

Channel 4 Performance Highlights



Christmas & New Year Performance Highlights

Channel 4 and 4Sales saw many records broken across 2021, and Christmas gave our advertisers and clients one final opportunity to partner with us in this ever successful year. The festive period, as you will see below, gave us a lot to talk about.....

Channel 4 saw its programmes hit 6+ million viewers on 17 occasions in 2021. This compares with 16 times in 2020 and 10 times in 2019!

Christmas Eve saw Channel 4's portfolio of Channels attract its second biggest share of AD1634's on this ever so competitive night, only just beaten by the portfolio's performance on Christmas Eve 2012.

This strong AD1634 showing on Christmas Eve was spearheaded by Channel 4 which dominated commercial TV for AD1634 viewers across peak on Christmas Eve, with a 20% share of this audience in the peak dayparts of 1730-2259.

Home Alone on Christmas Eve attracted an audience of 2.6 million individuals, and a slot winning 31% share of AD1634 viewers. It was Channel 4's biggest film of 2021.

Seasonal competitive building format; The Greatest Snowman, attracted AD1634 viewers up +17% on the slot average; not bad when you consider the strength of Channel 4 on Friday night's in 2021.

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An exceptionally strong Christmas Eve was complimented by 8 Out Of 10 Cats Does Countdown, which pulled in its biggest volume of ABC1AD viewers since February 2018.

Christmas Day's performance was arguably more impressive than Christmas Eve, as Channel 4's portfolio of Channels, had their best ever Christmas Day for ABC1AD share, and its second biggest Christmas Day for Individual and AD1634 share (beaten only by Christmas Day 2020 in lockdown).

The Great British Bake Off Christmas Special saw the cast of It's A Sin swap the Pink Palace for the White Tent, and 3.7million viewers tuned in. It was the most watched show across all commercial Television channels on Christmas Day for AD1634 and ABC1AD viewers.

Our now annual Christmas animation, was the story of Terry Pratchet's The Abominable Snowbaby. It entertained a consolidated audience of 2.8 million viewers on Christmas, up +123% on the slot average for individual viewers.

We know viewers love familiarity, and our Gogglebox best of 2021 episode averaged a consolidated audience of 2.7m viewers across 2 hours from 9.15pm on Christmas Night. This was up 150% on slot average for volume.

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Channel 4 was the most watched channel across all TV in late peak on Boxing Day for AD1634s. This was expected however, as in time honoured tradition The Big Fat Quiz Of The Year was yet again a Boxing Day Banker. With 2.8million viewers and a whopping 35% share of AD1634s across its 2 hours, this programme easily won the slot for this audience. In fact the Big Fat Quiz Of The Year has now for the fifth consecutive Christmas, worn the crown as the most watched programme in the Christmas week (24th Dec-31st Dec) across all commercial channels for the coveted AD1634 audience.

Joe Lycett has now taken over the Travel Man baton from Richard Ayode and his debut Travel Man: 96 Hrs In Iceland, was up +100% on slot average. An 18% share of AD1634's meant it easily won the slot across all TV for this audience.

A new four part series called Britain's Most Expensive Houses launched on Wednesday the 29th. A 15% share of AD1634s meant that this was up on slot average by more than +80%.

Channel 4 had its biggest New Years Eve for ABC1AD share of viewing since 2009. Strong performance by film classics The Great Escape and Indiana Jones And The Temple Of Doom ensured this, as ABC1AD volume and share were both up on slot averages for both films. The Last Leg Of The Year saw Channel 4's final late peak minutes of 2021, and it didn't disappoint; a 16% share of AD1634s meant that Channel 4 won the commercial slot for this audience to close the year.

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News Years Day got 2022 off to a bang (excuse the pun), as strong performance throughout the day gave Channel 4 its best start to a year since New Years Day 2008, when looking at Individual audience share. Indiana Jones And The Last Crusade was the best performing of the film series across the four consecutive days with 1.4m, up +100% on slot average for volume. The New Years Special Of Bake Off attracted an overnight audience of 1.7m, up 93% on the slot average, while Taskmaster started the year with a NY Special, and a slot with 18% share of AD1634's. This helped ensure Channel 4 started the year by winning late peak for AD1634 share across all commercial channels!

A new series of Pottery Throwdown launched on Sunday 2nd January in its new 75minute slot. ABC1AD share of audience was up +23% on slot average.

A special festive episode of Gogglebox overnighted with an audience of 2.7m on Sunday the 2nd January, and started the new year doing what it has been doing for the last two years; dominating the slot for AD1634 viewers.

A two part special of 24 Hrs In Police Custody played out on Monday the 3rd and Tuesday the 4th January. With overnight audiences of 1.5m and 1.9m, it was up on the slot average by +25% and +31% respectively. Both episodes meant channel 4 won the slot for AD1634's amongst the commercial channels on both nights.

A new dating format hosted by Davina McCall called The Language Of Love launched on Tuesday the 4th January and won the slot for AD1634 and ME1634 viewers across the commercial channels at 10pm.