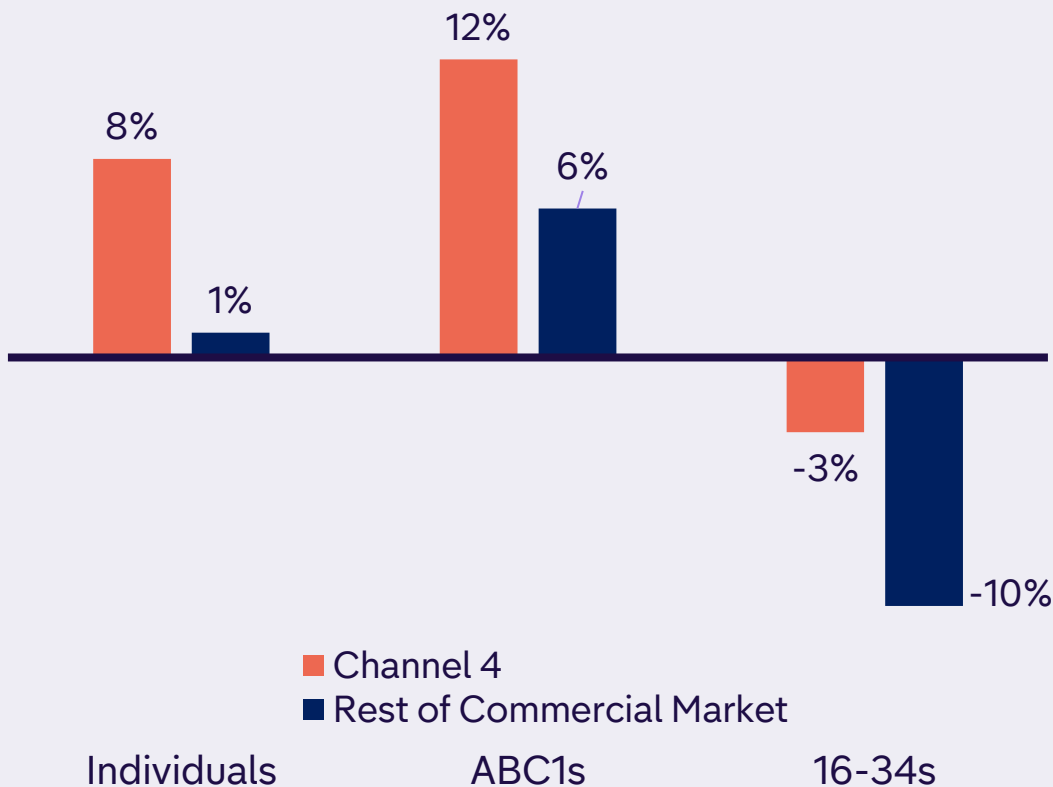


Viewing Report

Thursday 6th May 2021

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.

Year-on-Year % change in Commercial TV viewing since UK Lockdown



Overview

All 4 Performance Highlights



Week 26.04.21 – 02.05.21

- Views are down -11% week-on-week, expected decline as *Ackley Bridge* launched the previous week with all eps available
- *Ackley Bridge*, S1 & 2 were available on Netflix through Q1, pushing Archive views of S3 up. S4 biggest launch ep up +29% on previous high of S1. S4 up +21% on S3 (0-7days)
- *Gogglebox* S17, up +22% on S16 (0-3 days, 9ep ave). Remains on course to be our best season ever and the 7th consecutive season on season growth (0-30days)!
- *Made In Chelsea* S21, up +4% vs S20. S21 launched on Mon 29th with the biggest launch ep since S13 of 2017 (0-7 days)
- *Taskmaster* S11 consistent vs S10
- *Naked Attraction*, S7 up 46% vs S6 of 2019 (0-6 days 9 ep ave)

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
Ackley Bridge	Married at First Sight Australia
Gogglebox	Hollyoaks
Hollyoaks	It's A Sin
Made in Chelsea	Gogglebox
Taskmaster	The Circle
Married at First Sight Australia	Celebs Go Dating: The Mansion
Four in a Bed	Ackley Bridge
The Inbetweeners	Taskmaster
Naked Attraction	The Inbetweeners
First Dates Hotel	Made in Chelsea

