
Viewing Report - Linear

New

England's win in the T20 Men's World Cup Final peaks with 1.7m viewers on Channel 4

In the latest partnership between Sky Sports and Channel 4, a key sporting moment was made available to the whole nation on Sunday the 13th November as Channel 4 shared coverage of England's T20 Cricket World Cup Final win against Pakistan

Coverage on Channel 4 between 0700-1230pm averaged 900k viewers with a peak audience of 1.7million at 11.36 am

Viewing across the whole broadcast was up on slot by over +200%, with Channel 4 winning the slot across all commercial channels for Individuals, ABC1AD's, ABC1ME, AD1634's and ME1634's, with share for the latter audience peaking at 53% at one stage

The audience that Channel 4 attracted gave us our biggest audience in the slot since the first Test Match with India in the lockdown month of February 2021, and was the eighth biggest ever in this slot since modern records began.

Continuing

Escape To The Chateau

Returning for a new series on the 30th October, The Chateau is now open again for business after two years of closure and viewers were intrigued to see what has changed.

The opening episode was significantly up on slot for all upmarket audiences, and gave Channel 4 its biggest audience in the slot since February (The Great Pottery Throwdown)

More pleasing however was that this episode, was up on the 2021 series opener for volume and share of viewing for Individuals, ABC1AD's, ABC1WO and ABC1HP's.

And this trend remains after two episodes, with the series continuing to track upwards YoY

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Italia 90: When Football Changed Forever

The three part story of the World Cup that determined the future of English football - a watershed tournament for the team, fans, and the nation back home launched on the 31st October

As with anything football related, we expected it to attract a strong male profile, and it didn't disappoint; after two episodes ABC1ME volume is up on the slot average, with share of this audience up on the slot average by +15%

The Handmaids Tale

This multi award winning drama set in the dystopian world of Gilead, returned to Channel 4 for a fifth season on the 23rd October

One of our best performing dramas of recent years, the opening three episodes significantly outperformed the slot average for ABC1AD's, ABC1WO and ABC1HP's.

As with all dramas, this series has been a strong performer on ALL4 becoming one of the biggest titles on the platform over the last four weeks

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Taskmaster

The 29th September saw Greg Davies and Alex Horne wreak havoc on the lives of noble knights Dara Ó Briain, Fern Brady, John Kearns, Munya Chawawa and Sarah Millican, as they commenced battle to become the 14th Taskmaster champion

Unsurprisingly given past performance, this launch episode was significantly up on slot average and performed exceptionally well for young audiences. Episode one of ten won the slot across all TV for ME1634's, whilst viewing from AD1634's and WO1634's, ranked as second in the slot; however we don't mind that, as it was just touched off by Married At First Sight on E4!

It has been a similar story since, with episode 6 (3rd November), the biggest of the run so far for volume of Individuals and AD1634's share of viewing. It was also the biggest for volume of WO1634 viewers, also attracting a 33% share of this audience; a series high

Episodes 4, 5 and 6 have been the most watched programme in the slot across all TV for all young audiences, on their respective nights of broadcast

I Literally Just Told You

The Jimmy Carr hosted game show where paying attention pays off, returned with a football themed Celebrity Special on the 26th September, following the thrilling Nations League encounter between England and Germany.

Attracting an audience share in excess of 20% for AD1634's, ME1634's and WO1634's, this launch to the new series easily won the slot for these audiences across all TV; picking up where the last series left off

Moving to its new slot of Friday at 10pm on the 30th September, the series demonstrated episode on episode growth, with volume and share of audience both up. This episode again easily won the slot across all TV for the three audiences mentioned above, with WO1634's attracting an audience share of 28%.

Performance was equally as eye-catching for the next two episodes on the 7th and 14th October, with Channel 4 the most watched commercial channel in the 10pm slot for the AD1634, WO1634 and ME1634 audiences

And not to be outdone, after taking a week off to accommodate Friday Night Live, episode 5 on the 28th October attracted the biggest volume of AD1634's of the run so far, with the biggest volume of WO1634's across any of the two series'.

This trend has continued into November with the first episode in the month (4th November) again winning the slot for these three young audiences across all commercial channels.

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The Great British Bake Off Returns With Biggest Volume Of 2022 Across Commercial TV

Tuesday the 13th September saw the return of the nation's favourite baking show, and it certainly was a showstopper!

Attracting a consolidated audience of 8.0million viewers, with a 60% share of AD1634's and 42% share of ABC1AD's, it gave Channel 4 its biggest audience of the year, and was also the biggest show to play on commercial TV in week 37

The volume of AD1634's and ABC1AD's who watched this episode also means that Channel 4 has attracted the biggest volume of these audience to any programme on any commercial channel in 2022.

