

# Viewing Report

6th - 12<sup>th</sup> September 2021

## NARRATIVE

- An incredible week which saw both the Black to Front project air on Friday and then on Saturday Live Coverage of Emma Raducanu's US Open Tennis Victory
- Saturday's Live coverage of the Tennis delivering C4's biggest daily SOV since the London 2012 Paralympics Opening Ceremony
- Now the Para's are over our Autumn Schedule begins to kick-off featuring arguably one of the most important days in the Channel's history on Friday
- A landmark new 3 part series Osama Bin Laden, the return of First Dates, 2 important one-off docs My Mother's Murder and Grenfell: The Inside Story
- F1 returned to the iconic Monza Track in Italy with the dramatic race attracting a Season High audience for Highlights
- And after an incredible start it was time for week 2 of the most talked about show on TV, E4's Married at First Sight UK which continued to grow
- And on Friday as part of our #BlackAndProud commitment a whole day of Programming presented, written, directed and starring Black Talent

## NEW TITLES

- Changing Rooms has averaged 1.7m/10% Individuals across weeks 1-3 as our biggest new 8pm title this year. With a 16% 1634 Share
- Secret Spenders was Up +25% week-on-week in the Monday 8:30pm slot and delivering an 11% 1634 Share
- New original drama Deceit consolidated at 1.3m/7% Individuals across its 4 week run with 2m/10% watching in week 1

## RETURNING/ONGOING

- Week 1 of Grand Designs consolidated at 2.5m Individuals and a 13% Share
- Weeks 1-3 of S3 of Joe Lycett's Got Your Back have averaged a 16% 1634 Share. With a high of 22% 1634 Share in week 1
- Week 1 of Celeb SAS S3 consolidated with almost 2.5m viewers and a 22% 1634 Share
- Food Unwrapped on Monday at 8pm Up +28% week-on-week and a 12% 1634 Share more than doubling slot average
- First Dates returned on Monday at 10pm as our highest rating show of the day and delivering a slot winning 14% 1634 Share. Almost doubling slot average
- After 6 years on air last Tuesday at 8pm The Secret Life of the Zoo delivered its BIGGEST EVER 1634 Share at 16%
- Steph's Packed Lunch returned to the Daytime Schedule last week. Wednesday's instalment delivered a 12% 1634 Share. Up +161% v slot and the Series BIGGEST EVER

Overview

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# Viewing Report

6th - 12<sup>th</sup> September 2021 continued...

## SPORT/FILM

- On Saturday at 6:30pm F1 Qualifying Highlights from Monza were watched by a 12% Share of 1634 Ads. Up +230% v slot
- While on Sunday at 6:30pm F1 Race Highlights attracted a Season High 1.7m/11%
- And an incredible 9m viewers watched Emma Raducanu's amazing US Open win and our biggest daily Share since 2012!

## DIGITAL

- Married at First Sight UK is consolidating to date at 1.6m Viewers and a 21% 1634 Share delivering growth vs week 1
- The Holden Girls launched on Tuesday at 10pm averaging 300k/3% last Tuesday at 10pm/10:30pm. Averaging a 5% 1634 Share. Up +65% vs slot
- The Network Premiere of Anna last Tue at 9pm on Film4 delivered the Channel's biggest 1634 Share for a 9pm film since 2nd Jan (2nd highest this year)
- UKTV and Alibi's original drama Annika consolidated at 1.1m/5% across weeks 1-3 as the Channel's biggest ever show

## CHANNEL 4 SCALE

- YTD C4 has delivered over 6m viewers 6 times (2 last year); 5m viewers on 21 occasions (16 last year)

Overview

# All 4 Performance Highlights



## 06.09.21 – 12.09.21

- Week 36 views are up by +9%! this was the biggest week on All 4 in 20 weeks!
- Views by comparison to the same week last year are up +56%, helped by all content types being up.
- The first two eps from Series 3 of Celeb SAS are up +31% vs the first series (0-6 Days O&O)
- Married At First Sight UK takes the top spot this week, delivering huge views and growing +90% week-on-week.
- Rick & Morty returns to the Top 10 due to two brand new eps launching on E4 on the 6th, these last two eps complete the fifth series which now sits as the biggest R&M series we've had on All 4

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
<b>SERIES</b>	<b>SERIES</b>
Married at First Sight UK	Married at First Sight Australia
Hollyoaks	Hollyoaks
Rick and Morty	Celebs Go Dating: The Mansion
Celebrity SAS: Who Dares Wins	Gogglebox
Below Deck Mediterranean	Below Deck Mediterranean
Celebrity Gogglebox	The Circle
Deceit	It's A Sin
Formula 1 ®	The Handmaid's Tale
The Handmaid's Tale	Made in Chelsea
Grand Designs	Married at First Sight UK

### 56%

#### Up 56%

Total views are up 56% versus the same week in 2020

### 28%

#### Up 28%

Across 2021 to date, we have seen a 28%\* year-on-year increase in views

# Channel 4 Performance Highlights



## Linear TV 06.09.21 – 12.09.21



### Deceit

- At 9pm new original true crime drama Deceit consolidated at 1.3m/7% Individuals across its 4 week run with an 8% ABC1 Share. Peaking with 2m/10% Individuals in week 1



