

Viewing Report

29th –5th December 2021

NARRATIVE

After the expected strong competition in the summer, portfolio performance has really got back on track with a combination of new series launches and returning favourites

The Final Of **The Great British Bake Off** Consolidates at 9.3m/41% share of Individuals, Channel 4's biggest viewing figure of 2021. With a whopping 67% share of AD1634s, this is the biggest share of AD1634 audience ANY Bake Off Final (including BBC episodes) has attracted

Channel 4 has pulled in viewing figures of 6+million on 17 occasions this year. This compares to 15 and 10 times to this point in 2020 and 2019 respectively

NEW TITLES

Sarah Beeny's New Life In The Country returned on Tuesday 30th November with 1.7m viewers and an 11% audience. Share of audience was up 40% on the launch of last year's series. ABC1AD viewing was up +27% for volume and +67% for share compared to the first episode last year. Individual and ABC1AD viewing was up by 31% and 45% on the 8pm slot average for volume

New two part series **Luxury Christmas For Less** launched on Thursday 2nd December with 1.1m viewers. Share of audience was up on slot average for Individual, ABC1AD, AD1634 and in particular ABC1WO viewers, which attracted an 11% share of this audience; up 16% vs the 8pm slot average

In anticipation of her upcoming daytime series, **Kirstie's Handmade Christmas** launched with a stand alone late peak episode on Friday the 3rd December. Aside from episodes of **GBBO: An Extra Slice** it was the biggest audience to the slot this year. Individual, ABC1AD and ABC1WO viewing to this episode were all up on the 8pm slot for volume, with ABC1WO share up 36% on the C4 8pm average

Overview

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RETURNING/ONGOING

The First Three episodes of **George Clarke's Old House New Home** have consolidated at 1.53m. The series is currently tracking above the slot average for Individual, ABC1AD and AD1634 share of viewing

Gogglebox S18 has consolidated at a slot winning 4.7m/23% in weeks 1-10. 36% share of AD1634s and 25% share of ABC1ADs

The first two episodes of **Guy's Garage** are have consolidated with 1.6m. ABC1ME are currently tracking up +38% against the slot average for volume

Series 12 of **Taskmaster** has now finished with a consolidated audience of 2.2m/11% share and 736k/31% share for AD1634's across weeks 1-10. Averaging an AD1634 share of 31%, it won the slot for share of this audience for 9 of the 10 weeks it was on

Miriam & Alan: Lost In Scotland has seen weeks 1 and 2 consolidate with 2.1 million viewers and a 12% share of ABC1ADs. This series was given the prestigious post Great British Bake Off slot in the schedule, and it hasn't disappointed; it is the biggest launch to a series in this slot in two years.

Britain's Best Woodworker; best new 8pm series on Channel 4 this year, in terms of volume, with weeks 1-6 consolidating at 1.6m, up +22% on slot average

The Last Leg at 10pm on Fridays is averaging 1.5m/12% a 17% share of AD1634's across 9 weeks

Escape To The Chateau averaged 2.2m/11% across first 5 weeks. Averaging a 14% share of ABC1ADs in the process

Episodes 1-4 of **Close To Me** have consolidated at 1.48m, up on slot for individual volume and share. Individual and ABC1AD share for these for episodes are up +5% and +3% on slot average respectively

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SPORT/FILM

A huge race in Saudi Arabia last weekend, saw 1.1m tune in for the **Formula 1** Qualifying highlights on Saturday and 1.2m for the race highlights on Sunday

On Saturday a 10% share of Men meant that share of viewing for this audience was up 58% on the slot average, whilst on Sunday an 18% share of Men was up a massive +340% on the slot average

Overview

All 4 Performance Highlights



29.11.21 – 05.12.21

Week 49's views were down -14% week-on-week but expected due to declines from the likes of Married at First Sight Australia, Taskmaster and Bake Off with the new series coming to an end.

