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# Viewing Report - Linear

New

**As expected, after a phase of intense competition, our schedule performed admirably over the Christmas period, with a raft of returning favourites and new series bringing in some eye-catching figures. Our first viewing report of 2023 is therefore titled 'The Twelve Stats Of Christmas'**

- Channel 4's portfolio of channels returned their biggest ever share of Individuals and ABC1AD's on Christmas Eve since modern records began
- Channel 4 had its best Christmas Eve for Individual and ABC1AD audience share in nearly 20 years (2003 was marginally bigger). It also performed admirably for AD1634's; Channel 4 was the most watched channel across the whole Television Network on the day for this audience
- A familiar staple in the Christmas schedule, the two Home Alone films (Home Alone and Home Alone 2: Lost In New York), were Channel 4's most watched films of the year. Both films which played on Christmas Eve and Christmas Day respectively, won their slots for AD1634 viewers across all commercial channels.
- The Great British Bake Off Festive Special on Christmas Eve was the most watched show of the day for the AD1634 audience across all commercial channels. It was the second most watched across all commercial channels for the ABC1AD audience as well

Overview

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# Viewing Report

- Channel 4 was responsible for 4 of the top 5 performing shows for the AD1634 audience across commercial television on Christmas Eve; GBBO, Home Alone, I Literally Just Told You and Celebrity Lego Masters At Christmas
- Christmas Day was equally as strong, and for audience share was Channel 4's third biggest since modern records began. The Channel was also responsible for 3 of the top 10 AD1634 performers across commercial TV on the day; Home Alone 2, Gogglebox 2022 and Kung Fu Panda 2
- A new addition to the festive line up was the Great Pottery Throwdown At Christmas, which was the channels second biggest programme of the day (behind Gogglebox). This festive special was significantly up on slot average as well for Individuals, ABC1AD's, ABC1WO and ABC1HP's
- The Big Fat Quiz Of The Year on the 26<sup>th</sup> December was, for the sixth consecutive year, the most watched programme in the Christmas week across all commercial TV for the AD1634 audience. This annual special was also up year on year for Individuals and AD1634's

Overview

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# Viewing Report

- December saw Film 4 have its biggest month of the year for audience share. The channel did particularly well for younger viewers with December 2022 the biggest month on the channel for share of this audience in three years. This was driven by the 'Shrek Day' on the 19<sup>th</sup> December and the strong performing Mile 22 on the 13<sup>th</sup> December
- It wasn't just the peak dayparts that performed well during the period, as there was also some strong performance in daytime. Festive daytime staple, Kirstie's Handmade Christmas again performed well with the episode on the 19<sup>th</sup> December the third biggest ever for volume of audience and the biggest ever for share of viewing. This was the second best performing daytime series for the six years that it has been running.
- Our Partner Channels also had a good time of it over the Christmas period. The performance of Gold was particularly noteworthy, as it had its best month of the year for Adult and ABC1AD audience share in December
- Whilst not fully consolidated yet, it seems that Channel 4 has started the new year in the way it ended 2022, with strong AD1634 performance. Responsible for four of the top 10 titles across commercial TV on New Year's Day, the pick of which was Taskmaster's New Year's Treat, which dominated the slot across all commercial TV for the AD1634, ME1634 and WO1634 audiences.

Overview

# All 4 Performance Highlights



## 26.12.22 – 01.01.23

Views compared to the same week last year is up +37% due to all content types being up year-on-year.

First Run has been driven by **Celebs Go Dating** and **Rick & Morty**.

Archive is up thanks to the Inbetweeners and Exclusives due to the boxset of the **April Jones documentary** and First Look eps of **Made in Chelsea**.

**The Great British Bake Off: Festive Special** has had its biggest year so far, up +9% vs. last year (0-1 Days O&O)

The Big Fat Quiz of the Year was the biggest festive special show on All4, up +2% vs. last year.

**Gogglebox** was up 36% vs. previous ep of S20.

**Made in Chelsea** S24 continues to grow with ep 10 up +4% vs. the previous episode. This series is currently on par with the biggest ever for the series on All 4.