

Viewing Report

Thursday 15th July 2021

Welcome to our latest viewing update, where we continue to share performance highlights from across portfolio. For specific information or guidance, please contact 4Sales@Channel4.co.uk.

Highlights from last week

Our July schedule has picked up where June left off offering an alternative from the Euro's and Reality and driving All 4 views

A combination of established ongoing titles, successful new launches, our own live (and retro) sport and blockbuster film premieres

New Launches

- New 2 parter **Kathy Burke: Money Talks** launches well in the Monday 10pm slot
- While another new 10pm launch, **Gordon Ramsay: uncharted** debuted well above slot for 1634's as well
- **A Lake District Farm Shop** debuted as our biggest original series on a Saturday for well over 2 years

Ongoing Big Hitters and Counter-Scheduling

- Original drama **Before We Die** consolidating at a strong 60% female audience across its 6 week run peaking with 2.8m/12% Individuals in week 1
- **Bake off: The Professionals** s4 averaging over 2m and delivering its biggest ever audience in week 1
- Weeks 1+2 of **The Handmaid's Tale** s4 delivering significant share growth series on series in particular among women
- **Rick & Morty** episodes 1+2 consolidating strongly with huge 1634 share (20% in week1) and hitting a new high in week 3
- Dominating Friday night once again winning late peak for individuals/ABC1 Volume/Share thanks to **Celeb Gogglebox** and **The Last Leg**

Movies and Sport

- The premiere of **John Wick 3** was Channel 4's 2nd biggest for 1634 share this year and biggest since January!
- While big movies still cut through on Film4 with **Deadpool 2** going head to head with England v Denmark and delivering +100% vs slot for 1634's
- **Live international Rugby** with England doubling slot for 1634's as did a rerun of the 1966 world cup final

Overview

All 4 Performance Highlights



Week 05.07.21 – 11.07.21

- The first three eps of ***The Handmaid's Tale*** are the biggest of the 4 series and are up +46% vs the first 3 eps of S3 (0-7 Days O&O)
- The two part series ***Kathy Burke: Money Talks*** which was Boxset is a new entry this week doing well
- The average for Eps 1-6 of S4 ***Bake Off: Professionals*** are the biggest ever for the show and are up +18% vs S3 (0-7 Days O&O)

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Hollyoaks	Married at First Sight Australia
The Handmaid's Tale	Hollyoaks
Rick and Morty	Celebs Go Dating: The Mansion
Celebrity Gogglebox	Gogglebox
Bake Off: The Professionals	The Circle
Kathy Burke: Money Talks	It's A Sin
Before We Die	Made in Chelsea
999: What's Your Emergency?	Below Deck Mediterranean
24 Hours in A&E	24 Hours in Police Custody
Formula 1®	Taskmaster

32%

Up 32%

Across 2021 to date, we have seen a 32%* year-on-year increase in views

*Owned & Operated and Sky up to most recent data load 30/06/21

Channel 4 Performance Highlights



Linear TV



Bake Off: The Professionals

- Weeks 1-6 of Bake Off: The Professionals S4 have consolidated at 2.3m/12% Individuals in the Tuesday 8pm slot. With a 12% ABC1 Share and a 15% 1634 Share



Celebrity Gogglebox

- At 9pm on Friday week 6 of Celebrity Gogglebox was Up +39% WoW with a part consolidated 3.2m/20%. Winning the slot for Volume/Share across Individuals and ABC1's (1.9m/23%)
- Weeks 1-5 of Celebrity Gogglebox S3 have consolidated at 4.7m/23% on Fridays at 9pm. With a 24% ABC1 Share and a 30% Share of 1634's



999 What's Your Emergency?

- At 9pm on Tuesday weeks 1-4 of 999: What's Your Emergency? have consolidated at 1.4m/7% Individuals with a 7% 1634 Share. Peaking in week 1 with 1.7m/10%



Before We Die

- Original Drama Before We Die (and Instant Boxset) fully consolidated at 1.7m/8% across its 6 week run peaking in week 1 with 2.8m/12%. 60% of the audience were women



Chateau: Make, Do and Mend

- At 9pm on Thursday weeks 1+2 of Series 2 of Chateau: Make, Do and Mend have consolidated at 1.4m/8% Individuals with an 8% ABC1 Share

Channel 4 Performance Highlights



24 Hours in A&E

- At 9pm weeks 1-5 of 24 Hours in A&E have consolidated at 1.7m Individuals with an 8% Share of Individuals/ABC1's/and 1634's



The Supervet

- Weeks 1-6 of The Supervet have consolidated at 1.3m/8% Individuals on Thursdays at 8pm with an 8% ABC1 Share



The Last Leg

- Across the first 5 weeks The Last Leg on Fridays at 10pm has averaged 1.7m/14% Individuals. With a 16% ABC1 Share and a 17% Share of 1634's
- Week 4 consolidated at a new share high for Individuals at 16.49% in its 10th year and over 200 episodes!



The Handmaid's Tale

- Weeks 1-2 of Season 4 of The Handmaid's Tale have consolidated at 2m/10% Individuals with a 15% Share of 1634's and a 12% Share of ABC1's
- Vs Weeks 1-2 of S3 this represents growth of +8%/+34% Individuals, 92% for 1634 Share and 32% for ABC1 Share



Devon and Cornwall

- Devon and Cornwall weeks 1+2 have consolidated at 1.7m/9% Individuals in the Monday 8pm slot. With a 10% ABC1 Share. Week 1 with 2.2m/12%

Portfolio Performance Highlights



Rick and Morty

- The first 2 episodes of Rick & Morty S5 have averaged 653k/3% Individuals in consolidation in the Monday 10pm slot with a 13% 1634 Share



The Equalizer

- The Equalizer is the biggest film of July to date with a part consolidated 729k/5%. Up 125% and 142% vs slot respectively. A 5% 1634 Share is Up 227% vs slot



Matt Baker: Our Farm in the Dales

- M4's Top 3 Titles this year all Originals with the Channel's biggest ever show Matt Baker: Our Farm in the Dales; Darcey Bussell's Wild Coasts of Scotland; and The Great British Dig



Last of the Summer Wine

- UKTV's biggest audience this month, in fact the top 3 shows are all Last of the Summer Wine on Drama, peaking with 470k/3% last Thursday

Portfolio Performance Highlights

UKTV Play - Week 05.07.21 – 11.07.21



- UKTV Play views -2% week-on-week
- Yesterday +1% week-on-week with **World At War**, **Forbidden History**, **Abandoned Engineering** and **Great British Railway Journeys** all showing growth in the week
- **Would I Lie To You** +6% week-on-week
- **The Bill** +2% week-on-week
- After a full week on the service **Murder on The Black Pool Express** was up 198%

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Birds Of A Feather	Taskmaster
Taskmaster	Birds Of A Feather
Would I Lie To You?	Last Of The Summer Wine
Last Of The Summer Wine	Bangers And Cash
Classic Casualty	Would I Lie To You?
A Place To Call Home	Classic Casualty
Classic Holby City	Meet The Richardsons
Qi XL	Red Dwarf