

# Viewing Report - Linear

**NEW**

## **Friday Night Live Returns To Kick Off Truth Or Dare Season**

Kicking off the Truth and Dare season to mark Channel 4's 40th anniversary, Friday Night Live returned for a 90 minute special on the 21<sup>st</sup> October. It reunited the game-changing architects of anarchy who broke through in the mid-1980s and blended their ground-breaking comedy exploits with today's trailblazers who are storming the circuit. Hosted by the masterful Ben Elton, who was joined by friends from the original series such as Harry Enfield, Julian Clary and Jo Brand, as well as new friends from today's circuit including Rosie Jones, Mawaan Rizwan, Jordan Gray, Ronni Ancona and Sam Campbell, this piece of event TV provided a mixture of topical sketches and incredible stand-up

Although off Channel 4 screens for more than 30 years, the allure of such a strong mix of talent attracted a huge audience, including many who would not have been born when the original series aired. Across the 90 minutes, Channel 4 won the slot across all commercial TV for AD1624, AD1634, WO1634, ME1624, ME1634 and ABC1ME viewers. ME1624 viewing was particularly strong with a 31% audience share.

## **The Handmaids Tale**

This multi award winning drama set in the dystopian world of Gilead, returned to Channel 4 for a fifth season on the 23<sup>rd</sup> October

One of our best performing dramas of recent years, this opening episode significantly outperformed the slot average for ABC1AD's, ABC1WO and ABC1HP's and gave us the biggest volume in this slot for these audiences since the launch of another drama, Suspect (Channel 4's best performing drama series of 2022) in June.

As with all dramas, this series has been a strong performer on ALL4 becoming one of the biggest titles on the platform over the last fortnight

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## Taskmaster

The 29<sup>th</sup> September saw Greg Davies and Alex Horne wreak havoc on the lives of noble knights Dara Ó Briain, Fern Brady, John Kearns, Munya Chawawa and Sarah Millican, as they commenced battle to become the 14th Taskmaster champion

Unsurprisingly given past performance, this launch episode was significantly up on slot average and performed exceptionally well for young audiences. Episode one of ten won the slot across all TV for ME1634's, whilst viewing from AD1634's and WO1634's, ranked as second in the slot; however we don't mind that, as it was just touched off by Married At First Sight on E4!

It has been a similar story since, with episode 4 (20<sup>th</sup> October), the biggest of the run so far for AD1634, WO1634 and ME1634 share of viewing, with these audiences dominating the slot across total TV with shares of 31%, 28% and 34% respectively

## I Literally Just Told You

The Jimmy Carr hosted game show where paying attention pays off, returned with a football themed Celebrity Special on the 26th September, following the thrilling Nations League encounter between England and Germany.

Attracting an audience share in excess of 20% for AD1634's, ME1634's and WO1634's, this launch to the new series easily won the slot for these audiences across all TV; picking up where the last series left off

Moving to its new slot of Friday at 10pm on the 30th September, the series demonstrated episode on episode growth, with volume and share of audience both up. This episode again easily won the slot across all TV for the three audiences mentioned above, with WO1634's attracting an audience share of 28%.

Performance was equally as eye-catching for the next two episodes on the 7th and 14th October, with Channel 4 the most watched commercial channel in the 10pm slot for the AD1634, WO1634 and ME1634 audiences

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## The Great British Bake Off Returns With Biggest Volume Of 2022 Across Commercial TV

Tuesday the 13<sup>th</sup> 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.

It has been a similar story for the next six episodes (up to and including the 25<sup>th</sup> October), as all of these episodes completely dominated total TV for all major trading audiences

As things stand, seven episodes into the run the series is currently averaging an audience share of 57% AD1634's and 43% ABC1AD's

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

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## Gogglebox

Seven weeks into its latest run, series 20 has picked up where the previous series left off; by totally dominating the slots that it occupies

This series has been the subject of some schedule changes during this run to accommodate Nations League Football and Friday Night Live, however whether its played at 10pm on a Friday, 9pm on Saturday or in its usual 9pm slot on a Friday the series has dominated across all TV for AD1634s and ABC1ADs

At this point the series is averaging an audience share of 23% for Individuals, 26% for ABC1Ad's and 36% for AD1634's, with the first two audiences up series on series, and the latter audience on par with series 20.

## Grand Designs

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

Now seven 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 seven 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.

As noted above Grand Designs has a strong upmarket profile, but it also retains young interest as well. Episode 7 (19<sup>th</sup> October) attracted an AD1634 audience share of 26%, which won the slot across all TV for this audience. An AD1634 audience share of 26% is also the biggest share to this audience any episode of this series has attracted in over 15 years

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## Celebrity SAS: Who Dares Wins

TV's toughest celebrity reality show returned for a fourth series on the 4<sup>th</sup> 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.

