

Channel 4 Performance Highlights



2021 Key Performance Highlights

January saw Channel 4 launch critically acclaimed drama *It's A Sin* on the 22nd January. As part of our ALL 4 strategy this series was instantly box-setted, with all episodes becoming available on ALL 4. It became ALL 4's biggest ever box set series and most binged new series ever, with episode one becoming ALL 4's most popular drama launch to date.

Due to the Covid restrictions 2020's series of *Grand Designs* was delayed until 2021. It was well worth the wait however, as the episode on the **3rd February** was the most watched episode of *Grand Designs* since October 2021.

Gogglebox had a record breaking year in 2020, and 2021 was no different with series 17 breaking more viewing records, with the biggest episode to date watched by a consolidated linear audiences of 6.6million viewers on the **12th March 2021**.

April 2021 saw More4 post its biggest month for ABC1AD audience share in nearly four years. This was significantly aided by *Matt Baker: Our Farm In The Dales*, which became the channel's biggest ever series when it played out in the Spring this year.

May 2021 saw *Johnny Vegas* set up a glamping site in Wales. It became Channel 4's biggest new 10pm series this year.

Due to a 'small' football match taking place on the same evening, Channel 4 moved *Celebrity Gogglebox* to 10pm on the **18th June** instead of its usual 9pm start time in order to avoid a clash. It was an inspired scheduling decision with 4.75 million viewers tuning in, Channel 4's biggest audience in the 10pm clock hour since the Closing Ceremony of the London Paralympics in 2012.

Channel 4 Performance Highlights



2021 Key Performance Highlights

In July Channel 4 introduced viewers to the unique, family run, Tebay Service Station in A Lake District Farm Shop. It became Channel 4's best new Saturday 8pm series launch in over 2 years.

Our sales partners at UKTV launched crime drama Annika on Alibi in **August**. With a series average of nearly 1million viewers across six weeks, it became Alibi's biggest series ever.

Late in the summer E4 launched a new UK version of Married At First Sight. The series was an instant hit, and the 2.2million linear viewers who tuned in on the **20th September** saw E4 record its biggest ever audience to a non-scripted series.

October saw strong Channel 4 performance across all dayparts, but particularly in late peak. The performance of GBBO, Taskmaster and Gogglebox in the month saw Channel 4 post its biggest month for AD1634 Share Of Commercial Impacts (SOCI) since June 2011.

Season 12 of The Great British Bake Off came to an end on the **23rd November**. An AD1634 audience share of 67% was the biggest to any Bake Off Final (including BBC episodes)!

There was heartbreak for Lewis Hamilton in Abu Dhabi in the final race of the F1 season in **December**, but Channel 4 viewers were served up a treat after Channel 4 struck a deal with Sky to show the race free to air. A one minute peak of 4.4million viewers during the race was the biggest audience that any Channel 4 F1 race (or highlights) has ever attracted!

All 4 Performance Highlights



2021 Key VOD Performance Highlights

Another record breaking year for the UK's biggest free streaming service.

- On course to finish the year with views up +24%
- Record breaking views in Q1
- February being up +121% year-on-year

Our biggest week ever was Week 7 (W/c 8th Feb) up +183% vs the same week last year and was the 4th consecutive week where we had broken our highest views in a week record. Wk7 was also our biggest week ever for Archive and Simulcast, with the wealth of MAFS Aus eps and Live Test Cricket becoming our most watched S/cast title. Only to be outdone by another quick turnaround live sporting event in the F1 championship decider (W/c 6th Dec).

Married at First Sight Australia was our biggest series of 2021 while It's a Sin drew in the highest number of views per episode.

Followed by dramas Help and Caroline Flack: Her life and death. Showcasing the success of our varied All 4 content.

