

Viewing Report

Thursday 5th August 2021

NARRATIVE

- Up against the first full week of Olympics action C4, Owned and our Partners continued to deliver their own Gold Medal winning performances including a thrilling **F1 Race**
- A collective effort once again with C4 scale thanks to **Bake Off Prof, Gogglebox Compilation** and **F1 Highlights** ably assisted by E4's 1634 heavy schedule and UKTV's broad appeal

NEW TITLES

- Week 1 of **George Clarke's Remarkable Renovations** consolidated at 2.2m/13%. Our biggest new 8pm piece this year and the biggest ever Share for a George Clarke Series

RETURNING/ONGOING

- **The Handmaid's Tale** continues to deliver Series on Series Share growth after 5 consolidated weeks across all key demo's
- **How To Save a Grand** returned for a 2nd run on Monday at 8pm with a 9% 1634 Share. Up almost +50% vs slot
- **Bake Off: The Professionals** came to the end of its 4th Series delivering its biggest audience since week 1
- **24 Hours in A&E** Up +22% week-on-week which followed this final
- And as **Celebrity Gogglebox** S3 fully consolidates setting a new Share High for Ind and ABC1 Share along the way
- Week 1 of **The Late-ish Show** with Mo Gilligan consolidated with a new Share High
- **A Lake District Farm Shop** continued its consistent run on Sat at 8pm with 1.1m/9% as our biggest show in the slot for 3 years averaging 1.5m/11%

SPORT/FILM

- **F1 Highlights** returned from Hungary with Qualifying +163% vs slot for Share among Men with Sunday's thrilling Race Highlights
- Live coverage of the **W Series** from Hungary on Saturday afternoon delivering a +22% point shift in Male profile
- While Highlights of the 2nd Test between **The Lions and The Springboks** delivered +50% for 1634's with an 8% Share
- C4's first play of **Olympus Has Fallen** on Saturday at 9pm attracted a 12% 1634 Share. Up +67% vs slot

DIGITAL

- **Wipeout USA** consolidated with a 10% Share of 1634's in week 1 on E4 (Sun 7pm). Up +515% vs slot!
- A 10% 1634 Share for **Rick & Morty** on Monday at 10pm on E4 was Up +217% vs slot! The first 5 episodes averaging a 16% 1634 Share in consolidation
- And the first 2 consolidated weeks of **Below Deck: Med** S4 have delivered Share growth vs S1-3 across all key demo's
- Film4's first play of **Jumanji** on Tuesday at 9pm delivered the Channel's 5th biggest overnight of the year

PARTNERS

- UKTV's biggest title in July was Yesterday's new launch of **Secrets of the London Underground**, UKTV's highest rating new Series this year

Overview

All 4 Performance Highlights



Week 26.07.21 – 01.08.21

- Views this week are up very slightly by 3% week-on-week
- Views by comparison to the **same week last year** are up 11%, views are still being driven by the S1-3 boxset of **The Handmaid's Tale** with exclusives up 31% but First Run views are also up by 32% due to the help of **Rick & Morty**, **Below Deck** and **Hollyoaks** driving views
- For the seventh consecutive week **The Handmaid's Tale** is the number one show on All 4 and will likely be in the Top 10 Year-to-date in a couple of weeks
- Series 4 of **Bake Off: Professionals** finished last week and is set to be the biggest series the show has had on All 4!
- **The Inbetweeners** remains one of our biggest Archived shows on the platform and grew 14% week-on-week
- **Below Deck** once again sees the most growth of any show in the Top 10 this week, up 27% week-on-week

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Hollyoaks
Hollyoaks	The Handmaid's Tale
Celebs Go Dating: The Mansion	Rick and Morty
Gogglebox	Below Deck Mediterranean
The Circle	Celebrity Gogglebox
It's A Sin	Taken: Hunting the Sex Traffickers
Below Deck Mediterranean	Bake Off: The Professionals
Made in Chelsea	This Way Up
24 Hours in Police Custody	George Clarke's Remarkable Renovations
Celebrity Gogglebox	Formula 1®

11%

Up 11%

Total views are up 11% 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



Bake Off: The Professionals

- Weeks 1-9 of Bake Off: The Professionals S4 have consolidated at 2.2m/12% in the Tuesday 8pm slot. With a 14% 1634 Share / 11% ABC1
- **Our 3rd biggest 8pm title this year behind Celeb Bake Off and Pottery Throwdown!**



Celebrity Gogglebox

- Weeks 1-8 of Celebrity Gogglebox S3 consolidated at 4.6m/23% on Fridays at 9pm (week 3 at 10pm). Week 4 delivering the Series biggest ever Ind (28%) and ABC1 (33%) Share



F1

- Highlights of the F1 Hungary Qualifying at 5:30pm delivered a 12% Share of Men which is up 163%



This Way Up

- On Wednesday at 10pm This Way Up weeks 1+2 consolidated at 732k/5%. 57% ABC1 Adult and 55% Female Profile
- Week 3 Up +5% week-on-week with a part consolidated 443k/3%



Chateau: Make, Do and Mend

- At 9pm on Thursday weeks 1-5 of Series 2 of Chateau: Make, Do and Mend consolidated at 1.3m/7% Individuals. With an 8% Share ABC1 Ads. Peaking in week 1 with 1.6m/9%

Channel 4 Performance Highlights



24 Hours in A&E

- At 9pm on Tuesday 24 Hours in A&E was up 22% week-on-week. Its biggest share since January!



George Clarke's Remarkable Renovations

- At 9pm on Wednesday week 1 of new series George Clarke's Remarkable Renovations consolidated at 2.2m/13% Individuals with a 16% Share of ABC1's



The Late-ish Show with Mo Gilligan

- Series 2 week 1 of The Late-ish Show with Mo Gilligan delivered a consolidated 678k/6% on its return. The Series Highest Ever Share. With a 13% 1634 Share



The Handmaid's Tale

- Weeks 1-5 of Season 4 of The Handmaid's Tale have consolidated at 1.9m/8% Individuals. Up +6% and +11% Series on Series



Devon and Cornwall

- Devon and Cornwall weeks 1-4 have consolidated at 1.7m/9% in the Monday 8pm slot with a 10% Share of ABC1 Ads. Peaking in week 1 with 2.2m/12%

Portfolio Performance Highlights



Rick and Morty

- The first 5 eps of Rick & Morty S5 averaged 603k/4% in consolidation in the Monday 10pm slot. With a 16% 1634 Share. Up +257% vs the slot average! Peaking in week 3 with a 21% 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)



The Great British Home Restoration

- The biggest audience in July was from new launch The Great British Home Restoration with a part consolidated 399k/2% in the Sunday 9pm slot



Secrets of the London Underground

- UKTV's biggest title in July was Yesterday's new launch of Secrets of the London Underground, UKTV's biggest new Series this year!

Portfolio Performance Highlights

UKTV Play - Week 26.07.21 – 01.08.21

- UKTV Play saw week-on-week growth of +16%
- All channels showing week-on-week growth lead by Drama +20%, Yesterday+13% and Dave +8%,
- The launch of **Bad Girls** drove 10% of viewing on the service
- The second episode of **Secrets of The London Underground** drove the brand up +45% WoW
- **Alan Davies: As Yet Untitled** +132% week-on-week with a new series launch
- **Abandoned Engineering** +40% week-on-week with a new series launch
- **To The Manor Born** +50%



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
Birds Of A Feather	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
Secrets Of The London Underground	Classic Casualty
Classic Casualty	Meet The Richardsons
Alan Davies: As Yet Untitled	Red Dwarf