

Viewing Report

27th – 3rd October 2021

NARRATIVE

- Another week of big launches as our Autumn Schedule continues to see the return of established favourites along with new launches
- Our biggest Factual Series returned with Police Custody back for an extended 6 week run on Monday
- While the nation's most talked about show Married at First Sight UK came to the end of its record breaking run on E4 as the Channel's BIGGEST EVER NON-SCRIPTED SERIES!
- C4 once again dominated Tuesday and Friday nights thanks to Bake Off and Gogglebox. Winning late peak for Volume and Share among 1634's on both nights
- On Friday night Gogglebox and MAFS UK combined to deliver a 50% Share of 1634's
- For the last 2 weeks Bake Off and Gogglebox have been the 2 biggest titles on Commercial TV for 1634 Adults with Married at First Sight UK the Biggest Across All Digital Channels

NEW TITLES

- Jamie Oliver: Together consolidated at 1.3m/7% in weeks 1+2 with the week 3 overnight Up +2% week-on-week and setting a new high
- Changing Rooms fully consolidated at 1.4m/8% Individuals across its 6 week run with a 13% 1634 Share. Officially C4's biggest new 8pm title this year
- Sex Actually with Alice Levine in the Wed 10pm slot consolidated at 1m/9% Individuals in week 1 with an 11% Share of 1634 Ads

RETURNING/ONGOING

- Week 1 of The Great British Bake Off consolidated at 9.3m viewers. A 66% 1634 Share the Biggest Ever for a Launch Ep and 2nd Highest Ever on C4

Overview

Viewing Report

27th – 3rd October 2021, continued...

RETURNING/ONGOING

- Extra Slice consolidated at 1.6m/10% Individuals in week 1 with a slot winning 17% 1634 Share. Week 2 grew week-on-week by +4% and delivered a 16% 1634 Share doubling the slot average
- Police Custody returned on Monday at 9pm with a part consolidated 1.6m Individuals. A 16% 1634 Share Up +73%v slot
- With 4 weeks now consolidated Grand Designs is averaging 2m/10% Individuals. With a 12% Share of ABC1 Adults. Peaking at 2.5m Individuals for Episode 1
- Gogglebox is back on Fridays at 9pm with a consolidated 4.9m/25% Individuals in weeks 1+2. Week 3 once again won the slot for Volume and Share across all key demo's
- Celeb SAS continued on Sunday at 9pm with a 18% 1634 Share
- First Dates continued in the Monday 10pm slot with an average audience of 11% Individuals in weeks 1+2. With a 14% 1634 Share. Week 3 overnight grew +2% week-on-week
- Taskmaster was back on Thursday at 9pm with a consolidated 2.5m Individuals and a 28% 1634 Share in week 1 while week 2 delivered a slot winning 24% 1634 Share once again
- While The Last Leg returned at 10pm on Friday a 12% share in week 1. Week 2 won the slot for 1634 Share for the 2nd consecutive week (18%)
- Weeks 1-6 of S3 of Joe Lycett's Got Your Back has averaged a 14% 1634 Share peaking in week 1 with a 22% Share

SPORT/FILM

- The premiere of Rocketman on Saturday at 9pm was watched by an 8% Share. Up +22% v slot. A 10% Share of 1634's and ABC1's Up +27% and +38% respectively

DIGITAL

- Married at First Sight UK is consolidating at 1.9m/9% Individuals with a 24% 1634 Share. Now E4's biggest ever non-Scripted Series
- Film4's biggest title last week was Shooter last Thursday at 9pm with a 4% 1634 Share double slot average

Overview

All 4 Performance Highlights



27.09.21 – 03.10.21

- Views in week Week 40 were up +8% week-on-week and was the biggest week on All 4 in 28 weeks!
- Views by comparison to the same week last year are up +56%, helped by all content types being up
- Views in September as a whole finished up +58% year-on-year and ahead of forecast
- Married at First Sight UK was up +8% week-on-week, helped by the fact that it was the final week of the show.
- Bake Off takes the second spot in the Top 10 and is up +31% week-on-week. Episode 2 is up +5% vs the same ep last series (0-6 Days O&O) and is up +2% vs the launch ep for this series
- The first two eps of Gogglebox S18 are up +17% vs the first two eps of last years Autumn/Winter Series (S16)
- Whilst it doesn't feature in the Top 10, Surviving R. Kelly was the biggest All 4 Exclusive series in the week

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Married at First Sight UK	Married at First Sight Australia
The Great British Bake Off	Hollyoaks
Hollyoaks	Married at First Sight UK
Gogglebox	Gogglebox
Celebrity SAS: Who Dares Wins	Celebs Go Dating: The Mansion
24 Hours in Police Custody	Below Deck Mediterranean
Taskmaster	The Circle
Grand Designs	It's A Sin
Help	The Handmaid's Tale
First Dates	Made in Chelsea

