
Viewing Report

25th – 31st October 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
- With C4 winning late peak on both Tuesday and Friday for 1634's for the 6th consecutive week thanks to Bake Off and Gogglebox
- In the week commencing 25th October, Channel 4 had 4 of the 5 top performing AD1634 shows across commercial TV that week

NEW TITLES

- No new titles this week

RETURNING/ONGOING

- First two episodes of 24 Hrs In Police Custody have averaged a 16% Share of 1634's - winning the slot both times
- Bake Off consolidated at 8.8m/36% across weeks 1-3. Week 4 was biggest show on TV that day, despite strong sporting competition, winning the slot for Individuals, ABC1AD's and AD1634's
- Gogglebox S18 has consolidated at a slot winning 4.9m/24% in weeks 1-5
- First Dates continued in the Monday 10pm slot with weeks 1-5 consolidating with a slot winning 14% 1634 Share and 1.2m Ind viewers

Overview

Viewing Report

25th – 31st October 2021 continued...

RETURNING/ONGOING

- Taskmaster is back on Thursdays at 9pm with a consolidated 2.2m/11% share and 760k/33% share for AD1634's across weeks 1-5. It was won the slot for AD1634's for 5 consecutive weeks
- The Last Leg at 10pm on Fridays is averaging 1.6m/13% and a slot winning 21% share of AD1634's

SPORT/FILM

- October the 16th's film premiere Venom, consolidates at 1.6m and an 18% share of AD1634's making it C4's most watched film since April!

Channel 4 Scale

- Year-to-date Channel 4 has delivered over 6m viewers 12 times (7last year); 5m viewers on 28 occasions (28 last year)

Overview

All 4 Performance Highlights



25.10.21 – 31.10.21

- Week 44 views are up 8% with growth coming from the majority of the Top 10 shows and only Married at First Sight UK seeing declines
- Views compared to the same week last year is up 11%, the only content type to be down is Exclusives, this time last year was particularly strong for exclusives with Malcom in the Middle, The West Wing and One Tree all launching in October
- Married at First Sight Australia has delivered its highest weekly views since the new series returned
- The first ep of Stath Lets Flats is up +161% vs the same ep of S2 (0-5 Days O&O). It's also the biggest launch for a comedy series on the platform this year, based on 0-5 Days O&O views
- Gogglebox was up +4% week-on-week with Ep 6 up +5% vs Ep5 (0-2 Days O&O)
- Made in Chelsea grew +17% week-on-week with Ep3 up +3% vs Ep2 (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
Four in a Bed	Made in Chelsea
Celebrity Ghost Trip	It's A Sin
Murder Island	The Great British Bake Off

11%

Up 11%

Total views are up 11% versus the same week in 2020

27%

Up 27%

Across 2021 to date, we have seen a 27%* year-on-year increase in views

Channel 4 Performance Highlights



The Great British Bake Off



- Week 6 of GBBO 'Pastry Week' overnighted a 30% share of Individuals with a 51% share of AD1634's, up +144% on slot average. This was the biggest episode for volume in the current run since the launch episode!
- Week 5 'German Week' overnighted with a 29% Individual share with a 49% share of AD1634's, up +132% on the slot average
- Bake Off consolidated at 8.8m/36% across weeks 1-3. Week 4 was biggest show on TV that day, despite strong sporting competition, winning the slot for Individuals, ABC1AD's and AD1634's



Channel 4 Performance Highlights



Linear TV 25.10.21 – 31.10.21



Handmaid: Britain's Best Woodworker

- Handmaid: Britain's Best Woodworker has been a pleasing addition to the schedule, as not only did it launch above the slot average, but week 2 saw growth for Individuals and ABC1Ds, whilst its share of AD1634's doubled in size



Gogglebox

- Gogglebox easily won the slot for Individual, AD1634 and ABC1AD viewers on Friday.



Escape to the Chateau

- Episode 2 of Escape To The Chateau saw week-on-week growth with a share of 9.6% tuning in on Sunday. This was up on slot by +14% for volume and +26% for share. ABC1ADs were up +28% for volume and +39% for share.



Grand Designs

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



Taskmaster

- Taskmaster on Thursday, done what Taskmaster does; dominating the slot for AD1634's. It was won the slot for AD1634's for 5 consecutive weeks



Murder Island

- Murder Island showed week-on-week growth for the second consecutive Tuesday with AD1634's growing by +42% on the previous episode

Channel 4 Performance Highlights



24 Hours in Police Custody

- Week 5 of Police Custody. Views were up week-on-week, with a slot winning 18% share of AD1634's the biggest share of this audience of the run so far



First Dates

- First Dates continued in the Monday 10pm slot with weeks 1-5 consolidating with a slot winning 14% 1634 Share and 1.2m Individuals viewers



Venom

- October the 16th's film premiere Venom, consolidates at 1.6m and an 18% share of AD1634's making it C4's most watched film since April!



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

- Following on from Gogglebox at 10pm, the Last Leg easily was the most watched show across TV for AD1634's in the slot

Portfolio Performance Highlights



Married at First Sight UK

- Married at First Sight Australia S8 Week 4 averaged an overnight 3% share of Individuals. The biggest week so far



Olympus Has Fallen

- The biggest film in October is Olympus has fallen with 421k/3%. Up +53% and +76% v slot respectively. A 3% ABC1AD Share Up +80% v slot



Matt Bakers Our Farm In The Dales

- Matt Bakers Our Farm In The Dales launched on Monday the 18th with a consolidated audience of 1m up 340% for volume and 370% for share. ABC1AD viewing was up 322% for volume and 400% for share. It was the biggest programme to play on any digital channel last Monday



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 25.10.21 – 31.10.21

- Hornby: A Model World continues to perform really well with views up +17% week-on-week
- The Architecture The Railways Built +3% week-on-week
- New Tricks +9% week-on-week
- Would I Lie To You +10% week-on-week
- Viewing to Late Night Mash is declining as the series has ended -20% week-on-week
- Red Dwarf entered the Top20 shows at #19 and was +5% 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