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# Viewing Report

## Continuing

### Formula 1 demonstrates year on year growth for audience share

We are now six races into what is yet another fascinating Formula 1 season. The Spanish Grand Prix saw Max Verstappen snatch victory from the jaws of defeat after Charles Leclerc was forced to retire at the Circuit De Barcelona-Catalunya, with the drama not lost on viewers.

Saturday's Qualifying Highlights were up on slot average by +30% for Individual volume and +60% for ABC1ME volume. It was a similar story for Sunday's race highlights with ABC1ME viewing up +50% vs slot average.

After six race weekends, this season's Formula One is currently displaying YoY growth for share of +32% for ABC1ME, +34% for ABC1AD's and +90% for ME1634's.

### Taskmaster Continues With Young Dominance & Series High

The Bafta winning behemoth returned for a 13th series on Thursday 14th April, with a totally dominant display, winning the 9pm slot across all TV for AD1634s, ABC1AD's, ABC1ME, ME1634's and WO1634's.

It has been a similar story since, with the next four episodes again winning the slot for AD1634's, WO1634's and ME1634's across all TV. It is also worth noting that for all five weeks it has been the most watched programme across all TV on those days by the AD1634 and ME1634 audiences.

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## SAS: Who Dares Wins

The latest series of TV's toughest reality show came to an end on the 15th May.

The series significantly outperformed the slot for AD1634, WO1634 and ME1634 share (all in excess of +40%).

Despite the series facing strong competition it still performed well for its core audience, attracting an series average share of 15% for AD1634's and ME1634's, with a share of 16% for WO1634.

Look out for a Celebrity version, which will be on screen later in the year.

## Derry Girls' Signs Off In Record Breaking Style

With series 3 of Derry Girls launching with its biggest ever episode, the trend continued across the run, with the current series finishing on the 18th May as the biggest one yet!

Like the first five weeks, the sixth and seventh episodes of Derry Girls dominated total TV for AD1634's and WO1634's, winning the slot for these two key audiences; it was also the most watched show of the day across all TV channels for these two audiences for the fifth consecutive week.

After seven episodes, the series is averaged an audience share of 30% for AD1634's and 35% for WO1634's in its slot.

As with most comedies, it instantly became a hit on ALL 4. Like on linear, this series was also the biggest to play on the ALL 4 platform.

Overview

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## Gogglebox continues to dominate total TV for AD1634's, and attracts a new series high

Thirteen episodes into series 19, and Gogglebox continues to dominate total TV for AD1634 viewers, winning the slot across all TV for this audience in all of these thirteen weeks.

The series is currently averaging an AD1634 audience share of 39%.

Episode 13 (13th May) attracted a whopping 45% share of AD1634's, growing its volume of AD1634's in the process, topping the previous week's series best for AD1634 volume. This episode was also the most watched midweek show in week 19 by this audience across all TV.

The series also continues to perform strongly for other audiences as well, winning the slot for Individuals and ABC1AD's for each of these twelve weeks across all commercial TV channels. Episode 13 also saw a series high share for ABC1AD's as well (30%).

## Grand Designs The Street

Grand Designs: The Street, which sees Kevin McCloud follow households as they embark on an epic mission to construct their own homes, creating brand-new streets in Britain's biggest self-build project, returned for a second series in mid April.

Six episodes in, and the series is up on slot for volume and share for its key audience of ABC1AD's, with ABC1ME viewing up on the slot average by +10% for volume.

Overview

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# Viewing Report

**E4**

## **Below Deck Mediterranean Gets Off To Best Ever Start On E4**

Taking the baton from Married At First Sight Australia in the midweek 19.30 slot is no easy feat, but it hasn't fazed the latest instalment of Below Deck Mediterranean, which has got off to its best ever start on E4.

After 10 episodes the series is currently demonstrating double digit series on series growth for Individuals, AD1634's and WO1634's; with the latter of these audiences up +21% for volume and +30% for share.

## **Made In Chelsea Breaks Records On ALL 4**

One of E4's most successful series; Made In Chelsea has been subject to a special scheduling arrangement.

After playing on E4 in its usual Monday night slot the next episode is released straight onto ALL 4, in a new schedule pattern designed to compliment our Future 4 strategy.

The strategy has been an instant success with the current Made In Chelsea series the biggest to ever sit on ALL 4.

Linear views continue to be strong as well, with its core audience of WO1634's averaging an audience share of 8%, and ensuring that E4 has been the most watched linear digital channel at 9pm for 4 of the 7 weeks that it has been on by this audience.

Overview

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# Viewing Report

## More4

### The Great Big Tiny Design Challenge

Averaging 400k across its first eight episodes, the series is currently outperforming the slot average for total viewers, and its core audiences.

Individual viewing is up on slot by +45%, whilst ABC1AD viewing is up on slot by +80% for volume and +110% for share. It is a similar story for ABC1WO and ABC1HP's, with volume for these audiences up on the slot average by over +100%.

## Drama

### The Sister Boniface Mysteries breaks record on Drama

Averaging 900k viewers across its ten week run, this spin off to Father Brown is officially the best performing programme to ever play on Drama, and the biggest rating show on any of 4Sales' Partner Channels in 2022.

Focusing on its key audience of ABC1AD's; it was the most watched programme in its slot across all digital channels for nine of these ten weeks, which again highlights the strength of this series.

Overview

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# Viewing Report

## *UKTV Drama*

### **The Sister Boniface Mysteries breaks re**

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This gripping series runs for 10 episodes, playing on Friday's at 9pm.

Overview

# All 4 Performance Highlights



## 16.05.22 – 22.05.22

**Week-on-week views** are up +5%, this has been helped by having 2 eps of Derry Girls in the week rather than just the one.

**Same week last year views are up** +7%, which is again helped again by Derry Girls and also Made in Chelsea being up year-on-year.

The 'First Look' release pattern continues to drive growth for **Made in Chelsea**, with S23 currently the biggest ever for the show and is up +35% vs S22 (0-7 Days O&O) .

Even though **Taskmaster** was flat week-on-week S13 is currently the shows second biggest on All 4, beaten only by S10 and is up +2% vs S12 (0-7 Days O&O) .

**The Big Bang Theory** has grown again week-on-week, this has been helped by an on-air promo to drive viewers to the All 4 Boxset and it's now the 10th biggest show in May.

**Derry Girls** was unsurprisingly the biggest show of the week thanks to the extra episode with Series 3 currently the biggest show on All 4 this year for average views per episode across the first 7 days of being on the platform!

# Portfolio Performance Highlights

## UKTV Play - Week 16.05.22 – 22.05.22



- Hypothetical grew 272% with the launch of S4 on Dave on Thursday
- Secrets of the London Underground +10% week-on-week
- Masterchef Australia +16% week-on-week
- Flack +73% week-on-week
- Mock The Week +22% week-on-week

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
<b>SERIES</b>	<b>SERIES</b>
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Last Of The Summer Wine	Bad Girls
Hypothetical	Last Of The Summer Wine
Birds Of A Feather	Bangers And Cash
Bangers And Cash	Would I Lie To You?
Sister Boniface Mysteries	New Tricks
New Tricks	Taskmaster
Secrets Of The London Underground	Birds Of A Feather
Bad Girls	A Place To Call Home