

Viewing Report

Married At First Sight Australia returns with its best ever first week

Married At First Sight returned to E4 when series nine launched on the 21st February, with its biggest launch episode and best performing week 1.

Averaging a consolidated audience of 1.1million individuals and an AD1634 audience share of 17% series 9 has got off to a stronger start than any of the previous series that have played on E4; it has also seen the biggest volume of AD1634 viewers for week 1 of any series.

AD1634 volume is up +30% on the first week of last season, and is also up on the winter series of 2021, which is particularly impressively when it is noted that January 2021 was a lockdown month.

It has been the most watched programme in its slot across all digital channels for Individuals, AD1634's and WO1634's for each of the nights it played in its first week.

Unsurprisingly it is also the biggest title on ALL 4 at the moment and will continue to be so for the duration of its long run.

True Crime continues to be a ratings winner

The first episode of The Moors Murders, which is a three-part series looking at one of the most infamous series of murders in British history, launched strongly on the 21st February. Up on slot by over +30% for total audience share and demonstrating double digit growth for volume, the series appealed to both upmarket and young audiences alike. ABC1AD viewing was up on slot by +40% for share and 12% for volume, whilst an AD1634 share of 16%, meant that share of viewing for this audience was up on the slot average by 60%.

Teen First Dates

Teen First Dates made a welcome return to E4 on the 23rd February attracting a total audience that was up on slot average by more than +50%.

Commanding an 8% share of the WO1634 audience, it was the most watched programme in this slot by that audience across all digital channels on the night.

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The Real Dirty Dancing

New dancing reality format, The Real Dirty Dancing has proved a hit with viewers on E4, outperforming the slot on its first two nights for Individual volume and AD1634 share.

The series has been a real hit with the WO1634 audience; averaging an 11% share of this audience across its first two episodes, it has been the most watched programme in its slot across all commercial digital channels on both nights.

Gogglebox continues to dominate total TV for AD1634's as series 19 launches

Series 19 of Gogglebox launched strongly on the 18th February, winning the slot across all TV for AD1634 viewers with a huge 37% share of this audience. The programme was also the most watched programme in its slot across all commercial channels for Individual and ABC1AD viewers alike. This trend has continued into week 2 (25th February).

Such is the strength of its performance for younger audiences, it was the most watched midweek programme by AD1634 viewers across all commercial TV in weeks 7 and 8.

Bohemian Rhapsody Is Channel 4's best performing film of 2022

With an average audience of 2 million viewers across more than 2.5 hours, Bohemian Rhapsody confirmed itself as Channel 4's biggest film of 2022 so far.

The film was up on the Saturday slot average by +110% for Individuals, +95% for ABC1AD's and +60% for ABC1ME

It was Channel 4's biggest Saturday primetime film in more than 12 months

A week later, film premiere Knives Out attracted an average audience of 1.4million viewers in the same slot. Volume of viewing for this film was up +50% for Individuals, +60% for ABC1AD's and +45% for ABC1ME.

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Extraordinary Escapes With Sandi Toksvig

The new series of Extraordinary Escapes returned to C4 on Thursday the 17th February and now two weeks into its run it is averaging 1.7m individuals. The series is tracking upwards for total audience share compared with the first two episodes last year.

The current series is performing well for upmarket audiences with volume for ABC1AD's up +11% ABC1WO up +16% and ABC1HP's up +23% on the Thursday 9pm slot average.

Celebrity Hunted Captures Young Viewers

Four weeks into its run and Celebrity Hunted continues to perform well for younger audiences, continuing to outperform the slot average for audience share. WO1634 share is particularly impressive; up 21% on slot average.

The series was made available to view as an instant box-set on ALL 4 straight away as part of our Future 4 strategy, and it didn't disappoint as Episode 1 was the best performing launch episode of Celebrity Hunted on the platform, with the series one of the most watched titles on ALL4 this year since its launch.

The Last Leg

The Last Leg returned on the 28th January and now five weeks into the run it continues to be Channel 4's best performing 10pm series for total viewers and all major trading audiences. It is also one of the strongest performing series across all TV for younger audiences in its slot, with episode 5 not only the biggest of the run so far, but also winning the slot for AD1634 audience share across all commercial TV on the night (25th February).

