

# All 4 Performance Highlights



## 13.03.23 – 19.03.23

Week 12 was the biggest week on All 4 so far this year, up +10% on Week 11 (the previous holder of the most weekly views).

Married at First Sight Australia continues to grow, with S10 now up +50% on the previous series. With the series largely growing as it goes on, it continues to be the biggest series of MAFS Aus to date on the platform. (0-3 Days O&O).

The Piano did incredibly well, with each episode pulling in on average 203K views, with the final being up +10% on the previous episode. (0-4 Days O&O)

Paula was the most viewed doc this week, up +33% on Bronson: Fit to be Free, and up +9% on Outed, which also aired recently.

### UPCOMING

Over the coming weeks key streaming launches inc. Celeb Hunted, Taskmaster, Tempting Fortune, Made in Chelsea, Scared of the Dark and The Curse.

TOP 10 VOD YTD	TOP 10 WEEK ON WEEK
<b>SERIES</b>	
<b>The Light in the Hall</b>	<b>Married at First Sight Australia</b>
<b>Hollyoaks</b>	<b>Hollyoaks</b>
<b>The Great Pottery Throw Down</b>	<b>George Michael: Outed</b>
<b>Made in Chelsea: Bali and Bonjour Baby</b>	<b>Gogglebox</b>
<b>Below Deck</b>	<b>Below Deck Mediterranean</b>
<b>Junior Bake Off</b>	<b>Crufts</b>
<b>Celebs Go Dating</b>	<b>Four in a Bed</b>
<b>Everyone Else Burns</b>	<b>The Great Pottery Throw Down</b>
<b>Gogglebox</b>	<b>The Piano</b>
<b>A Place in the Sun</b>	<b>Bronson: Fit to Be Free?</b>

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# Viewing Report - Linear

Week 10 (6th-12th March) saw Channel 4 and its portfolio of channels have its best week of the year so far for linear share, whilst ALL4 also had its biggest week of 2023 for viewing.

Read below to find out why.....

## Gogglebox

Week 10, saw not one but two episodes of Gogglebox play out, with both returning eye-catching figures

On Friday the 10<sup>th</sup> March, episode 3 of the current run of Gogglebox was the biggest of the run so far, beating every other channel across all TV for Individual, ABC1AD and AD1634 volume and share. It was also the most watched programme of the day across all TV for the AD1634 audience.

After three episodes when measured against the same period of the last series, Gogglebox is currently displaying series on series growth of +15%

However, we aren't just finished yet.....

To celebrate 10 years of the show, on the 11<sup>th</sup> March Channel 4 transmitted a special compilation episode across 90 minutes. During this period Channel 4 was the most watched Channel across all TV in this slot, with viewing by all major trading audiences significantly up on slot.

Here is to the next ten years!

## The Last Leg

If Gogglebox dominates the 9pm slot on a Friday, then The Last Leg does exactly that an hour later

Playing at 10pm on Friday nights, this series has dominated total TV for young audiences in recent weeks, being the most watched programme in the slot for AD1634's, ME1634's and WO1634's. The episode on the 10th March attracted an audience share of 29% for the ME1634 audience; this figure has only been bettered for this programme on only 3 occasions across the last ten years

Overview

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# Viewing Report - Linear

## Outed

Playing across 2 consecutive nights Outed, told the story of George Michael's arrest for lewd behaviour in 1998, and how his response to a potentially career crushing event, changed history

Episode one was significantly up on slot average by more than 50% for share and volume of ABC1AD ABC1WO, and ABC1HP viewing.

Episode 2 went straight onto ALL4 after the linear Tx of episode 1 and ensured this fascinating series was one of the biggest titles on the platform in week 10, and one of the biggest documentaries to play on the platform this year

## The Piano Is Channel 4's biggest new show of 2023

Okay, so we are still not even a quarter of the way through 2023, but this unique talent show with a twist, has certainly caught the public's interest, with the Guardian Newspaper asking the question, Is The Piano The Most Uplifting TV Talent Show Ever?

Running across 5 consecutive weeks, the Piano has been a huge ratings hit, with viewing significantly up on the slot average, and winning the slot across all commercial TV channels for Individual, ABC1AD, ABC1WO and ABC1HP audiences in 3 of the first four weeks. It has also been a consistent Top 10 Performer on ALL4

The final (fifth) episode which Tx'ed on the 15th March, so viewing stats for this (and the whole series) will be available for next week's viewing report

Overview

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# Viewing Report

## The Great Pottery Throwdown

After ten intriguing weeks, the latest series of The Great Pottery Throw Down came to an end on the 12th March. Consistently Channel 4's best performing weekend show over that 10 week period, the series bowed out with an impressive 3 million viewers and a 16% share of audience in one of the most competitive slots of the week.

The final episode was the biggest of the run for volume and share of Individuals and the ABC1AD, ABC1WO and ABC1HP audiences. The final was also on par with the performance of last year's final for volume and slightly up for share of audience

## Kathy Burke: Growing Old

In this two-part series which aired on consecutive nights starting on the 8th March, Kathy Burke explored what getting old means to us and the new freedoms that young people of today have, as she asked; should we fight or accept old age, and what is it like growing up nowadays?

Across the two nights the short series outperformed the slot average for volume and share of total viewers (Individuals), share of ABC1AD's, and volume and share for the ABC1WO and ABC1HP audiences. The series performed particularly well for these last two audiences with share of viewing up on the slot average by +17% and +20% respectively

## Jamie's £1 Wonders

This latest series from chef Jamie Oliver was commissioned to a full series after a successful one off last year, where the chef teaches viewers how to serve up delicious and nutritious meals at just £1 per portion.

Unsurprisingly due to the current economic climate, this series launched and rated extremely well, and was significantly up on the slot average for all major trading audiences. In fact, this was the best launch to a Jamie Oliver cookery series since Jamies Comfort Food in 2014

Overview

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# Viewing Report

## Married At First Sight Australia Series 10

Its back and bigger than ever before!

The latest series of Married At First Sight Australia returned to E4 and ALL4 on the 6th March to some incredibly strong viewing figures across both platforms.

On E4 the series grew across its first week, winning the slot for AD1634's and WO1634's across all digital channels for each of the four nights it was on. The series is also tracking upwards for volume and share when measured against the performance of series 9 in its opening week on E4

Acquired as part of our Future Four Strategy, as we aim to significantly grow ALL4 in the digital age that we live, the performance of Married At First Sight Australia certainly didn't disappoint, as not only has it been the most watched title on the platform since March 6th, but its also got off to its best ever start on the Platform, when measuring against the first week's performance of previous series.

Overview