

# Viewing Report - Linear

## New

### 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.

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

### England Top The Ratings Charts (even if the football was a tad disappointing)

Channel 4's foray into Men's International Football came to an end for 2022, after broadcasting England's final two warm-up matches before the World Cup on the 23rd and 26th September.

Despite disappointment in Milan on Friday, the match attracted a huge audience, and was the most watched programme of the day across all TV peaking at 5.5million individuals. Unsurprisingly Channel 4 won the slot for all major efficient audiences during the coverage.

Monday's final preparation brought slightly more cheer on the pitch, and a thrilling match certainly entertained viewers with a peak audience of 6.1 million viewers at 21.41. Like all matches to be shown this year, this encounter against Germany easily won the slot for all AD1634'S, ME1634's, ABC1AD's and ABC1ME, plus a host of other efficient audiences, and like on Friday the match was the most watched programme across all TV

All games have been significantly up on slot averages for all dates that they have played, and such has been the success of football on Channel 4 that as we end the third quarter of 2022, Channel 4 is responsible for 6 of the 10 most watched football matches on commercial TV, with the match vs Germany on 7th June the most watched of the year across all commercial channels.

Football will be back on Channel 4 in 2023, when we have exclusive rights to England's ten Euro 2024 Qualifying matches

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# Viewing Report

## Gogglebox

Two weeks into its latest run, series 20 has picked up where the previous series left off; by totally dominating the slot

Although not able to take commercial time in it for its first episode (in line with an advertising blackout by most commercial channels surrounding the news of the Queen's death) it was the most watched show of the day for the AD1634 audience on the 9<sup>th</sup> September.

Episode 2 on the 16<sup>th</sup> September did take commercial time however. This episode did not just win the slot across all commercial channels for total viewers, but the episode was also the most watched programme on the day across all channels for AD1634 and ABC1AD viewers.

Episode 2 also performed remarkably well when we consider that both volume and share of viewing were up for the AD1634 audience when comparing against episode 2 of series 19 in February of this year.

## Griff's Canadian Adventure Discovers Channel 4's Best Ratings For An Original Series In Slot Since 2016

This six part series where Comedian Griff Rhys Jones explores the second largest country on the planet, discovering what makes each of Canada's provinces so tantalisingly unique yet distinctly Canadian, finished after six episodes on the 17<sup>th</sup> September.

The series got off to a strong giving Channel 4 its biggest audience in the slot for an original series launch in six years!

Always a hard slot to measure against, due to some massive sporting events occupying it over the last twelve months (Nations League Football, US Open Tennis), the series was in line with slot average for volume of Individuals and ABC1Ad's, although the volume of ABC1WO and ABC1HP's was up on the slot.

Share was particularly eye-catching however with ABC1AD share up +30%, ABC1HP share up +32%, and ABC1WO share up +40% on the 9pm Saturday slot average

All six episodes were made available instantly on ALL4 as part of our future four strategy.

Overview

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## 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

It has been a similar story since, as all episodes up until and including the final one of the run on the 16th September winning the slot for AD1634 and ME1634 viewers across all TV, with this episode also winning the slot amongst all channels for the WO1634 audience with a 33% share for this audience; the second biggest ever.

## Grand Designs

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

Now three weeks in, the evergreen home improvement show shows no signs of stopping, attracting huge upmarket audiences each week, with successive weekly growth since episode one.

For the three weeks that the series has been on air, it has been the most watched property/home-improvement programme across all TV for each of these weeks

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## Celebrity SAS: Who Dares Wins

TV's toughest celebrity reality show returned for a fourth series on the 4th September as 14 celebrity recruits face the toughest course to date, played out in the unforgiving and epic terrain of the Jordanian desert, tested to their physical and psychological limits by the DS, an elite team of ex-special forces operators from the UK and USA, in a condensed version of special forces selection.

Three episodes into its run and the current series has won the slot for AD1634, M1634 and WO1634 viewers for each of the three nights that it has been on, across all TV

Measuring against the same period in the run last series, audience share is up by +30% for AD1634's and +60% for WO1634's

**E4**

## Married At First Sight UK

Its back and its bigger than ever before, and we do mean ever before!

The much anticipated series of Married At First Sight UK returned to E4 and ALL4 on the 29th August, with the biggest launch episode to any series (UK or Australian) on E4.

Attracting a whopping 31% audience share of AD1634's and an even more eye-watering 42% share of the WO1634, the launch dominated all TV for these younger audiences. This is the biggest share of viewing any episode of Married At First Sight UK has attracted for these audiences, including when it played in a different format on Channel 4.

