

# Viewing Report

Thursday 26<sup>th</sup> August 2021

## NARRATIVE

- Another new arrival or revival was that of *Changing Rooms* adding to our unrivalled line up of features titles and presenting talent
- While our Partners UKTV launched their biggest Original Drama piece this year with *Annika* on Alibi to the Channel's Biggest Ever Audience part consolidated over 1m!

## NEW TITLES

- On Monday at 9pm 90 minute one-off *Children of 9/11: Our Story* improving the slot for 1634 Profile
- *Changing Rooms* launched on Wednesday at 8pm with our biggest overnight for a new 8pm series this year almost doubling slot average share for 1634's
- *Remarkable Renovations* continues to deliver our biggest audience for a new 9pm title this year on Wednesdays
- In the Sun 8pm slot new Series *The Secret World of...* averaged 1.5m/10% across its first 2 weeks (Chocolate and Crisps). Week 3 (Biscuits) with a 15% 1634 Share Up +111% vs slot
- *Guy Martin's Electric Car Special* delivered his biggest audience for 3 years consolidating over 2m
- *Jonnie's Blade Camp* grew +5% week-on-week in week 2 on Tuesday at 10pm
- Week 1 of new Original Drama *Deceit* consolidated with 2m viewers and a 10% share

## RETURNING/ONGOING

- *Joe Lycett's Got Your Back* returned for a 3rd run on Thursday at 8pm delivering a 13% 1634 Share. Up +50% vs slot average
- Week 3 of returning original drama *I Am...Maria* was Up +50% week-on-week
- The first 8 weeks of S4 of *The Handmaid's Tale* have continued to deliver double digit share growth vs S3
- *Food Unwrapped* returned on Monday at 8pm with an Healthy Hacks Special almost doubling the slot for 1634 Share
- Week 2 of *The Secret Life of the Zoo* was flat week-on-week (Tue 8pm) with 8% share. As was *24 Hours in A&E* at 9pm with 8%

## FILM

- On Saturday at 9pm the premiere of *Fighting with My Family* attracted a part consolidated 819k/7%

## DIGITAL

- Weeks 1-8 of *Rick & Morty* consolidated with a 17% 1634 Share. Up +300% vs slot. Peaking in week 7 with a new high of 22%
- More4's highest rating show of August remains new original title *The Great British Home Restoration*
- Film4 delivered its biggest 1634 share of the year WC 9th August while August is currently delivering the biggest monthly share this year for young adults
- On Tuesday at 9pm Alibi's new Original Drama launch *Annika* delivered the Channel's biggest overnight since 2012! Up +700% vs slot average!

Overview

# All 4 Performance Highlights



## Week 16.08.21 – 22.08.21

- Views were up 2% week-on-week
- Views by comparison to the same week last year was up +21%, helped by all content types being up. First Run driven by the likes of **Hollyoaks**, **Deceit** and **Below Deck**, exclusives by **Handmaids Tale** and Archive by **The Inbetweeners**, **Gogglebox** and **Cats Does Countdown**
- **Deceit** continues to perform well on All 4, up +52% week-on-week and is the 5<sup>th</sup> biggest show on the platform this month
- Despite finishing 13 weeks ago **Gogglebox** still finds itself in the Top 10 week-on-week driving Archive views
- **Below Deck** had its biggest week ever on All 4, up +16% week-on-week (O&O only)!

