
Viewing Report

New

Jeremy Kyle Show: Death On Daytime

Stripped across two nights starting on the 13th March, this intriguing and at times shocking documentary lifted the lid on the scandal behind the now defunct daytime show.

It proved a huge hit with viewers, with total viewing up by more than +50% on slot average

It performed particularly strongly for young viewers, with AD1634 viewing up on slot by +80% for volume and +125% for share of this audience. More impressive still was viewing by the WO1634 audience, which was not only significantly up on slot, but attracting a huge 26% share of audience across both night, making Channel 4 the most watched commercial channel for these two young audiences on both nights

Crufts

Britain's best loved dog competition returned after a year away, across 4 consecutive days on C4 and M4 from the 10th -13th March.

Here are some top line stats:

Weekday Daytime episodes on C4 were up on slot by +25% for ABC1AD volume

Saturday evening's session gave Channel 4 its biggest audience in the slot (non-Christmas period days) since Emma Raducanu's US Open triumph in September 2021

The biggest rating day was unsurprisingly Sunday, which saw Baxer the Flat-Coated Retriever, take the Best In Show Category, watched by a peak audience of 2.6million viewers (15% audience share) in one of TV's most competitive slots

More4 also benefitted greatly from the coverage, with total viewing up on slot average by +40% for both volume and share

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One and Six Zeros

New high jeopardy quiz show One and Six Zeros got off to a solid start on the 13th March. Total viewing was up on slot average by +16% for volume and +20% for share, while ABC1AD viewing for this episode was up on slot by +17% for volume and +23% for share

Continuing

Married At First Sight Australia continues with its best ever start

We are now three 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 18% 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 and share of audience for AD1634's, for the first three weeks of any series.

AD1634 volume is up +60% on the first three 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 ALL4 at the moment (it is now the most watched title on All 4 this year), and will continue to be so for the duration of its long run. Like its linear performance, it is also having its best ever start on this platform too

Teen First Dates

After four episodes this First Dates spin off on E4 is currently tracking upwards of +10% for total viewing compared to slot average. Commissioned with All 4 in focus, it is one of the strongest titles on the platform at the moment.

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The Real Dirty Dancing

New dancing reality format, The Real Dirty Dancing proved a hit with viewers on E4, outperforming the slot for audience share across its eight-episode run

The series has been a real hit with the WO1634 audience; averaging a 9% share (up on slot by 30%) of this audience across its eight-episode run. It has been the most watched programme in its slot across all commercial digital channels on 6 of these 8 nights for this audience

Gogglebox continues to dominate total TV for AD1634's

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 Feb, 4th March, 11th 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, and the most watched programme for this audience across all days on commercial TV in week 10.

Extraordinary Escapes With Sandi Toksvig

The new series of Extraordinary Escapes returned to C4 on Thursday the 17th February and now three weeks into its run it is averaging 1.7m individuals.

The current series is performing well for upmarket audiences with volume for ABC1AD's up +7% ABC1WO up +20% and ABC1HP's up +26% on the Thursday 9pm slot average

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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, averaging an 18% share of this audience across the run. Episode 7 (11th March) performed particularly well for AD1634's, winning the slot across all TV for this audience with a 24% share

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.

Episode two on the 10th March attracted an equally pleasing number, with a bigger share and volume of AD1634's and ME1634's.

For two weeks now the show has been the most watched in its slot across all digital channels for Dave's core audience; ABC1ME.

Overview

All 4 Performance Highlights



21.03.22 – 27.03.22

First Run is the only content type up for views compared to the same week last year which is helped by Married at First Sight Australia

Killed By A Rich Kid made it into the Top 10 with the documentary up +90% vs the first ep of our most recent Crime documentary The Washington Snipers

Formula 1 also made the Top10 with the season opener in Bahrain up +12% vs the 2021 opener

The first 16 eps of MAFS Australia S9 are up +95% vs the previous is currently the 12th biggest series ever on All 4 based on average views per ep (0-7 Days O&O)

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Married at First Sight Australia
Jeremy Kyle Show: Death on Daytime	Celebs Go Dating
Hollyoaks	Hollyoaks
Gogglebox	Gogglebox
The Real Dirty Dancing	The Great Pottery Throw Down
Four in a Bed	Screw
Teen First Dates	Junior Bake Off
Naked Attraction	Celebrity Coach Trip
Formula 1	Four in a Bed
First Dates	First Dates

Portfolio Performance Highlights

UKTV Play - Week 21.03.22 – 27.03.22



- Bangers and Cash views are up +3% week on week
- Classic EastEnders up 2% week-on-week

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