this week with *Cats Does Countdown*, *Lose A Stone in 21 Days with Michael Mosley*, and *How To Beat Pain* all winning their slot for young adults. Channel 4 News continues to draw in young viewers with a *whopping 75% increase year-on-year*. Through the Lockdown Period Channel 4 accounts for *15 of the Top 30 Shows for 1634's across Commercial TV*.

## All 4 Performance Highlights



### UP 12%

All4 continues to experience huge viewing growth – with total views last week up 12% versus the same week in 2019

### UP 25%

Across 2020 to date, we have seen a 25% year-on-year increase in views

# Channel 4 Performance Highlights



**Bake Off: The Professionals**  
Tuesday 8pm

- Season 3 consolidated at 2.7 million which is a huge 36% uplift on the previous series
- A 19% share of 1634 viewers is up 45% on the previous season 2



**The Silverstone F1 (Qualifying Highlights)** – Saturday 7.30 pm

- Viewed by 939k. Up against the slot average for both volume and share across Individuals, ABC1s and 1634s



**24 Hours in A&E**  
Tuesday 9pm

- Week 9 of 24 Hours in A&E attracted an overnight audience of 1.34 million. A 16% 1634 share won the slot



**Lose A Stone in 21 Days with Michael Mosley**  
Wednesday 9pm

- Launched a 3-week run with 2.2 million viewers, up 97% on the slot average
- A 25% 1634 Share won the slot and was up 265% on the slot average. This marked our biggest 1634 share to the Weds 9pm slot since 2018!
- It is also the biggest 1634 Share delivered by a new title this year on C4



**Escape to the Chateau: Make Do and Mend**  
Thursday 8pm

- Week 1 consolidated at 2.3 million and a 14% ABC1 share.
- Episode 2 aired last Thursday at 8pm with 1.7 million viewers. Up 56% against the slot average.
- Share grew week-on-week for Individuals, ABC1s and 1634s. A 14.3% ABC1 Share was up 97% against slot average was enough to ensure C4 were the biggest Commercial Channel in the slot



**Cats Does Countdown**  
Friday 9pm

- Cats Does Countdown week 2 delivered 710K viewers and a slot winning 16.4% 1634 Share!



**Devon & Cornwall**  
Monday 8pm

- On Monday at 8pm week 9 of Devon & Cornwall was watched by 1.8 million. Up 50% against the slot average. A 12.1% ABC1 Share won the slot Commercial Channels



**How To Beat Pain**  
Tuesday 8pm

- Delivered an overnight audience of 939k viewers. A 12.1% 1634 Share also won the slot for Young Adults

## Channel 4 News

- Across the lockdown period year-on-year viewing among 1634s increased a whopping 75%!

## Portfolio Performance Highlights



- Wednesday's episode of Married at First Sight: Australia attracted the best overnight volume and share for 16-34s of the series so far with an 11.8% share
- As a result, last week E4 delivered its biggest weekly share of viewing for 1634's
- Week 4 of Supernanny USA aired on Monday at 9pm with 360k viewers. Up 18% week-on-week and 21% against the slot average



- Since Lockdown began Film4's share between 9pm-11pm is up 14% year-on-year for Individuals. ABC1 Share and Volume are Up 19% and 23% respectively
- Film4 has now delivered over 500k viewers on 40 occasions this year compared to 33 across the whole of 2019
- Film4's biggest film in the last 7 days was Jason Bourne with 498k on Monday at 9pm



- Dwarf: The First 3 Million Years was the highest rating show on Dave last week. The first of 3 episodes in this new retrospective series is currently part consolidated at 520k