Views compared to the same week last year was also down -8% which is mainly coming from exclusives, last year we had strong titles such as Malcom in the Middle and The West Wing.

Young Sheldon has seen the most growth out of the Top 10 titles with Eps 1-12 of series 4 up +41% on series 3 (0-7 Days O&O)

The Saudi Arabia F1 GP Highlights is the second most watched F1 Highlights ever, beaten only by the Brazil GP earlier in the year! 2021 is set to be the biggest year for F1 on All 4 with the season currently up +25% on last year.

The Handmaids Tale has now delivered the most views for an exclusive title in a single year, beating the previous high set by Scrubs

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Hollyoaks	Married at First Sight Australia
Gogglebox	Hollyoaks
Made in Chelsea	Married at First Sight UK
Close to Me	Gogglebox
Married at First Sight Australia	The Great British Bake Off
Young Sheldon	Celebs Go Dating: The Mansion
The Great British Bake Off	Below Deck Mediterranean
Escape to the Chateau	Made in Chelsea
Taskmaster	24 Hours in Police Custody
Grand Designs: House of the Year	The Circle

-8%

Down -8%

Total views are down -8% versus the same week in 2020

24%

Up 24%

Across 2021 to date, we have seen a 24%* year-on-year increase in views

Channel 4 Performance Highlights



The Great British Bake Off



- The Final Of The Great British Bake Off Consolidated at 9.3m/41% share of Individuals, Channel 4's biggest viewing figure of 2021.
- With a 59% share of AD1634s, up +207% on the slot average. This was the biggest episode of the run so far, and Channel 4's biggest overnight figure for a programme on Channel 4 this year.
- Bake Off consolidated at 8.8million viewers/37% across weeks 1-10.
- It has been the biggest show across all TV on each of the days it has been on for Individuals and ABC1ADs, whilst being the biggest show across all TV for AD1634s for 9 of the 10 days it was on.
- The series averaged a 60% share of AD1634s, throughout its ten week run. This is the biggest share any series of GBBO has attracted since its switch to Channel 4.
- The final episode of GBBO: An Extra Slice, attracted its biggest audience of the run so far. Individuals and ABC1ADs, saved their best performance to the last episode for both volume and share. AD1634 overnight share for this episode was 16%; the second highest of the run, and up +147% on slot.

Portfolio Performance Highlights



GamesMaster

- Episode 1 of the revamped GamesMaster returned with ME1634 and AD1644 viewers up significantly on the slot average; by +21% and +41% respectively



Film 4

- Film 4 has already delivered over 800k viewers on 3 occasions this year thanks to Kingsman 2 (1m); Equalizer (945k); and Orient Express (822k). Compared to once in the same period last year



Matt Bakers Our Farm In The Dales

- Matt Bakers Our Farm In The Dales launched on Monday the 18th October with the first three episodes consolidating with an average of over 840k viewers. It has been in the top 2 most watched digital programmes for the days it has been on, Only Married At First Sight Australia (E4) has been bigger than it!



The Brookwood Mysteries

- The Brookwood Mysteries (Drama) is the most watched programme across UKTV in October with 655k, up 94% on the slot average for volume

Portfolio Performance Highlights

UKTV Play - Week 29.11.21 – 05.12.21

- Week-on-week viewing was down -2% on UKTV Play
- The Murder Room is up +77% week-on-week, Just Good Friends +41% and The Gulf +42%
- New to the service and straight into the Top 30 shows at No28 was Expedition with Steve Backshall



TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Bad Girls	Classic Eastenders
Classic Eastenders	Bad Girls
Would I Lie To You?	Taskmaster
New Tricks	Birds Of A Feather
Last Of The Summer Wine	Would I Lie To You?
Birds Of A Feather	Last Of The Summer Wine
Hornby: A Model World	Bangers And Cash
Taskmaster	Classic Casualty
Classic Casualty	The Brokenwood Mysteries