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# Viewing Report

**New**

## **Emergency**

Stripped over four nights starting on the 28<sup>th</sup> February, this ground-breaking series tells the story of the London Major Trauma System. Set up in the wake of the London bombings of 2005, it's a unique interconnected network of hospitals, air ambulances and paramedics that provide a lifeline for 10 million people in London and the southeast - a system that has improved the chances of survival for major trauma patients by 50%. Filmed during the busiest month of summer 2021, the series follows the minute-by-minute decisions made by some of the country's top medics, as they treat the most critically injured patients.

Averaging 1.6 million viewers across the four nights, this enthralling watch grew throughout the week, and was in line with slot averages for total volume and slightly up for share of viewing.

**Continuing**

## **Married At First Sight Australia continues with its best ever start**

We are now two weeks into the ninth series of Married At First Sight Australia, and the later start time this year really has added to anticipation levels

Averaging a consolidated audience of 1.2million individuals and an AD1634 audience share of 16% series 9 has got off to a stronger start than any of the previous series that have played on E4; it has also seen the biggest volume of AD1634 and share of audience for the first two weeks of any series.

AD1634 volume is up +50% on the first two weeks of last season, and is also up on the winter series of 2021, which is particularly impressively when it is noted that January 2021 was a lockdown month.

Unsurprisingly it is also the biggest title on All 4 at the moment and will continue to be so for the duration of its long run, and like its linear perform it is also having its best start on this platform too.

Overview

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## Teen First Dates

After two episodes this First Dates spin off on E4 is currently tracking upwards of +30% for total viewing compared to slot average. Share of viewing by AD1634's is up by +25% on slot average, while WO1634 share of viewing is up on slot by +33%.

## The Real Dirty Dancing

New dancing reality format, The Real Dirty Dancing has proved a hit with viewers on E4, outperforming the slot on its first four nights for Individual volume and AD1634 share.

The series has been a real hit with the WO1634 audience; averaging a 10% share of this audience across its first four episodes, it has been the most watched programme in its slot across all commercial digital channels on each of these nights.

## Gogglebox continues to dominate total TV for AD1634's as series 19 launches

Series 19 of Gogglebox launched strongly on the 18th February, winning the slot across all TV for AD1634 viewers with a huge 37% share of this audience. The programme was also the most watched programme in its slot across all commercial channels for Individual and ABC1AD viewers alike.

This trend has continued across the next few weeks (25th February & 4th March)

Such is the strength of its performance for younger audiences, it was the most watched midweek programme by AD1634 viewers across all commercial TV in weeks 7, 8 and 9

Overview

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## Extraordinary Escapes With Sandi Toksvig

The new series of Extraordinary Escapes returned to C4 on Thursday the 17th February and now two weeks into its run it is averaging 1.7m individuals. The series is tracking upwards for total audience share compared with the first two episodes last year.

The current series is performing well for upmarket audiences with volume for ABC1AD's up +11% ABC1WO up +16% and ABC1HP's up +23% on the Thursday 9pm slot average

## Celebrity Hunted Captures Young Viewers

After six weeks and numerous twists and turns, Celebrity Hunted came to an end on the 6th March. The series, as expected, performed well for younger audiences, as AD1634's were up on slot for volume and share. The performance of the WO1634 audience was more impressive still with share of viewing for this audience up +20% on slot average

The series was made available to view as an instant box-set on ALL4 straight away as part of our Future 4 strategy, and it didn't disappoint as Episode 1 was the best performing launch episode of Celebrity Hunted on the platform, with the series becoming one of the most watched titles on ALL4 this year since its launch

## The Last Leg

The Last Leg returned on the 28th January and now six weeks into the run it continues to be Channel 4's best performing 10pm series for total viewers and all major trading audiences. It is also one of the strongest performing series across all TV for younger audiences in its slot, with episode 6 not only the biggest of the run so far for young share, but also winning the slot for the AD1634 audience share across all TV on the night (4<sup>th</sup> March).