TOP 10 Titles 2021	TOP 10 Seasons by views per ep
SERIES	SERIES
Married at First Sight Australia	It's A Sin, Season 1
Hollyoaks	Help, Season 1
Gogglebox	Caroline Flack: Her Life and Death, Season 1
Married at First Sight UK	The Great British Bake Off, Season 5
Made in Chelsea	Married at First Sight UK, Season 6
Taskmaster	Close to Me, Season 1
The Inbetweeners	The Inbetweeners, Season 1
The Handmaid's Tale	Before We Die, Season 1
The Great British Bake Off	Married at First Sight Australia, Season 6
It's A Sin	Deceit, Season 1

Viewing Report

13th –19th December 2021

NARRATIVE

After the expected strong competition in the summer, portfolio performance has really got back on track with a combination of new series launches and returning favourites

The Final of The Great British Bake Off Consolidates at 9.3m/41% share of Individuals, Channel 4's biggest viewing figure of 2021. With a whopping 67% share of AD1634s, this is the biggest share of AD1634 audience ANY Bake Off Final (including BBC episodes) has attracted

Channel 4 has pulled in viewing figures of 6+million on 17 occasions this year. This compares to 16 and 10 times to this point in 2020 and 2019 respectively

NEW TITLES

Jamie: Together At Christmas on Monday the 13th is up + 59% on slot. Share of ABC1AD viewers was up +60% on slot

Love It Or List It returned on Wednesday the 15th up 27% on slot average. ABC1AD programme share was up 22% on the slot average

The Dog House is back for a new series in early 2022, but before then viewers got the chance to see how the residents and volunteers of Wood Green are getting on in the run up to Christmas on Thursday the 16th. This show was up on slot average by +23%, whilst ABC1AD viewers were up by 16% on the slot average for volume.

New quiz series I Literally Just Told You launched with a 12% share of AD1634s on Thursday 16th, up 29% on the slot average

A Lake District Farmshop At Christmas put ABC1AD viewers up +24% on the slot average

Sainsburys: Christmas Food Secrets was up on slot by +2% for share

Overview

Viewing Report

13th –19th December 2021

NEW TITLES

The Christmas special of Escape to The Chateau on Sunday the 19th overnighted with an 11% share of ABC1ADs, up +24% on the slot average

With a 9% share of Men, Guy Martin's Lancaster Bomber, was up +78% Vs the slot average for this audience on Sunday the 19th

RETURNING/ONGOING

The first two episodes of Sarah Beeny's New Life In The Country series 2 has consolidated with 1.9m viewers and a 15% share of ABC1ADs. The first episode was bigger than any episode from series 1

The latest series of George Clarke's Old House New Home finished with a consolidated audience of 1.52m. The series tracked above the slot average for Individual, ABC1AD and AD1634 share of viewing

Gogglebox S18 has consolidated at a slot winning 4.7m/23% in weeks 1-12. 34% share of AD1634s and 25% share of ABC1ADs. It won the slot for all demos for 8 of the 12 weeks that it was on

The first three episodes of Guy's Garage have consolidated with 1.5m. ABC1ME are currently tracking up +35% against the slot average for volume and share

Miriam & Alan: Lost in Scotland has seen weeks 1 to 3 consolidate with 1.9million viewers and a 10% share of ABC1ADs. This series was given the prestigious post Great British Bake Off slot in the schedule, and it hasn't disappointed; it is the biggest launch to a series in this slot in two years.

The Last Leg at 10pm on Fridays is averaging 1.5m/12% a 16% share of AD1634's across its 11-week run

Escape To The Chateau averaged 2.3m/11% across its 7 weeks run Averaging a 13% share of ABC1ADs in the process

Overview

All 4 Performance Highlights



13.11.21 – 19.12.21

Week 51 is down -7% in views vs week 50 where the F1 championship decider boosted views

Views compared to the same week last year are equally down -7% where 2020 had a broader offering of exclusives (West Wing, Malcolm in The Middle, One Tree Hill), alongside the Taskmaster back catalogue. 2020 Covid Tiered restrictions in December last year also added views and viewers

Hollyoaks festive episodes, have driven a 43% uplift from launch (Fri 17th Dec). The biggest week of the year for Hollyoaks and on par with the 2019 festive box set launch

Made in Chelsea parity week-on-week, with current season 22 up +4% vs 21. S22 remains on course to being the 2nd biggest MIC series ever

Frasier box set continues growth, up +8% week-on-week, which launched as part of the All 4 Advent Calendar

