

Viewing Report

Junior Bake Off Gets Off To Best Ever Start For AD1634 Share

- A new series of Junior Bake Off launched on the 10th January, and has got off to its best ever start for AD1634 share of audience. Consolidated episodes have attracted an average (and slot winning) 24% share of AD1634's. These episodes also won the slot across all TV for the HPChild audience (averaging 21% audience share) Individual viewing is up on slot by 220% for volume, while AD1634 viewing is up a huge +950% on slot for volume.

The Great Pottery Throwdown shows double digit week on week growth

- Episode 2 of The Great Pottery Throw Down displayed 17% WOW growth, attracting a consolidated audience of 2.8m/12% share of audience in its new 75 minute slot. Volume of viewing vs slot average is up +62% for Individuals, +79% for ABC1AD's and +100% for ABC1WO

Episode 1 Of The Dog House Breaks Record For ABC1AD viewers

- A new series of The Dog House got off to a great start pulling in 1.6 million viewers on the 6th January. This episode attracted its biggest ever volume and share of ABC1AD viewers as well (bigger than any of the previous 20 episodes). ABC1AD volume was up +36% on slot average, while ABC1AD share of viewing was up on slot by +33%

I Literally Just Told You Proves A Hit With AD1634 Viewers.

- New Jimmy Carr fronted quiz show continues to be a hit with younger audiences averaging a 15% share of AD1634s across its first four weeks, winning the slot for AD1634's across all commercial channels for three of these four weeks. It's a similar story for other young audiences, with the programme being the most watched by ME1634's across all commercial TV channels in the slot for three of the four weeks as well.

Screw is Channel 4's best launch to a drama series since It's A Sin

- Episode 1 of new darkly comic drama Screw, launches with 3million viewers and 15% share of audience, making this Channel 4's best launch to a drama series since It's A Sin nearly 12 months earlier. Episode 1 was up on the slot average by +100% for Individual Share and Volume. Instantly box-setted as a series as part of Channel 4's Future 4 strategy, Screw has been the most watched title on ALL 4 so far in 2022

Overview

Viewing Report

The Killer Nanny: Did She Do It?

- Stripped across three consecutive nights, and instantly box-setted on All 4, The Killer Nanny: Did She Do It? performed impressively well across both linear. Up on slot for Individuals volume and share, AD1634 performance was particularly impressive; up 9% for volume and +55% for share vs slot average

Britain's Most Expensive Homes

- The first two episodes have consolidated at a very healthy 1.5million viewers. The series is currently tracking above slot average for ABC1AD share and AD1634 share and volume. A 12% share of AD1634's means this series is up on slot by 35% for this audience

George Amazes In New Friday Slot

- The familiar George Clarke's Amazing Spaces returned in the not so familiar Friday night slot on the 7th January at 8pm. However this 'house move' was no problem, as episode 1 has returned a viewing figure which is up on the slot average by +20% for Individuals and ABC1AD's.

Kirstie & Phil's Love It Or List It

- The evergreen property guru's continue to outperform the slot average. 4 weeks into their latest series both Individual and ABC1AD share of viewing are up Vs the Wednesday 8pm average by +16% and +12% respectively

Sarah Beeny's New Life In The Country

- After 6 episodes this series is currently outperforming the previous series (at the same point in the run) by a very impressive +34% for ABC1AD audience share

The Great British Dig On More4

- Series 2 of The Great British Dig is currently averaging a consolidated 450k and a 3.1% share of ABC1AD's. ABC1AD Share is up +8% on the previous series (at the same point), which played during a national lockdown.

Overview

All 4 Performance Highlights



10.01.22 – 16.01.22

- Hollyoaks has been doing well since the start of the year with views from Week 3 up +33% vs the same week last year
- The new series of Celebrity Coach Trip was up +60% week-on-week with the first six eps of the current series up +15% vs the previous (0-7 Days O&O)
- The Great Pottery Throwdown is currently having its best series ever on All 4 with the first two eps up +15% vs last year (0-7 Days O&O)
- The launch ep of Screw had the most views for a new drama since It's a Sin

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Hollyoaks	Hollyoaks
The Killer Nanny: Did She Do It?	24 Hours in Police Custody
Screw	Screw
Celebrity Coach Trip	The Killer Nanny: Did She Do It?
Junior Bake Off	Celebrity Coach Trip
The Great Pottery Throw Down	The Great Pottery Throw Down
24 Hours in Police Custody	Gogglebox
First Dates	Junior Bake Off
Gogglebox	Made in Chelsea
Kirstie and Phil's Love It or List It	First Dates

Portfolio Performance Highlights

UKTV Play - Week 10.01.22 – 16.01.22



- Viewing on UKTV Play dropped back -1% week-on-week with decline across 7 of the Top 10 titles.
- Tenko continues to grow week-on-week + 71%
- Last Of The Summer Wine +19% WoW
- NEW: Underground Worlds +151% WoW

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Bad Girls	Bad Girls
Would I Lie To You?	Jonathan Creek
Jonathan Creek	Would I Lie To You?
Last Of The Summer Wine	New Tricks
New Tricks	Taskmaster
Taskmaster	Last Of The Summer Wine
Tenko	Classic Casualty
Classic Casualty	Red Dwarf