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The Great Pottery Throwdown continues to impress for upmarket audiences

Nine episodes into a ten-week run and the Great Pottery Throw Down continues to attract an impressive volume and share of upmarket audiences. Volume of viewing vs slot average for the series at this point in the run stands as up +85% for Individuals, +100% for ABC1AD's and +120% for ABC1WO. Episode 9 attracted a 17% share of ABC1AD's in one of TV's most competitive slots; a series high. There were also series high share of viewing figures for Individuals, ABC1WO and ABC1HP's.

The Dog House celebrates its biggest ever audience

The new series of The Dog House continues to have its best ever start for a series for Individual and ABC1AD volume and share. Viewing to the series is up +30% for Individual and ABC1AD volume compared to slot average, whilst viewing for ABC1WO is up on the slot by +40% for volume and +25% for share. Episode 8 (24th February) is the biggest ever episode of The Dog House to date, as the series continues to grow.

Thursday Is Great For A Date Night

Seven episodes into the current series of First Dates, and things are going well... Total viewing is up on the Thursday 10pm slot average by +55%, whilst share is up by +60%. First Dates has also been the most watched programme by the AD1634 audiences in this slot, amongst all commercial TV channels for seven of these eight weeks.

George Amazes in new Friday slot

The familiar George Clarke's Amazing Spaces returned in a not so familiar Friday night slot in early January. However, this 'house move' was no problem, as the first eight episodes have returned a viewing figure which is up on the slot average by +23% for both Individual and ABC1AD viewing volume. ABC1ME viewing is up on slot by +30% for volume and +25% for share.

OVERVIEW

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The Pennines: Backbone Of Britain

The new series on More4, which explores the magnificent upland range of the Pennines and meets the people who call its mountains, fells, hills and valleys their homes, launched on Monday the 7th February, and we now have consolidated viewing for the first three episodes in the four-week run.

Viewing by More 4's primary audience of ABC1 Adults is up on slot for audience share, but particularly eye-catching was the performance of the ABC1ME audience, which was up on slot by +20% for volume and +35% for share.

Traces. Season opener gives UKTV their biggest viewing figure of 2022

The much-anticipated launch of the second series of Traces on Alibi, didn't disappoint, giving UKTV their biggest viewing figure of 2022 so far when it launched on the 15th February, also giving our sales partners their biggest volume of ABC1AD, ABC1WO and ABC1HP viewers to a programme this year.

The 630,000 viewers who watched the first episode means that Traces is the fourth biggest title to ever play on Alibi.

Overview

All 4 Performance Highlights



28.02.22 – 6.03.22

Week 10 views were up 6% week-on-week with shows like Married at First Sight Australia, Gogglebox and Teen First Dates seeing growth.

The first 4 eps of MAFS Australia are up +45% vs series 8 (0-7 Days O&O)!

Gogglebox S19 eps 1-2 are up +4% vs the same eps from S18 (0-7 Days O&O).

Four in a Bed had its third biggest week ever for O&O views!

The new blue light series Emergency made it into the Top 10 in 7th place with the show being stripped across the week and also had a 'First Look' release pattern on All 4.

Hollyoaks grew +5% week-on-week and was the shows biggest week in four weeks for O&O views.

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Celebs Go Dating
Hollyoaks	Hollyoaks
Gogglebox	Screw
Celebs Go Dating	The Great Pottery Throw Down
The Great Pottery Throw Down	Married at First Sight Australia
Four in a Bed	Junior Bake Off
The Real Dirty Dancing	Celebrity Coach Trip
Celebrity Hunted	24 Hours in Police Custody
Moors Murders	Gogglebox
First Dates	The Killer Nanny: Did She Do It?

Portfolio Performance Highlights

UKTV Play - Week 28.02.22 – 06.03.22



- Viewing on UKTV Play grew 9% week-on-week with growth across 7 of the top 10 shows
- Tell Me Your Secrets, exclusive to UKTV Play launched last week straight in at No 6 in the top 10
- The Bill grew 8% week-on-week with series 21 landing on the service on Tuesday
- Meet The Richardsons S3 launched & the title grew 220% week-on-week

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Last Of The Summer Wine	Bad Girls
Bad Girls	Last Of The Summer Wine
Bangers And Cash	Bangers And Cash
Tell Me Your Secrets	Would I Lie To You?
A Place To Call Home	Taskmaster
Meet The Richardsons	New Tricks
Would I Lie To You?	A Place To Call Home
Taskmaster	Classic Casualty