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Hollyoaks	Married at First Sight Australia
Gogglebox	Hollyoaks
Made in Chelsea	Married at First Sight UK
Close to Me	Gogglebox
Formula 1	The Great British Bake Off
Young Sheldon	Celebs Go Dating: The Mansion
Married at First Sight Australia	Below Deck Mediterranean
Guy's Garage	Made in Chelsea
Grand Designs: House of the Year	24 Hours in Police Custody
Escape to the Chateau	The Circle

-7%

Down -7%

Total views are down -7% versus the same week in 2020

23%

Up 23%

Across 2021 to date, we have seen a 23%* year-on-year increase in views

Channel 4 Performance Highlights



The Great British Bake Off



- The Final Of The Great British Bake Off Consolidated at 9.3m/41% share of Individuals, Channel 4's biggest viewing figure of 2021.
- With a 59% share of AD1634s, up +207% on the slot average. This was the biggest episode of the run so far, and Channel 4's biggest overnight figure for a programme on Channel 4 this year.
- Bake Off consolidated at 8.8million viewers/37% across weeks 1-10.
- It has been the biggest show across all TV on each of the days it has been on for Individuals and ABC1ADs, whilst being the biggest show across all TV for AD1634s for 9 of the 10 days it was on.
- The series averaged a 60% share of AD1634s, throughout its ten week run. This is the biggest share any series of GBBO has attracted since its switch to Channel 4.
- The final episode of GBBO: An Extra Slice, attracted its biggest audience of the run so far. Individuals and ABC1ADs, saved their best performance to the last episode for both volume and share. AD1634 overnight share for this episode was 16%; the second highest of the run, and up +147% on slot.

Channel 4 Performance Highlights



F1 Abu Dhabi Grand Prix



- The Decider in the Desert (Abu Dhabi Grand Prix) helped C4 to generate its biggest-ever crowd for a Formula 1 race!
- The coverage of last Sunday's race (12/12/2021), controversially won on the final lap by Max Verstappen, drew a peak of 4.4m (35.3%) at 2.30pm as it reached its closing stages to comfortably claim the slot.
- The race was no match for the crowd who tuned in to watch Emma Raducanu triumph in the Women's US Open on Saturday 11 September, when 5.9m (40%) tuned in across 220-minutes from 8pm, with a peak of 9.1m (64%).
- C4 only confirmed that it would share Sky's live coverage of the race last Thursday, three days ahead of the event. The combined one minute peak audience watching the gripping finale on Channel 4 & three Sky channels at 2.32pm was 7.4m, an amazing 59.7% audience share.

Portfolio Performance Highlights



Made In Chelsea

- Series 22 of Made In Chelsea is averaging a consolidated 580k and a 8.5% share of AD1634s. AD1634 share is up +16% when measured against the same point of the last series



Film 4

- 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



Matt Bakers Our Farm In The Dales

- Matt Baker: Our Christmas In The Dales attracted an overnight audience of 470k on More4 on Monday the 13th, up over 100% on the slot average. ABC1AD audience share was up +165% on the slot average. It was the most watched show across all digital channels on that day



Ragdoll

- Alibi's new crime thriller; Ragdoll, launches with a consolidated audience of 562k/2.5% individuals and 340k/2.9% ABC1ADs. The launch was up +365% for individual volume, whilst ABC1AD volume was up a massive +448% on slot average

Portfolio Performance Highlights

UKTV Play - Week 13.12.21 – 19.12.21

- Week-on-week viewing fell 2.5% to UKTV Play
- New at No 4 Jonathan Creek
- New Tricks +6% week-on-week
- Th Bill + 4% week-on-week
- Would I Lie To You +7%
- Expedition With Steve Backshall +5%



TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Bad Girls	Classic Eastenders
Classic Eastenders	Bad Girls
Jonathan Creek	Taskmaster
New Tricks	Birds Of A Feather
Would I Lie To You?	Would I Lie To You?
Hornby: A Model World	Last Of The Summer Wine
Birds Of A Feather	Bangers And Cash
Classic Casualty	Classic Casualty
Taskmaster	The Brokenwood Mysteries