

Viewing Report

22nd – 28th November 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 15 and 10 times to this point in 2020 and 2019 respectively.

NEW TITLES

With *Im A Celebrity Get Me Out Of Here* playing on ITV, our counter schedule kicked off to good effect on Monday with the launch of *Guys Garage* attracting an 8% MEN share on Monday which is up +17% on the slot average.

RETURNING/ONGOING

The Great British Bake Off consolidated at 8.8m/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.

Overview

Viewing Report

22nd – 28th November 2021 continued...

RETURNING/ONGOING

Gogglebox S18 has consolidated at a slot winning 4.8m/24% in weeks 1-9. 38% share of AD1634s and 26% share of ABC1ADs

Taskmaster is back on Thursdays at 9pm with a consolidated 2.3m/11% share and 760k/33% share for AD1634's across weeks 1-9. Averaging an AD1634 share of 33%, it has won the slot for 9 consecutive weeks for this audience

Miriam & Alan: Lost In Scotland has seen ep 1 consolidate with 2.4million viewers and a 15% 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.

Britain's Best Woodworker; best new 8pm series on Channel 4 this year, in terms of volume, with weeks 1-5 consolidating at 1.7m, up +25% on slot average

The Last Leg at 10pm on Fridays is averaging 1.5m/13% and a commercial slot winning 18% share of AD1634's
Escape To The Chateau averaged 2.25m/11% across first 4 weeks. Averaging a 14% share of ABC1ADs in the process

Episodes 1-3 of Close To Me have consolidated at 1.53m, up on slot for individual volume and share. ABC1AD share for these episodes is up +4% on slot average

Overview

All 4 Performance Highlights



22.11.21 – 28.11.21

Week 48 was down -11% week-on-week, with the declines coming from the likes of Married at First Sight Australia which was expected due to the series finishing. Close to Me was also down as more people are finishing the boxset.

The Bake Off finale was the biggest we've ever had on All 4 beating the previous high set last year by +27%. S5 is currently flat YoY (0-5 Days O&O)

Taskmaster S12 finished up +1% vs S11 (0-3 Days O&O)

Made in Chelsea is down WoW but series 22 is still up vs series 21 by +5% (0-6 Days O&O)

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

-5%

Down -5%

Total views are down -5% versus the same week in 2020

25%

Up 25%

Across 2021 to date, we have seen a 25%* 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



22.11.21 – 28.11.21



Handmaid: Britain's Best Woodworker

- Handmaid: Britain's Best Woodworker has been a pleasing addition to the schedule (best new 8pm series on C4 this year), with the all episodes up on slot. Episode 6 (series finale) on Thursday was up +16% for ABC1AD volume and +24% for ABC1AD share



Gogglebox

- Gogglebox on Friday attracted an AD1634 audience share of 21% - the biggest overnight share of this audience that Gogglebox has ever attracted when going up directly against I'm a celeb.



Escape to the Chateau

- Escape To The Chateau returned on Sunday after a weeks hiatus with a 10% ABC1AD audience share; up 12% on slot



Miriam & Alan

- Miriam & Alan: Lost In Scotland has seen episode 1 consolidate with 2.4million viewers and a 15% 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.



Taskmaster

- Taskmaster is back on Thursdays at 9pm with a consolidated 2.3m/11% share and 760k/33% share for AD1634's across weeks 1-9. Averaging an AD1634 share of 33%, it has won the slot for 9 consecutive weeks for this audience

Portfolio Performance Highlights



Married at First Sight UK

- Married at First Sight Australia S8 has now consolidated with a series average of 980k individuals, and an 11% share of AD1634s. AD1634's were up 194% on slot average for share and up +228% for volume



Last Orders

- The biggest film so far in November is Last Orders with 461k/3% share



Matt Bakers Our Farm In The Dales

- Matt Bakers Our Farm In The Dales launched on Monday the 18th October with the first three episodes consolidating with an average of over 840k viewers. It has been in the top 2 most watched digital programmes for the days it has been on, Only Married At First Sight Australia (E4) has been bigger than it!



The Brookwood Mysteries

- The Brookwood Mysteries (Drama) is the most watched programme across UKTV in October with 655k, up 94% on the slot average for volume

Portfolio Performance Highlights

UKTV Play - Week 22.11.21 – 28.11.21



- Overall UKTV Play viewing grew +3% week-on-week
- 6 of the Top 10 titles enjoyed week-on-week growth
- The addition of S7 of Bad Girl drove the brand up 4% week-on-week
- Classic Eastenders +6% week-on-week
- Birds of a Feather +6% week-on-week
- Abandoned Engineering + 5% week-on-week

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