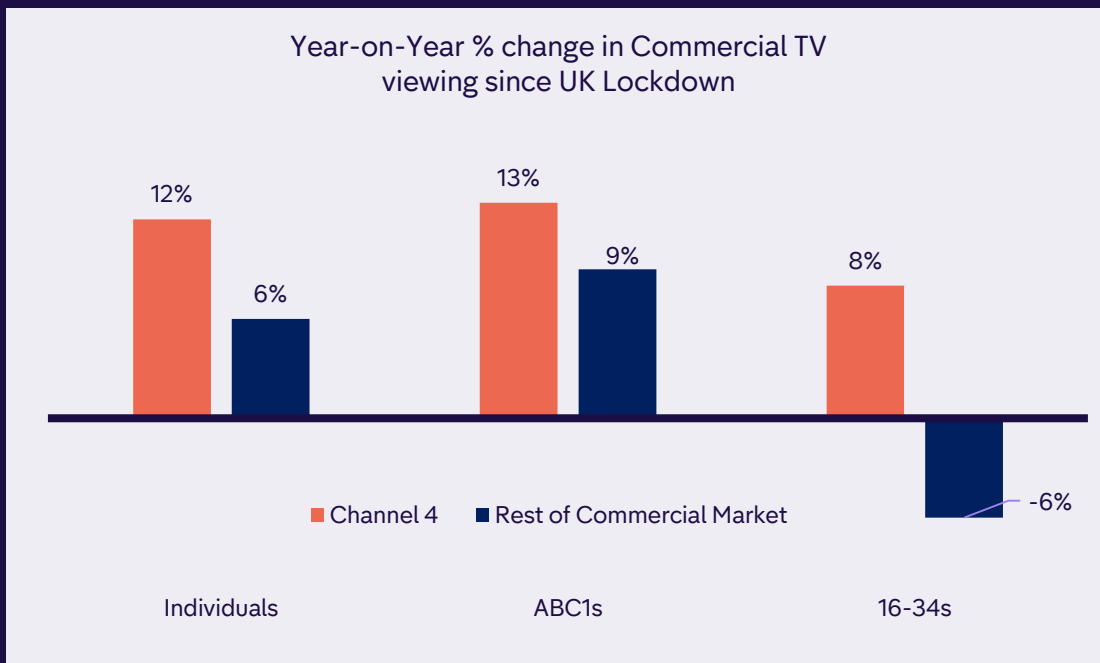


Viewing Report

Thursday 3rd December 2020

Welcome to our latest viewing update, where we continue to share performance highlights from across our linear and digital portfolio. If you need any specific information or guidance, please do contact your usual 4Sales representative, or alternatively contact 4Sales@Channel4.co.uk.



C4 delivered 2 of the Top 10 shows across the Network for 1634 Volume in the week thanks to **Bake Off** and **Gogglebox** taking the top spot.

The Great British Bake Off's 1634 volume averaged at 2.456m (63.27%) up 4% and 5% and ABC1's 6.413m (46.90%) up 18% and 10%.

Gogglebox's 1634 Volume and share are both up at 57% and 49% respectively while ABC1 Adults are Up 45% and 30%

Weeks 1-6 of **Taskmaster** have consolidated at 2.579m (11.03%). A 27.38% 1634 Share is the biggest for a new 9pm title since Leaving Neverland in March 2019

These shows have been instrumental in Channel 4 outperforming the rest of the commercial market for young audiences.

Overview

Channel 4 Performance Highlights



The Great British Bake Off, S11 Final, Tuesday 8pm

- Weeks 1-9 have delivered a consolidated average of 10.457 million Individuals (39.80% share). Up 17% and 13% Series on Series respectively and the biggest C4 Series to date!
- 1634 Volume at 2.456 million (63.27%) Up 4% and 5% and ABC1's 6.413m (46.90%) up 18% and 10%
- All 10 episodes have now consolidated over 10m. Only the Final in 2017 had ever achieved this before