The series is currently tracking upwards on series 1 for share of audience after three weeks, and has grown each of the weeks that it has been on

As with all original content on E4, this series was commissioned in order to drive views on ALL4 as part of our Future4 strategy. It is easily doing this, becoming the most viewed title on the platform since launch

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# Viewing Report

## Celebrity Cooking School

This new cookery series which features a host of hapless celebrities in a kitchen launched with twice weekly episodes on the 5th September.

The series has been a success attracting a strong young audience with AD1634 share of viewing up +37% on slot average

## Dirty House Rescue: Queens Of Clean

This new series where dynamite organisers and professional cleaners help us ditch the dirt and clear the clutter, as they share their tips, tricks and hacks for a gleamingly good life launched on E4 on the 8th September, becoming a hit instantly.

After two episodes the series is tracking significantly upwards on slot average with AD1634 volume up on the slot by +50% and WO1634 audience share up on the slot by +90%

## UKTV – 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 the next nine weeks with these episodes occupying the top 9 audiences to the channel in the last six months (behind episode 1)

This thrilling series came to an end on the 14th September

Overview

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# Viewing Report

**UKTV returns its best month ever for share of commercial impacts... Again.**

UKTV is celebrating a record breaking month for the second month running, as the corporation recorded its best ever month for ADULT share of commercial impacts (SOC1) in August

With an Adult SOC1 of 9.45%, UKTV celebrated their biggest ever month, beating its previous best month of July 2022 (9.11%)

Strong performance was driven by Alibi, which is flourishing thanks to a strong primetime schedule, headed by the latest instalment from the CSI family, CSI Vegas. W is revelling in an EPG change, whilst Drama continues to astound, as August was its biggest month on record with an Adult SOC1 of 3.39%

With a strong Autumn slate due to come to screen soon, 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



## 19.09.22 – 25.09.22

Views week-on-week grew by +13% and not only is Week 38 the biggest week of the year on All 4 for O&O views it's also the biggest since Week 12 last year!

**Married at First Sight UK** was the biggest show last week and grew +20% week-on-week.

**Gogglebox** grew +16% WoW with the 3<sup>rd</sup> episode currently the biggest of the series and the 3<sup>rd</sup> ep was also up +3% vs the same ep from last series.

**England Internationals** returned to Channel 4 last week with the Italy vs England game becoming All 4's second most watched game of the current Nations League campaign, beaten only by Germany vs England back in June.

**Rick & Morty** currently has its sixth series on All 4 with the programme up +31% week-on-week, this has been helped by the 3<sup>rd</sup> episode being up +8% vs the 2<sup>nd</sup> episode.

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
<b>Married at First Sight UK</b>	<b>Married at First Sight Australia</b>
<b>The Great British Bake Off</b>	<b>Hollyoaks</b>
<b>Hollyoaks</b>	<b>Married at First Sight UK</b>
<b>Gogglebox</b>	<b>Gogglebox</b>
<b>Rick and Morty</b>	<b>Derry Girls</b>
<b>Celebrity SAS: Who Dares Wins</b>	<b>Celebs Go Dating</b>
<b>Grand Designs</b>	<b>Below Deck</b>
<b>First Dates Hotel</b>	<b>Suspect</b>
<b>Chateau DIY</b>	<b>Made in Chelsea</b>
<b>The Great</b>	<b>The Great Pottery Throw Down</b>

# Portfolio Performance Highlights

## UKTV Play - Week 19.09.22 – 25.09.22

Last week was a record viewing week for UKTV Play +11% views week-on-week



All four channels enjoyed week-on-week growth

The launch of Emma Willis: Delivering Babies on W added to channel growth of 29% WoW & the show went straight into the Top10 at #7, it was also the biggest driver of active accounts last week.

Masterchef Australia shows continued WoW growth +5%

Bangers and Cash also growing again WoW as series continues +23%

New Tricks +8% growth in WoW viewing

Late Night Mash grew again WoW as the S2 continued +32% WoW

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
<b>SERIES</b>	<b>SERIES</b>
<b>The Bill</b>	<b>The Bill</b>
<b>Classic Eastenders</b>	<b>Classic Eastenders</b>
<b>Masterchef Australia</b>	<b>Last Of The Summer Wine</b>
<b>Bangers And Cash</b>	<b>Bad Girls</b>
<b>Birds Of A Feather</b>	<b>Bangers And Cash</b>
<b>Bad Girls</b>	<b>Birds Of A Feather</b>
<b>Miss Fisher's Murder Mysteries</b>	<b>Masterchef Australia</b>
<b>Emma Willis: Delivering Babies</b>	<b>Would I Lie To You?</b>
<b>Last Of The Summer Wine</b>	<b>Taskmaster</b>
<b>Classic Casualty</b>	<b>Classic Casualty</b>