

# Viewing Report

11th – 17th October 2021

## NARRATIVE

- While Married at First Sight UK consolidated as E4's biggest Series of the year there was no respite with All 4's No. 1 title this year Married at First Sight Australia back for an 8th Series
- The Married at First Sight UK Reunion Show on Monday 4th October delivering the Series 2nd Biggest overnight on E4 and the biggest audience across all Dig Channels last week
- Bake Off continues to dominate with the first 2 episodes the biggest shows in each respective week for 1634 Volume across all Channels
- With C4 winning late peak on both Tuesday and Friday for 1634's for the 4th consecutive week thanks to Bake Off and Gogglebox

## NEW TITLES

- Stand Up To Cancer on Friday night saw C4 win the AD1634 share across late peak. Viewing peaked with a 28% share of AD1634's

## RETURNING/ONGOING

- Grand Designs weeks 1-6 have consolidated at 2m/10%. Peaking with 2.5m/13% in week 1
- Police Custody returned with a consolidated 2.7m/11% Individuals in week 1. With a 16% Share of 1634's
- Bake Off consolidated at 9m/36% across weeks 1+2. Week 4 was biggest show on TV that day, despite strong sporting competition, winning the slot of Individuals, ABC1AD's and AD1634's
- Gogglebox S18 has consolidated at a slot winning 4.9m/25% in weeks 1-3
- Celeb SAS S3 consolidated at 2.1m with a 17% 1634 Share across its 6 week run. Peaking in week 1 with 2.2m and a 24% 1634 Share

Overview

# Viewing Report

11th – 17th October 2021 continued...

## RETURNING/ONGOING

- First Dates continued in the Monday 10pm slot with weeks 1-4 consolidating with a slot winning 15% 1634 Share and 1.2m Individual viewers
- Taskmaster is back on Thursdays at 9pm with a consolidated 2.2m/10% share and 776k/30% share for AD1634's across weeks 1-2. Week 4 followed suit easily winning the slot for AD1634's with an audience share of 28%; the fourth consecutive week that it has won the slot for this audience
- Across weeks 1-7 S3 of Joe Lycett's Got Your Back is averaging a 13% 1634 Share with a 22% Share in week 1
- The first episode in the run of The Last Leg returned at 10pm on Friday 1st October delivering 1.6m/13% Individuals with a slot winning 19% 1634 Share

## SPORT/FILM

- Film premiere Venom played on Channel 4 on Saturday, attracting an AD1634 commercial slot winning audience share of 18%. ME1634 viewing was equally impressive, as it attracted an audience share of 19%; again making Channel 4 the most watched commercial channel for this audience at the time

## DIGITAL

- Married at First Sight UK came to an end consolidating at 1.9m/9% Individuals with a 24% 1634 Share
- Monday's Reunion Show attracted the Series 2nd biggest overnight with 1.2m/7% and a 14.5% 1634 Share. Up +200%v slot
- While Married at First Sight Australia S8 launched with Share up vs Week 1 of S6 in January this year
- Alibi's original drama Annika consolidated at 0.9m/4%. UKTV's highest rating show of 2021 & Alibi's biggest title ever

Overview

# All 4 Performance Highlights



## 11.10.21 – 17.10.21

- Views compared to the same week last year are up +14
- Ep 1 of Made in Chelsea S22 is up +5% vs the same ep of last series (0-6 Days O&O)
- Taskmaster performed well, up +8% week-on-week and Ep 4 was up +4% vs Ep3 (0-3 Days O&O)
- The Stand up to Cancer Night is currently flat vs the last telethon back in 2018
- Ep 4 of Bake Off S5 is up +2% vs the same ep from S4 (0-5 Days O&O) and looks set to be the biggest 'Week 4' ep for Bake Off we've had 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	Married at First Sight Australia
The Great British Bake Off	Hollyoaks
Hollyoaks	Married at First Sight UK
Married at First Sight UK	Gogglebox
24 Hours in Police Custody	Celebs Go Dating: The Mansion
Gogglebox	Below Deck Mediterranean
Made in Chelsea	The Circle
Taskmaster	It's A Sin
Stand Up To Cancer Night	The Handmaid's Tale
Murder Island	Made in Chelsea