Gogglebox, Friday 9pm

- Week 12 of Gogglebox S16 was Up 4% week on week with 3.700m (17.3%). The series biggest ever overnight vs I'm A Celeb!
- Episodes 1-12 overnight averaged at 4.351 million (23.1%) up 44% and 35% respectively vs S14 this time last year
- 1634 Volume and Share up 57% and 49% respectively while ABC1 Adults are up 45% and 30%



Taskmaster, Thursday at 9pm

- On Thursday at 9pm Taskmaster week 7 was up 55% vs slot average volume for 1634's with a 10% Share
- Weeks 1-6 of Taskmaster have consolidated at 2.579 million (11.03%). A 27.38% 1634 Share is the biggest for a new 9pm title since Leaving Neverland in March 2019!



The Last Leg, Friday 10pm

- The Last Leg week 6 was up 9% week on week with 1.473 million (9.6%). Against I'm a Celeb it was still Up 26% vs slot for Individuals and 27% ABC1's with a 15% 1634 Share.
- Weeks 1-5 average Individual volume to the series of 2.051 million (13.16%) Up 35% and 34% year-on-year respectively.



Escape to the Chateau, Sunday 9pm

- On Sunday at 9pm Escape to the Chateau week 3 was Up 26% week-on-week with 2.383 million. Up 87% vs the slot average. A 14% ABC1 Share was up 89% on the slot average! This represents Chateau's BIGGEST EVER OVERNIGHT audience now in its 7th Series!

Portfolio Performance Highlights



The Big Bang Theory

- Hollyoaks aside E4's highest rating show of the week was The Big Bang Theory on Wednesday at 6:30pm with 337k viewers. Up 23% on the slot average. A 7% 1634 Share is 72%!



Taken 3

- Film4's biggest film in the last 7 days was Taken 3 on Thursday at 9pm with 444k. Up 26% on the slot average. 1634 Volume is up 193% on the slot average.
- Film4 has now delivered over 500k viewers on 48 occasions this year compared to 33 across the whole of 2019



24 Hours in A&E

- More4's highest rating show in the last 7 days (overnights) was 24 Hours in A&E on Saturday at 10:05pm with 393k. Up 77% on the slot average and More4's biggest overnight since August.



Bangers and Cash

- UKTV's biggest audience in the last 7 days was Bangers and Cash on Yesterday on Thursday at 8pm with 467k. Yesterday's biggest overnight audience of the year!

All 4 Performance Highlights



Week Commencing 23.11.20 viewing figures

Views up 73% vs same week last year, all content types up this year as GBBO in November for the first time, alongside strong Exclusive and Archive trends through lockdown

GBBO, biggest ever final up 23% on S3 final. S4 is our biggest ever Bake Off series, 27% bigger than previous high of Season 3 (0-5days). C4's biggest ever linear volume on record at 9.2M live.

Gogglebox S16 up 30% vs S15 (12ep ave, 0-2days). Growth through series, ep 12 up 47% from ep1

Made In Chelsea, S20 up 40% vs S19, 2nd biggest Season ever behind S7

Taskmaster growth from Archive, with 37% increase in total views from S10

All content types up vs same week last year, 3 Exclusive titles in the Top 10 & S'cast up 7% due to GBBO final

Reach up 49%, across all demos vs same week last year

| TOP 10 VoD Week-On-week | TOP 10 VoD Year-To-Date |
|----------------------------|-----------------------------|
| SERIES | SERIES |
| The Great British Bake Off | Friday Night Dinner |
| Gogglebox | Hollyoaks |
| Taskmaster | The Inbetweeners |
| Made in Chelsea | Gogglebox |
| Hollyoaks | Married at First Sight Aus. |
| The West Wing | Made in Chelsea |
| Malcolm in the Middle | The Great British Bake Off |
| Naked Attraction | Four in a Bed |
| One Tree Hill | Shameless |
| The Inbetweeners | Celebs Go Dating |

73%

Up 73%

All4 continues to experience huge viewing growth – with total views last week up 73% versus the same week in 2019

23%

Up 23%

Across 2020 to date, we have seen a 23% year-on-year increase in views