It has been a similar story for the next eight episodes (up to and including the 8th November), as all of these episodes completely dominated total TV for all major trading audiences

As things stand, nine episodes into the run the series is currently averaging an audience share of 56% AD1634's and 43% ABC1AD's

The Great British Bake Off runs for 10 episodes on Channel 4 and ALL4

Gogglebox

Nine weeks into its latest run, series 20 has picked up where the previous series left off; by totally dominating the slots that it occupies

This series has been the subject of some schedule changes during this run to accommodate Nations League Football and Friday Night Live, however whether it has played at 10pm on a Friday, 9pm on Saturday or in its usual 9pm slot on a Friday the series has dominated across all TV for AD1634s and ABC1Ads

Episode 9 on the 4th November returned the biggest audience of the series, with 4.6 million viewers. It was also the biggest episode of the run for ABC1AD volume

At this point the series is averaging an audience share of 23% for Individuals, 26% for ABC1Ad's and 36% for AD1634's, with the first two audiences up series on series, and the latter audience on par with series 19 at the same point in the run

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Grand Designs

The iconic property show Grand Designs returned for a new series on the 31st August.

Now ten weeks in, the evergreen home improvement show shows no signs of stopping, attracting huge upmarket audiences each week.

For eight of the ten weeks that the series has been on air, it has been the most watched property/home-improvement programme across all TV. Only the re-visit episodes on the 26th October and 4th November have not topped the charts in that respect, but we aren't too despondent here in 4Sales, as that honour in Weeks 43 and 44 went to the first two episodes in the new series of Escape To The Chateau (see above)

E4

Made In Chelsea

The latest series documenting the lives and loves of the Chelsea set returned to E4 on the 17th October ,with its biggest episode in over 2 years.

Also attracting a huge share of young audiences, a 23% share of WO1634's meant that this launch episode was the best performing for share of this audience since an episode in 2014.

The two episodes since (24th and 31st October) have also performed strongly for young female audiences, with E4 winning the slot for WO1634's across all digital channels on both dates

The series has also got off to a flyer on ALL4 and is currently experiencing its best ever start to a series on this platform

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More4

Matt Baker: Our Farm In The Dales

On the 5th October More4 launched the third series of Matt Baker: Our Farm In The Dales, in which we see Matt Baker and his family return to rescue his parents' organic sheep farm in Durham

This launch episode gave More4 its biggest viewing figure of 2022 with 900k viewers. It was also the most watched programme of the year on the channel with regards to volume of ABC1AD, ABC1WO and ABC1HP viewers

Due to the size of the audience who came to this episode, volume and share for all efficient audiences were up on the slot average in excess of +300%

The next five episodes have followed in a similar fashion, meaning that this is the biggest series to play on More4 this year.

The final three episodes of the run (26th October, 2nd November and 9th November) were the most watched programmes in the slot for the ABCWO and ABC1HP audiences across all digital channels on the respective nights.

UKTV

The Brokenwood Mysteries

Returning for an 8th series on the 26th September on Drama, this detective drama series from New Zealand is the biggest programme to play on the channel since the Sister Boniface Mysteries in the Spring, and the second biggest series to play across the UKTV network this year (behind Sister Boniface)

Episode 6 on the 31st October, was the biggest of the run surpassing the previous biggest episode a week earlier), meaning that this is also the biggest ever episode of the Brokenwood Mysteries which has been playing on Drama since 2018. This episode was also the biggest ever for ABC1WO performance for volume and share (again beating the previous week's episode)

For the last three months (July-September), UKTV has returned its biggest ever monthly Adult SOCI figures

With a strong Autumn now evidently on screen, UKTV looks set to go very close to achieving another year of growth in 2022 and topping its record breaking performance of 2021.

Overview

All 4 Performance Highlights



07.11.22 – 13.11.22

Made in Chelsea continues to grow in its 24th series. Ep 4 of S24 was up +8% from ep 4 on the previous series, now bringing S24 up +14% from S23. (0-7 Days O&O)

Hollyoaks had its biggest week of the year on O&O platforms since May 2021!

Taskmaster continues to grow this series, with episode 7 being up +1 from the previous episode and +29% from the previous series (0-4 Days O&O)

Exclusives were up +39% vs the same week last year, this has been driven by the boxset of the Good Wife, Frasier, and the return of S1-4 of The Handmaid's Tale

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
The Great British Bake Off	Married at First Sight UK
Hollyoaks	Hollyoaks
Gogglebox	Married at First Sight Australia
The Handmaid's Tale	Gogglebox
Taskmaster	The Great British Bake Off
Made in Chelsea	Derry Girls
Modern Family	Celebs Go Dating
Escape to the Chateau	Taskmaster
Grand Designs	Below Deck
Somewhere Boy	Suspect

Portfolio Performance Highlights

UKTV Play - Week 07.13.22 – 13.11.22



- Week on week viewing on UKTV Play dropped -5%, but remains up on the previous year +66%
- We saw decline across the top 10 titles, across all channels
- Masterchef Australia continues to decline now the series has ended -15% week-on-week
- Classic Eastenders dropped back week-on-week -6%
- New Tricks grew week-on-week +4%
- Qi XL had a strong week +7%
- Continuing Abandoned Engineering grew +7% 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
Bangers And Cash	Bangers And Cash
Red Dwarf	Last Of The Summer Wine
Masterchef Australia	Bad Girls
Classic Casualty	Masterchef Australia
The Brokenwood Mysteries	Birds Of A Feather
Last Of The Summer Wine	Would I Lie To You?
New Tricks	Classic Casualty
Birds Of A Feather	Red Dwarf