56%

Up 56%

Across 2021 to date, we have seen a 56%* year-on-year increase in views

*Owned & Operated and Sky up to most recent data load 25/04/21

Channel 4 Performance Highlights



Linear Performance Highlights from w/c 19th April 2021



The Great Celebrity Bake Off for SU2C

- Celeb Bake Off aired last Tuesday at 8pm with a repeat episode attracting 1.347 million with a 10% share of 1634 Adults



Gogglebox

- Gogglebox Series 17 episode 10 at 9pm with 3.933m/22%. Winning the slot for Volume and Share across Inds, ABC1's and 1634's
- Weeks 1-9 have consolidated at 6.1m/26% Inds with 3.4m/29% ABC1 Adults and 1.2m/43% 1634 Adults. **THE BEST EVER START TO A SERIES OF GOGGLEBOX!**



How To Save a Grand in 24 Hours

- How To Save a Grand in 24 Hours launched on Monday at 8pm with 1.201m (7%). A 13% 1634 share up 115% vs slot average
- Xmas aside our highest 1634 Share in the Monday 8pm slot since the Live May v Corbyn Debate in May 2017!



Snackmasters: Snickers

- At 9pm Snackmasters: Snickers was watched by 1.265m/7%. Up 55% week-on-week and delivering a slot winning 15% share of 1634 Adults. This is the Series biggest audience since its debut in 2019!



Location, Location, Location

- Location week 4 on Wednesday at 8pm was down -8% week-on-week with 1.589m/9%. Up 18% and 19% vs slot respectively. With a 10% 1634 share and 12% ABC1 share

Channel 4 Performance Highlights



F1 Race Highlights

- On Sunday at 7:30pm F1 Race Highlights attracted C4's biggest audience of the day with 1.253m/6%. An 8% share of Men is up 18% vs slot average



Taskmaster

- At 9pm week 7 of Taskmaster was watched by 1.169m/7%. A slot winning 18% 1634 share was up 38% vs slot average
- Weeks 1-6 have consolidated at 2.5m/12% Individuals and a 34% 1634 share



Cats Does Countdown

- Cats Does Countdown week 3 on Friday at 10pm attracted 1.002m/8%. With a slot winning 1634 share of 14%



Baby Surgeons

- New Series Baby Surgeons at 9pm debuted with 1.016m (6%) and a 10% Share of 1634's



Assassin's Creed

- Saturday night was movie night once again with Assassin's Creed at 9pm with 424k viewers

Portfolio Performance Highlights



Made in Chelsea

- Made in Chelsea week 5 delivered the biggest overnight audience in the current run with 285k/1.7% Individuals and 41k/2.4% 1634 Adults



The Kid

- Film4's biggest film of the week was the Network Premiere of The Kid on Tuesday at 9pm with 374k/3%. Up +19% and +25% vs slot respectively



Matt Baker: Our Farm in the Dales

- More4's highest rating show of last week was Four in a Bed on Sunday at 4:50pm with 310k/3%.
- Matt Baker: Our Farm in the Dales fully consolidated across its 4-week run at 1.5m/7% Individuals and 800k/7% ABC1 Adults
- Viewing peaked in week 1 with 1.8m/9%. **OFFICIALLY MORE4'S BIGGEST EVER SERIES!**



Last of the Summer Wine

- UKTV's biggest audience of the week was Summer Wine on Drama on Monday at 9pm with 474k viewers

Portfolio Performance Highlights

UKTV Play

Week 26.04.21 – 02.05.21

- UKTV Play views are up 7% week-on-week
- All channels saw growth with Dave growing 10% week-on-week
- S17 of **The Bill** landed on 1st May & drove the brand up 92% week-on-week
- **Fast Justice** continues to grow 40% week-on-week
- **Meet the Richardsons** also continues to grow 29% week-on-week
- S2 of **Warbird workshop** launched on Yesterday & drove the brand up 60% week-on-week
- **Secrets of the Transport Museum** up 9% week-on-week



TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill: The Early Years
Classic Eastenders	Classic Eastenders
Meet The Richardsons	The Bill
The Bill: The Early Years	Taskmaster
Taskmaster	Bangers And Cash
Last of the Summer Wine	Would I Lie to You
Bangers And Cash	Last of the Summer Wine
Would I Lie to You	Birds Of A Feather
Classic Casualty	Hypothetical
Classic Holby City	Abandoned Engineering