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Hollyoaks	Married at First Sight Australia
The Handmaid's Tale	
Below Deck Mediterranean	Hollyoaks
Deceit	Celebs Go Dating: The Mansion
Rick and Morty	Gogglebox
I Am...	Below Deck Mediterranean
Changing Rooms	The Circle
George Clarke's Remarkable Renovations	It's A Sin
This Way Up	Made in Chelsea
Come Dine with Me	The Handmaid's Tale
Children of 9/11: Our Story	24 Hours in Police Custody

### 21%

#### Up 21%

Total views are up 21% 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



## Linear TV



### Deceit

- At 9pm new original true crime drama Deceit launched with a consolidated 2m/10% Individuals with an 11% Share of ABC1 Ads



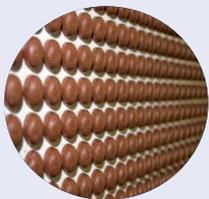
### Joe Lycett's Got Your Back

- Series 3 of Joe Lycett's Got Your Back returned on Thursday at 8pm with a part consolidated 758K/5% Individuals. A 13% 1634 Share Up +50% vs the slot average



### George Clarke's Remarkable Renovations

- At 9pm on Wednesday weeks 1-4 of new series George Clarke's Remarkable Renovations consolidated at 2m/10% Individuals with a 12% ABC1 Share



### The Secret World of Chocolate

- In the Sun 8pm slot new Series The Secret World of...averaged 1.5m/10% across its first 2 weeks (Chocolate and Crisps). Week 3 (Biscuits) with a 15% 1634 Share Up +111% vs slot



### The Late-ish Show with Mo Gilligan

- Series 2 weeks 1-4 of The Late-ish Show with Mo Gilligan delivered a consolidated 579k/5% Individuals in the 10pm slot with a 9% 1634 Share

# Channel 4 Performance Highlights



## I Am Victoria

- At 9pm on Thursday the second Series of BAFTA nominated drama I Am...continued with a consolidated 1.3m/7% Individuals across weeks 1+2 and a 10% Share ABC1 Women



## Secret Life of the Zoo

- At 8pm on Tuesday Instant Boxset Secret Life of the Zoo returned for a 6 week run with episode 1 consolidating at 1.5m/10%



## Guy Martin: World's Fastest Electric Car

- One-off 90 minute Special Guy Martin: The World's Fastest Electric Car? consolidated at 2.1m/11% Individuals in the Monday 9pm slot with an 11% ABC1 Share

## The Handmaid's Tale



- Weeks 1-8 of Season 4 of The Handmaid's Tale have consolidated at 1.9m/9%. To date delivering Share growth vs S3 of +13% (Individuals); +17% (ABC1); +12% 1634's
- A 19% 1634 Share in week the Series 2nd Biggest ever and only beaten by S1 week 1 back in 2017!

# Portfolio Performance Highlights



## Rick and Morty

- The first 8 episodes of Rick & Morty S5 have averaged 602k/4% Individuals in consolidation in the Monday 10pm slot. A 17% 1634 Share Up +300% vs slot!
- Peaking in week 7 with a new high of 22% (1634 Share)
- Below Deck Med S5 is averaging 396k/2% Individuals. Average Volume for Individuals and 1634 Adults Up vs S4



## 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 Great British Home Restoration

- Weeks 1-3 of new original Series Great British Home Restoration consolidated at 424k/2%. More4's 4th biggest new launch this year with a 2% ABC1 Share +120% vs slot



## Annika

- On Tuesday at 9pm new Original Drama Annika launched on Alibi with a 2.5% share. Up +662% vs slot for Volume and +731% for Share

# Portfolio Performance Highlights

## UKTV Play - Week 16.08.21 – 22.08.21

- Secrets Of The London Underground continues to grow week-on-week +13%
- Bangers & Cash +18% week-on-week
- Alan Davies As Yet Untitled also showing continued growth +12% week-on-week
- Meet The Richardsons + 32% week-on-week
- A Place To Call Home +194% week-on-week
- The Brokenwood Mysteries + 7% 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	The Bill: The Early Years
Birds Of A Feather	Taskmaster
Secrets Of The London Underground	Birds Of A Feather
Taskmaster	Last Of The Summer Wine
Would I Lie To You?	Would I Lie To You?
Last Of The Summer Wine	Bangers And Cash
Alan Davies: As Yet Untitled	Classic Casualty
Classic Casualty	Meet The Richardsons