### 14%

#### Up 14%

Total views are up 14% versus the same week in 2020

### 29%

#### Up 29%

Across 2021 to date, we have seen a 29%\* year-on-year increase in views

# Channel 4 Performance Highlights



## The Great British Bake Off



- At 8pm on Tuesday The Great British Bake Off returned at 8pm with a consolidated audience of 9m/36% in weeks 1+2. With a 42% ABC1 Share and 62% 1634
- The first 2 weeks were **the biggest shows** across all Channels **for 1634 Volume** in each week!
- A consolidated 66% 1634 Share in Week 1 (2.3m Volume) the Series Biggest Ever for a Launch episode and 2nd highest Ever on C4. With a 42% ABC1 Adult Share (5.8m)
- Week 4 'Dessert Week' attracted a 36% share of AD1634's, up +67% on the slot average!
- The most watched show across all TV on the Day. It had a peak audience share of 29% share at 21.02.
- It was down week-on-week due to the competition however part consolidation has seen it grow to 7.2m/30% Individuals and a 46% share of AD1634's



# Channel 4 Performance Highlights



## Linear TV 11.10.21 – 17.10.21



### Jamie Oliver: Together

- Jamie Oliver: Together in the Mon 8pm slot consolidated at 1.3m/7% Individuals across weeks 1-3. With a 9% ABC1/1634 Share.



### Gogglebox

- Gogglebox S18 has consolidated at a slot winning 4.9m/25% in weeks 1-3



### Joe Lycett's Got Your Back

- Series 3 of Joe Lycett's Got Your Back on Thursday at 8pm consolidated with a 14% 1634 Share across weeks 1-6 peaking in week 1 with a 22% Share



### Grand Designs

- On Wednesday at 9pm Grand Designs consolidated at 2m/10% Individuals in weeks 1-5. Peaking with 2.5m/12% in week 1



### Taskmaster

- Taskmaster S12 is back in the Thursday 9pm slot with a consolidated 2.5m/11% in week 1. An average 26% 1634 across weeks 1-3 winning the slot in all 3 weeks



### Murder Island

- New Series Murder Island launched a 6 week run last Tuesday at 9:30pm with a part consolidated 1.2m/9% Individuals. A slot winning 17% 1634 Share Up +64% v the slot average

# Channel 4 Performance Highlights



## 24 Hours in Police Custody

- Week 3 of Police Custody overnighted with its biggest figure of the run so far. Up +51% on the slot for volume and +89% on slot for share, also winning the slot for AD1634 share



## First Dates

- First Dates continued in the Monday 10pm slot with weeks 1-4 consolidating with a slot winning 15% 1634 Share and 1.2m Individual viewers



## Sex Actually

- At 10pm new 3 parter Sex Actually with Alice Levine launched with a consolidated audience of 1m/9% across weeks 1+2. With an 11% 1634 Share



## Celeb SAS

- Celeb SAS S3 consolidated at 2.1m with a 17% 1634 Share across its 6 week run. Peaking in week 1 with 2.2m and a 24% 1634 Share



## The Last Leg

- The first episode in the run of The Last Leg returned at 10pm on Friday 1st October a slot winning 19% 1634 Share

# Portfolio Performance Highlights



## Married at First Sight UK

- Married at First Sight UK S6 averaged 1.9m/9% Individuals and 575k/24% 1634's. Peaking with Ep 13 attracting 2.2m and Ep 12 a 29% 1634 Share



## Film4

- The biggest film in October is the first play of John Wick 3 with a 3% share. A 4% 1634 Share is Up 115% vs the slot average
- Film 4 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



## 999: On the Frontline

- More4's highest rating show this month is 24 Hours in A&E with a 3% share



## Annika

- Alibi's original drama Annika fully consolidated at 0.9m/4% across its 6-week run. UKTV's highest rating show of the year and **Alibi's biggest title ever!**

# Portfolio Performance Highlights

## UKTV Play - Week 11.10.21 – 17.10.21

- UKTV has seen +10% growth week-on-week viewing across all channels.
- A new series of the Bad girls landing drove the brand up 128% week-on-week
- Outsiders shows continued growth + 10% week-on-week
- Late Night Mash also continuing to grow +6% week-on-week
- Question team launched straight into the Top 20 shows on UKTV Play at #17
- Hornby: A Model World also launched straight into the Top 20 shows at #19



TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
<b>SERIES</b>	<b>SERIES</b>
Bad Girls	The Bill
The Bill	Classic Eastenders
Classic Eastenders	Taskmaster
The Brokenwood Mysteries	Birds Of A Feather
Would I Lie to You	Bad Girls
Birds Of A Feather	Would I Lie To You?
Outsiders	Last Of The Summer Wine
Taskmaster	Bangers And Cash
Last Of The Summer Wine	Classic Casualty
Classic Casualty	The Brokenwood Mysteries