56%

Up 56%

Total views are up 56% versus the same week in 2020

30%

Up 30%

Across 2021 to date, we have seen a 30%* year-on-year increase in views

Channel 4 Performance Highlights



The Great British Bake Off



- The Great British Bake Off returned with a consolidated audience of 9.3m/37% in week 1
- A consolidated 66% 1634 Share in Week 1 (2.3m Volume) is the Series biggest ever for a Launch episode and 2nd highest Ever on C4. With a 42% ABC1 Adult Share (5.8m)
- The biggest show across all Commercial Channels last week
- Channel 4's biggest audience since the previous Series final in November last year
- Week 2 'Biscuit Week' attracted a part consolidated 5.249m/29.0% Individuals. Up +117% vs slot
- A 48.6% 1634 Share (+131% v slot) / 33.8% ABC1 Share (+114% v slot)
- The most watched show across all Channels on the Day with Channel 4 winning late peak on Tuesday for Volume and Share across Individuals, ABC1's and 1634's
- Peak audience of 6.1m and a 34% Share at 8:47pm



Channel 4 Performance Highlights



Linear TV 27.09.21 – 03.10.21



Jamie Oliver: Together

- Jamie Oliver: Together in the Monday 8pm slot consolidated at 1.3m/7% Individuals across weeks 1+2.



Gogglebox

- At 9pm Gogglebox S18 consolidated at 4.9m/25% Individuals across weeks 1+2. With a 27% Share of ABC1's and a 43% Share of 1634's



Joe Lycett's Got Your Back

- Weeks 1-6 of S3 of Joe Lycett's Got Your Back has averaged a 14% 1634 Share peaking in week 1 with a 22% Share



Grand Designs

- On Wednesday at 9pm Grand Designs consolidated at 2m/10% Individuals in weeks 1-4 with a 12% Share of ABC1 Ads. With 2.5m/13% watching in week 1



Taskmaster

- Taskmaster S12 debuted last Thursday at 9pm with a consolidated 2.5m/11% Individuals in week 1 with a slot winning 28% 1634 Share



Changing Rooms

- Changing Rooms on Wednesday at 8pm fully consolidated at 1.4m/8% Individuals across its 6 week run with a 13% Share of 1634's

Channel 4 Performance Highlights



Help

- New one-off Original Drama Help consolidated at 3m/19% Individuals in its Thursday 9pm-11pm slot. With a 19% ABC1 Share and a 27% 1634 Share
- In terms of Scripted this year on C4 only episode 1 of It's a Sin has been bigger



First Dates

- At 10pm First Dates consolidated at 1.2m/11% across eps 1-2. With a 14% 1634 Share



Sex Actually

- At 10pm new 3 parter Sex Actually with Alice Levine launched with a consolidated 1m/9% Individuals with an 11% 1634 Share



Celeb SAS

- On Sunday at 9pm Celeb SAS S3 consolidated at 2.2m/9% Inds across weeks 1-4 with an 18% 1634 Share. Peaking in week 1 with 2.4m Individuals and a 22% 1634 Share



Rocketman

- The premiere of Rocketman on Saturday at 9pm was watched by an 8% Share Up +22% v slot. A 10% Share of 1634's and ABC1's Up +27% and +38% respectively

Portfolio Performance Highlights



Married at First Sight UK

- In part consolidation MAFS UK 1.9m/9% Inds (+471% v slot) and 575k/24% 1634's (+608% v slot). Peaking with Ep 13 attracting 2.2m and Ep 12 a 29% 1634 Share
- Biggest ever launch for a non-scripted series on E4 for all individuals with episode 13 (2.2m) E4's biggest ever audience for a non-scripted series



Film4

- September now Film4's 2nd biggest month this year for 1634 Share!
- Film4 has already delivered over 800k viewers on 3 occasions this year thanks to Kingsman 2 (1m); Equalizer (945k); and Orient Express (822k).



999: On the Frontline

- More4's highest rating show this month brand new original returning series 999: On the Frontline with a 2% share



Annika

- UKTV's highest rating show this month continues to be Alibi's original drama Annika averaging 1m/5% across 4 consolidated eps with a 6% ABC1 Share
- Alibi's biggest ever show with share up almost +1000% v slot

Portfolio Performance Highlights

UKTV Play - Week 27.09.21 – 03.10.21



- UKTV Play viewing grew 4% week-on-week and +10% YoY
- Outsiders launched straight into the Top 20 shows at No 14
- Late Night Mash saw growth of 4% week-on-week
- The drop of a new series of The Bill grew the title +12% week-on-week & it moves back into the Top slot of the Top 20 titles
- Abandoned Engineering continues to show growth +6% week-on-week
- New Tricks shows +36% growth 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	Birds Of A Feather
Birds Of A Feather	Would I Lie To You?
Taskmaster	Last Of The Summer Wine
Would I Lie to You	Bad Girls
Last Of The Summer Wine	Bangers And Cash
A Place To Call Home	Classic Casualty
Alan Davies: As Yet Untitled	Classic Holby City