OVERVIEW

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# Viewing Report

## The Great Pottery Throwdown bows out with a series high

The Great Pottery Throwdown came to an end with a series high of 3million viewers tuning into the series final on 6th March. Across a ten week run , the series attracted an impressive volume and share of upmarket audiences. Volume of viewing vs slot average for the series was +80% for Individuals, +100% for ABC1AD's and + 120% for ABC1WO. Episode 10 attracted a 20% share of ABC1AD's in one of TV's most competitive slots; a series high. There were also series high share of viewing figures for Individuals, ABC1WO and ABC1HP's

## The Dog House signs off with biggest series to date

The latest series of The Dog House finished on the 3rd March, cementing its place as the biggest series to date for Individual and ABC1AD volume and share. Viewing to the series was up +30% for Individual and ABC1AD volume compared to slot average, whilst viewing for ABC1WO was on the slot by +33% for volume and +22% for share.

## Thursday Is Great For A Date Night

Nine episodes into the current series of First Dates, and things are going well... Total viewing is up on the Thursday 10pm slot average by +50% for volume and share. First Dates has also been the most watched programme by the AD1634 audiences in this slot, amongst all commercial TV channels for seven of these nine weeks

Overview

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# Viewing Report

## The Pennines: Backbone Of Britain

The new series on More4, which explores the magnificent upland range of the Pennines and meets the people who call its mountains, fells, hills and valleys their homes, launched on Monday the 7th February, and we now have consolidated viewing for the first three episodes in the four week run

Viewing by More 4's primary audience of ABC1 Adults is up on slot for audience share, but particularly eye-catching was the performance of the ABC1ME audience, which was up on slot by +20% for volume and +35% for share

The final episode on the 28th February moved to 8pm (from 9pm), and this move also had the desired effect with volume and share of viewing to this episode up by double digits vs slot average for Individuals, ABC1AD's and ABC1ME.

## Meet The Richardson's Returns With Slot Winning Performance

The much anticipated return of the third series of Meet The Richardson's didn't disappoint when it returned on the 3rd March as 525k viewers; UKTV's biggest audience in the 10pm clock hour in 2022

This number is further enhanced when it is noted that episode 1 was the most watched programme in its slot across all digital channels for Individuals, AD1634's and ME1634

## George Amazes in new Friday slot

The familiar George Clarke's Amazing Spaces returned in a not so familiar Friday night slot in early January. However this 'house move' was no problem, as the series returned a viewing figure which was up on the slot average by +23% for both Individual and ABC1AD viewing volume. ABC1ME viewing was up on slot by +30% for volume and +25% for share

Overview

# All 4 Performance Highlights



## 07.03.22 – 13.03.22

Married at First Sight Australia was up +8% week-on-week and Series 9 continues to be the biggest MAFS Australia series ever on All 4!

Hollyoaks was up +17% week-on-week this was helped by the fact that the release pattern for the show has now changed, launching on All 4 first then E4, and finally C4.

Crufts also made it into the Top 10, with this year's coverage looking to be the best year on All 4.

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Celebs Go Dating
Gogglebox	Hollyoaks
Hollyoaks	Married at First Sight Australia
Emergency	Screw
The Great Pottery Throw Down	The Great Pottery Throw Down
The Real Dirty Dancing	Gogglebox
Four in a Bed	Junior Bake Off
Celebs Go Dating	Celebrity Coach Trip
Celebrity Hunted	24 Hours in Police Custody
First Dates	First Dates

# Portfolio Performance Highlights

## UKTV Play - Week 07.03.22 – 13.03.22



- Viewing on UKTV Play grew 4% week-on-week
- Sister Boniface Mysteries launched on Friday straight into the Top20 at #17
- UKTV Play exclusive Tell Me Your Secrets, continues to grow week-on-week +52% and sits in the #3 position
- Meet The Richardsons +34% week-on-week
- The Bill +10% week-on-week
- Hypothetical +10% week-on-week

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
<b>SERIES</b>	<b>SERIES</b>
<b>The Bill</b>	<b>The Bill</b>
<b>Classic Eastenders</b>	<b>Classic Eastenders</b>
<b>Tell Me Your Secrets</b>	<b>Bad Girls</b>
<b>Last Of The Summer Wine</b>	<b>Last Of The Summer Wine</b>
<b>Bangers And Cash</b>	<b>Bangers And Cash</b>
<b>Bad Girls</b>	<b>Would I Lie To You?</b>
<b>Meet The Richardsons</b>	<b>Taskmaster</b>
<b>A Place To Call Home</b>	<b>New Tricks</b>
<b>Would I Lie To You?</b>	<b>A Place To Call Home</b>
<b>Taskmaster</b>	<b>Classic Casualty</b>