### Joe Lycett's Got Your Back

- Series 3 of Joe Lycett's Got Your Back on Thursday at 8pm consolidated at 1.1m/6% Individuals across weeks 1-3 with a 16% 1634 Share (a high of 22% in week 1)



### Grand Designs

- On Wednesday at 9pm Grand Designs consolidated at 2.5m/13% Individuals in week 1 with a 15% ABC1 Share and 13% for 1634's



### 24 Hours in A&E

- At 9pm 24 Hours in A&E has consolidated at 1.7m/9% Individuals



### Changing Rooms

- Changing Rooms on Wednesday at 8pm consolidated at 1.7m/10% Individuals and a 16% 1634 Share in weeks 1-3

# Channel 4 Performance Highlights



## Bin Laden: The Inside Story

- Bin Laden: The Inside Story debuted on Monday at 9pm with a part consolidated 777k/5% Inds. With a 6% ABC1 Share. A 62% ABC1 Profile Up +11% points v slot



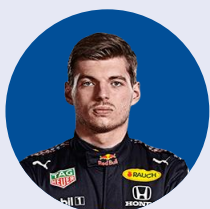
## Secret Life of the Zoo

- At 8pm on Tuesday Instant Boxset Secret Life of the Zoo consolidated at 1.4m/9% across weeks 1-4. With a 12% 1634 Share (and a record breaking 16% live share in week 5)



## Celeb SAS

- On Sunday at 9pm Celeb SAS S3 week 1 consolidated at 2.4m/9% Individuals in week 1 with a 22% 1634 Share



## F1 Italy Race Highlights

- F1 Race Highlights from Italy on Sunday at 6:30pm attracted a SEASON HIGH 11% Individuals. With a 12% 1634 Share and 14% for ABC1 Ads and Men!

# Channel 4 Performance Highlights



## The Black To Front Project

- Friday was our biggest day for Black Viewers since 2012 with a 16.2% daily share (since London 2012)
- Year to date the demo averages approx. a 4.2% share, so this is an incredible shift in viewing
- We reached 15% of the Black Viewers TV population. Double the amount we average per day across the year!
- Ethnically diverse audiences attracted their fourth biggest daily share of the year with an average 9.3% share across the day
- Year to date the demo averages approx. 4.7% share, so again a huge jump in viewing
- We reached 9% of the ethnically diverse TV population
- In line with our average daily performance across the year
- Individuals averaged a 4.9% share with a solid 9.5% 16-34 shares



# Channel 4 Performance Highlights



## US Open Tennis Final

- Live Coverage of the US Open Women's Tennis Final from 8pm attracted a peak audience of 9.2m who watched her historic US Open Final victory on Channel 4
- The programme delivered a 39.9% share of the total viewing audience & a 48% share of viewing 16-34 year olds!
- A 47% ABC1 Share Up is up 682% on the slot average
- C4 were the biggest channel on Saturday across all hours for Individuals, ABC1 and 1634 Share
- An 18.04% daily SOV for Individuals is C4's biggest since The London 2012 Para's Opening Ceremony
- ABC1 Share the biggest since September 2005
- Bake Off aside C4's biggest overnight audience since Xmas Eve 2012



# Portfolio Performance Highlights



## Married at First Sight UK

- In part consolidation Married at First Sight UK is averaging 1.6m/8% of Individuals and 464k/21% 1634's. Peaking with Ep 1 attracting 1.8m on Day 1 and a 24% 1634 Share for Day 3
- Biggest ever launch for a non-scripted series on E4 for all individuals and biggest launch on the channel since Young Sheldon in 2018 for both Individuals and 16-34s!



## 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
- The biggest 9pm title in Sept to date for 1634 Share is the Network Premiere of Anna with 8% last Tue at 9pm. The 2nd biggest this year and highest since 2nd Jan



## Great Canal Journeys

- More4's highest rating show this month brand new original returning series Great Canal Journeys with 363k/2% in week 1. A 2% ABC1 Share Up +32% vs slot



## Annika

- UKTV's highest rating show this month is Alibi's original drama Annika averaging 1.1m/5%. Alibi's biggest ever show with share up almost +1000% v slot average



# Portfolio Performance Highlights

## UKTV Play - Week 06.09.21 – 12.09.21



- UKTV Play viewing was -10% week-on-week
- Late Night Mash continuing to grow with the 2<sup>nd</sup> ep hitting the service +38% week-on-week
- The launch of S7 of The Brokenwood Mysteries drove the brand up +115% week-on-week
- Classic Casualty +3% week-on-week
- Hypothetical + 14% week-on-week

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
<b>SERIES</b>	<b>SERIES</b>
The Bill	The Bill
Bad Girls	Classic Eastenders
Classic Eastenders	Taskmaster
Birds Of A Feather	Birds Of A Feather
A Place To Call Home	Would I Lie To You?
Taskmaster	Last Of The Summer Wine
The Brokenwood Mysteries	Bangers And Cash
Alan Davies: As Yet Untitled	Bad Girls
Last Of The Summer Wine	Classic Casualty
Classic Casualty	Classic Holby City