

Viewing Report

18th – 24th 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 MAFS Australia back for an 8th Series
- 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 5th consecutive week thanks to Bake Off and Gogglebox

NEW TITLES

- The Love Trap launched on Tuesday winning the slot for AD1634's and WO1634's (22% share)
- Britain's Best Woodworker launched with a 9% share. Up 21% for volume and 30% for share on slot average
- Escape To The Chateau returned on Sunday with a 9% share. Up 12% for volume and 16% for share on slot average
- Joe Lycett Vs The Oil Giant on Sunday was up for both AD1634 and ABC1AD share

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

Overview

Viewing Report

18th – 24th October 2021 continued...

RETURNING/ONGOING

- 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
- First Dates continued in the Monday 10pm slot with weeks 1-4 consolidating with a slot winning 15% 1634 Share and 1.2m Ind 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 13% Individuals with a slot winning 19% 1634 Share

SPORT/FILM

- Qualifying Highlights of the USA GP drew an average audience of 610k Individuals, up 171% on slot
- Race Highlights of The USA GP sees Channel 4 win the slot for Individual, ABC1AD and AD1634 viewers

DIGITAL

- Married at First Sight UK came to an end consolidating at 1.9m/9% Inds with a 24% 1634 Share
- While Married at First Sight Australia S8 launched with Share Up vs Week 1 of S6 in January this year

Overview

All 4 Performance Highlights



18.10.21 – 24.10.21

- Views by comparison to the same week last year are up +1%, the only content type that is up is First Run, mainly thanks to Married at First Sight Australia.
- All 4 has now delivered more views YTD than the whole of 2020, Gogglebox sees the most growth in the Top 10 due to there being no normal ep the previous week because of SU2C
- Made in Chelsea grew +27% week-on-week with Ep2 up +3% vs Ep1 (0-6 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
The Great British Bake Off	Hollyoaks
Hollyoaks	Married at First Sight UK
Gogglebox	Gogglebox
24 Hours in Police Custody	Celebs Go Dating: The Mansion
Made in Chelsea	Below Deck Mediterranean
Taskmaster	The Circle
Married at First Sight UK	It's A Sin
Murder Island	Made in Chelsea
Four in a Bed	The Handmaid's Tale

1%

Up 1%

Total views are up 1% versus the same week in 2020

28%

Up 28%

Across 2021 to date, we have seen a 28%* 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 5 'German Week' overnighted with a 29% Individual share. Up +115% and +110% vs slot, with a 49% share of AD1634's, up +132% on slot
- The most watched show across all TV on the Day. It had a peak audience share of 32% at 21.03pm
- It was up week on week for Individuals, ABC1ADs and AD1634s



Channel 4 Performance Highlights



Linear TV 18.10.21 – 24.10.21



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 returned to its usual format on Friday. It easily won the slot for Individual, AD1634 and ABC1AD viewers



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

- Grand Designs weeks 1-6 have consolidated at 2m/10%. Peaking with 2.5m/13% in week 1.



Taskmaster

- 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



Murder Island

- Murder Island showed week-on-week growth on Wednesday with AD1634's growing by +54% on the previous episode

Channel 4 Performance Highlights



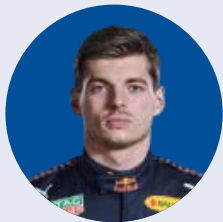
24 Hours in Police Custody

- Week 5 of Police Custody was up +26% on the slot average for volume and +47% 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



USA GP F1 Highlights

- Qualifying Highlights of the USA GP drew an average audience of 610k Individuals, up 171% on slot



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 delivering 1.6m/13% Individuals with 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

- Film4 has already delivered over 800k viewers on 3 occasions this year thanks to Kingsman 2 (1m); Equalizer (945k); and Orient Express (822k).



Matt Bakers Our Farm In The Dales

- Matt Bakers Our Farm In The Dales launched on Monday the 18th, 253% for volume and 311% for share. ABC1AD viewing was up 247% for volume and 306% for share. It was the biggest programme to play on any digital channel last month!



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 18.10.21 – 24.10.21

- Hornby: A Model World shows continued week-on-week growth +42%
- Late Night Mash also continues to grow week-on-week +1%
- Question Team +15% week-on-week
- Outsiders grew 3% week-on-week
- New Tricks grew 5% week-on-week
- Miss Scarlet And The Duke saw 5% growth in views week-on-week



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