

# Viewing Report

## New

### The Last Leg

Adam Hills and co-hosts Josh Widdicombe and Alex Brooker returned on Friday the 15th July to provide some offbeat commentary on the significant moments of the past seven days.

This returning series is Channel 4's biggest 10pm property, and it was business as usual in that respect, with this launch episode attracting the biggest audience to this slot since the last series played in the early Spring.

The series is always a strong performer for young audiences, with the launch episode winning the slot across all TV for AD1634 and ME1634 viewers. It still retains strong appeal to upmarket audiences as well, winning the slot for ABC1AD share of viewing across all commercial channels.

### Super Surgeons: A Chance At Life

Made in partnership with McMillan Cancer Support, this new three-part series follows some of the world's leading surgical oncologists as they employ ground-breaking new technology to try to save or prolong the lives of their patients.

Launching on the 18th July, episode one demonstrated significant growth on slot, giving Channel 4 its biggest volume to this slot this year. ABC1AD and ABC1WO volume was also up significantly on the slot average by +40% and +45% respectfully.

### Britain's Tourette's Mystery

This one-off documentary on the 19th July saw Scarlett Moffatt investigate the rise of Tourette's in Britain, as she uncovered the potential causes of this explosion of tics and why it's appearing out of the blue in young people

The episode was up significantly up on slot for total viewing by +50%, whilst it saw Channel 4 attract its biggest viewing figures to the key AD1634 and WO1634 audiences, in this slot for more than twelve months

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## Continuing

### Celebrity Gogglebox Signs Off In Style

After six episodes, including a Pride special, Celebrity Gogglebox signed off on the 15th July

Episode 1 on the 10th June attracted an average audience of 4.3million viewers (23% share of total audience) making it the most watched programme across all TV that night at 9pm. It was also the most watched programme across ALL TV on that day for Individuals, ABC1Ads, ABC1WO and ABC1HP's

It was the same story for the next five weeks, with the episodes on the 17th and 24th June and then on the 1st, 8th and 15th July the most watched programme in 9pm slot on each of these Fridays. These episodes were also the most watched programme across all commercial TV for the ABC1AD audience on their respective dates of transmission

### Bake Off: The Professionals Attracts Biggest Share of ABC1HP's in run

Nine weeks into this series which searches for Britain's best patisserie team, we really are approaching the business end of the current series

Pulling in an impressive share of upmarket audiences, it has been one of the biggest programmes on Channel 4 in the 8pm clock hour for ABC1AD, ABC1WO and ABC1HP share of audience and volume, over the last two months

Episode 9 on the 19th July attracted an audience that ensured Channel 4 was the most watched commercial channel across all TV at 8pm for the ABC1AD, ABC1ME and ABC1HP audiences for a fifth consecutive week, with the share of ABC1HP viewers the biggest of the run so far with, at 15.73%

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## Night Coppers

Our latest 'Blue Light' offering, Night Coopers, joins the cops who police Brighton's hectic nightlife scene, with the first episode airing on Tuesday 12<sup>th</sup> July

Viewing to this launch episode was very positive, with ABC1AD viewing share up on the slot average. The ABC1ME audience were particularly attracted to this series, with share of viewing by this audience up on the slot average by an impressive +25%.

There was better news in week 2, with the volume of ABC1AD, ABC1WO and ABC1ME viewers to this episode all growing week on week

## The Undeclared War

From multi award winning director Peter Kosminsky, The Undeclared War is thriller about a leading team of analysts in GCHQ secretly working to ward off a series of cyber-attacks on the UK in the run-up to a general election in post-pandemic 2024.

With a stellar cast including Simon Pegg, Adrian Lester and Mark Rylance, the series launched on the 30<sup>th</sup> June in strong fashion.

One of our best performing drama launches of the last twelve months the series was significantly up on slot for total viewers and key-demographic upmarket audiences, for its launch episode. Now three episodes in, ABC1AD share of viewing remains up on slot, with ABC1ME and ABC1HP share of viewing up on the slot average by +20% and +10% respectively

All episodes were made available as a Box-Set on ALL4 straight after the linear transmission of episode 1, as part of our Future Four strategy. It is very pleasing to report that The Undeclared War has been one of the most watched titles on ALL4 over the last three weeks

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More4

## Rig 4: Murder At Sea

This riveting new Swedish thriller from Walter Presents, launched on the 24th June on More4, and is the biggest WP title to play on the Channel since Deutschland 89 in March 2021

Now four episodes in, the series is significantly tracking above the slot average for both volume and share with total viewing up on slot by +55% for volume.

More4's key audience of ABC1AD's has also seen significant uplifts of viewing to this series compared to the slot average; volume is up by +70%, whilst share of viewing is up by +100%

All episodes are available to watch on All 4 now

## Alibi

CSI Vegas Gives Alibi Its Biggest Viewing Figure Since February

The latest CSI series launched on Alibi on the 13th July opening a brand new chapter in Las Vegas, the city where it all began. Facing an existential threat that could bring down the entire Crime Lab and release thousands of convicted killers back onto the neon-lit streets of Vegas, a brilliant new team of investigators must enlist the help of old friends, in order to preserve and serve justice in Sin City.

This much anticipated launch was well worth the wait, giving Alibi its biggest viewing figure since February 2022, the second biggest of the year so far, with the volume and share of the ABC1ME audience that this episode attracted the biggest on the channel in 2022.

It was a similar story for week 2, with this episode attracting the second biggest audience to the channel in the last six months (behind episode 1)

This thrilling CSI spin off, runs for 10 weeks on Wednesday nights at 9pm on Alibi

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# All 4 Performance Highlights



**18.07.22 – 24.07.22**

The Good Wife has beaten Frasier to become the most watched exclusive title in Week 30, finishing in fourth place and growing +23% week-on-week.

Archive was up ever so slightly vs the same week last year, this has come from a spike in viewing from Friday Night Dinner which was up +21% week-on-week and some titles outside the Top 10 such as First Dates and Young Sheldon.

Below Deck continues to go from strength to strength, once again having its best weekly performance on All 4 and was the third biggest show in the Top 10 this week!

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Hollyoaks	Married at First Sight Australia
Ackley Bridge	Hollyoaks
Below Deck	Gogglebox
Celebrity Gogglebox	Derry Girls
The Undeclared War	Celebs Go Dating
Come Dine with Me: The Professionals	Suspect
Bake Off: The Professionals	Made in Chelsea
Britain's Tourette's Mystery...	The Great Pottery Throw Down
Night Coppers	Taskmaster
24 Hours in Police Custody	Screw

# Portfolio Performance Highlights

## UKTV Play - Week 18.07.22 – 24.07.22



- The Bill +9% week-on-week
- Passport To Freedom grew +477% WoW with the box-set available for its 1<sup>st</sup> full week on the service
- Last Of The Summer Wine +13%
- A Place To Call Home +13%
- Bangers And Cash +13%
- Meet The Richardsons +151%, as series 3 episode 9 launched
- Bangers & Cash: Restoring Classics had a promising start, launching as the 14<sup>th</sup> biggest title on Play last week

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Passport To Freedom	Last Of The Summer Wine
Birds Of A Feather	Bad Girls
Masterchef Australia	Bangers And Cash
Whitechapel	Birds Of A Feather
Last Of The Summer Wine	Would I Lie To You?
Bad Girls	Taskmaster
Prisoners' Wives	Classic Casualty
A Place To Call Home	New Tricks