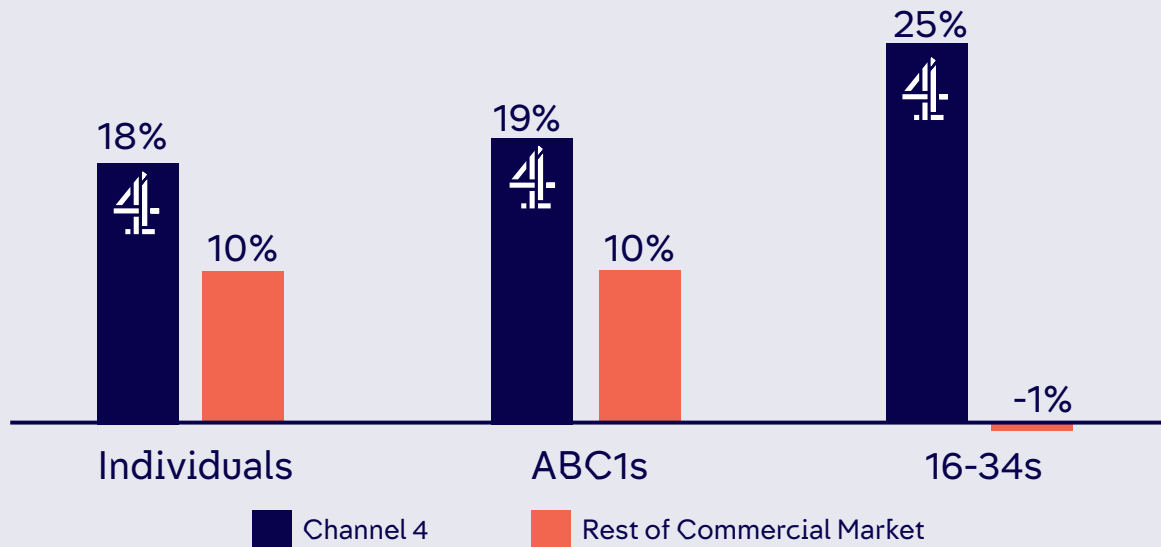


# Viewing Report

Thursday 9th July 2020

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](mailto:4Sales@Channel4.co.uk).

## Year-on-Year % change in Commercial TV viewing across UK Lockdown



Whilst life in the UK returns to some form of normality following the Covid lockdown, we are seeing a *continuation of the TV viewing growth* experienced since the start of the pandemic – with Channel 4 *performing above the rest of market average for all audiences*.

Young viewers have always been where Channel 4 performs best, and across Lockdown we've seen a massive uplift in viewing – *Channel 4's 1634 audiences have been up a massive 25% year-on-year* across the lockdown period, with the rest of the commercial market experiencing an decline in the same period. Across lockdown, *Channel 4 daytime 1634 audiences are up 57% year on year, C4 news 1634 audiences up 80% year on year, and C4's 1634 share in late peak has risen 34%* - indicating strong performances for younger viewers across the breadth of the schedule. Last week, for the 16th consecutive week (i.e. the entire period since lockdown), *Channel 4 won the Friday late peak slot for 1634's with a whopping 20.75% share*.

## All 4 Performance Highlights



### UP 7%

Another strong week for viewing on All4, with total views increasing 7% week-on-week

### UP 79%

All4 continues to experience huge viewing growth – with total views last week up 79% versus the same week in 2019.

### UP 24%

Across 2020 to date, we have seen a 24% year-on-year increase in views

# Channel 4 Performance Highlights



**Bake Off: The Professionals**  
Tuesday 8pm

- Episode 7 earlier this week pulled in an overnight audience of 2.1 million viewers – the 3rd biggest overnight ever for the show
- Episodes 1-6 have now consolidated at a very impressive 2.73 million viewers – up 35% versus the prior series



**Celebrity Gogglebox** – Friday 9pm

- Episode 5 last Friday delivered an overnight audience of 3.62 million viewers – and for the fifth week running, it delivered the biggest volume of 1634s across the entire commercial TV network in the entire week.
- The first four episodes of the series have consolidated to a huge 5.28 million viewers, up 39% versus the prior series for individuals and up 58% for 1634s



**Location Location Location**  
Wednesday 8pm

- This weeks episode was up 9% versus last week, drawing in 1.56 million viewers and an 12% ABC1 Share



**The Supervet** - Thursday 8pm

- Last Thursday a new series of Supervet specials kicked off with an overnight audience of 1.86 million viewers – up 69% versus the slot average
- This was The Supervets largest overnight audience since September 2017



**Devon & Cornwall** – Monday 8pm

- Episode 5 delivered an incredible audience of 1.8 million viewers – up 62% versus the slot average and winning the slot for ABC1 share



**24 Hours in A&E** – Tuesday 9pm

- Episode 4 grew 5% week-on-week with an overnight audience of 2.09 million overnight viewers, up 23% versus the slot average and the series biggest overnight since Feb 2018



**George Clarke's Amazing Spaces**  
Wednesday 9pm

- Episode 4 of the current series hit a series high with 1.53 million overnight viewers, up 15% on last week and up 35% versus the slot average



**F1: The Austrian Grand Prix** - Weekend

- F1 returned to Channel 4 on Saturday with Qualifying Highlights of The Austrian Grand Prix pulling an audience of 1.29 million viewers – up 73% versus the overall slot average and with ABC1 volume up 92% versus slot average.
- The race highlights on Sunday were watched by 1.62 million, up 4% on last year's Race Highlights in Austria and the biggest since Russia in September 2019

## Portfolio Performance Highlights



- Married at First Sight Australia entered its second week with its biggest overnights yet on Tuesday, pulling in 459k viewers
- On Monday at 9pm The Inbetweeners 2 movie attracted an overnight audience of 405k viewers, up 67% versus the slot average



- Since Lockdown began, Film4's share between 9pm-11pm is up 19% year on year, with average volume up 25%.
- Film4 has now delivered over 500k viewers on 34 occasions this year compared to 16 in the same period last year



- On Sunday night 999: On the Frontline was watched by 459k viewers, up 39% versus slot average



- Both HGTV and Really delivered their biggest ever monthly share of viewing for individuals and ABC1's in June with HGTV also achieving a record breaking 1634 Share