After seven episodes the series ended on the 16<sup>th</sup> October, winning the slot for AD1634, M1634 and WO1634 viewers for each of the seven nights that it was on, across all TV

Share of viewing was up series on series for total viewers (Individuals) and AD1634's, with WO1634 share of viewing up +55%.

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E4

## Married At First Sight UK

After seven eventful weeks, Married At First Sight UK finished with two reunion episodes in the week commencing the 17<sup>th</sup> October

The series finished up year on year, and was the biggest of any of the E4 series (including Australia). Attracting a 27% share of AD1634's and a 33% share of WO1634's, this was the best performing series for share of audience ever; including the original Channel 4 series'

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 easily did this becoming the most viewed title on the platform since launch, and now the biggest title to play on the platform for first run catch up views this year

## Made In Chelsea

The latest series documenting the lives and loves of the Chelsea set returned to E4 on the 17<sup>th</sup> October , with its biggest episode in over 2 years.

Also attracting a huge share of young audiences, a 23% share of WO1634's meant that this launch episode was the best performing for share of this audience since an episode in 2014.

The series has also got off to a flyer on ALL4 and is currently experiencing its best ever start to a series of this platform

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More4

## Matt Baker: Our Farm In The Dales

On the 5<sup>th</sup> October More4 launched the third series of Matt Baker: Our Farm In The Dales, in which we see Matt Baker and his family return to rescue his parents' organic sheep farm in Durham

This launch episode gave More4 its biggest viewing figure of 2022 with 900k viewers. It was also the most watched programme of the year on the channel with regards to volume of ABC1AD, ABC1WO and ABC1HP viewers

Due to the size of the audience who came to this episode, volume and share for all efficient audiences were up on the slot average in excess of +300%

The next three episodes have followed in a similar fashion, meaning that this is the biggest series to play on More4 this year

## UKTV

## The Brokenwood Mysteries

Returning for an 8<sup>th</sup> series on the 26<sup>th</sup> September on Drama, this detective drama series from New Zealand is the biggest programme to play on the channel since the Sister Boniface Mysteries in the Spring, and the second biggest series to play across the UKTV network this year (behind Sister Boniface)

Episode 5 on the 24<sup>th</sup> October, has been the biggest of the run so far (surpassing the previous biggest episode two weeks earlier), meaning that this is also the biggest ever episode of the Brokenwood Mysteries which has been playing on Drama since 2018. This episode was also the biggest ever for ABC1WO performance for volume and share

For the last three months (July-September), UKTV has returned its biggest ever monthly Adult SOCI figures

With a strong Autumn now evidently on screen, UKTV looks set to go very close to achieving another year of growth in 2022 and topping its record breaking performance of 2021.

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# All 4 Performance Highlights



**24.10.22 – 30.10.22**

Made in Chelsea returned for its 24<sup>th</sup> series with the launch episode up +20% vs S23. Ep 2 of S24 was up 38% from ep 2 on the previous season (0-6 Days O&O)

Gogglebox is up by 5% compared with S18. Episode 2 and 3 were up 6% compared with S18 (0-7 Days O&O)

Taskmaster season 14 has grown 20% when compared with season 13. It's currently on track to be the show's biggest ever series on the platform (0-3 Days O&O)

Exclusives were up +72% vs the same week last year, this has been driven by the boxset of Somewhere Boy, Frasier and the return of S1-4 of The Handmaid's Tale

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
The Great British Bake Off	Married at First Sight UK
Married at First Sight UK	Married at First Sight Australia
Hollyoaks	Hollyoaks
Gogglebox	Gogglebox
Taskmaster	The Great British Bake Off
Somewhere Boy	Derry Girls
Made in Chelsea	Celebs Go Dating
My Massive ****	Below Deck
The Handmaid's Tale	Suspect
Modern Family	Taskmaster

# Portfolio Performance Highlights

## UKTV Play - Week 24.10.22 – 30.10.22



- Viewing on UKTV Play was flat week-on-week, but remains up on the year (+75%)
- The Brokenwood Mysteries continues to grow viewing (+6%) and active accounts WoW
- Continuing Bangers and Cash S6 drove the brand up +1% WoW
- Red Dwarf viewing continues to increase WoW +6%
- Classic Casualty performance stays strong +7% WoW
- Miss Fishers Murder Mysteries grew again WoW +5%
- Qi XL had a great week+5%

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Masterchef Australia	Last Of The Summer Wine
The Brokenwood Mysteries	Bad Girls
Bangers And Cash	Bangers And Cash
Red Dwarf	Masterchef Australia
Classic Casualty	Birds Of A Feather
Birds Of A Feather	Would I Lie To You?
Last Of The Summer Wine	Classic Casualty
Would I Lie To You?	Taskmaster