
Viewing Report - Linear

New

Make Me Prime Minister

We all have opinions on what it takes to make a success of running the country, but on the 27th September Channel 4 really put this to the test with the launch of Make Me Prime Minister, as Alastair Campbell and Baroness Sayeeda Warsi put 12 ambitious Brits through their political paces, as they competed to be crowned Channel 4's Alternative Prime Minister

Given a prominent scheduling slot just after the Great British Bake Off, the launch episode attracted a huge share of young audiences, easily winning the slot for AD1634's, ME1634's and WO1634's across all of the PSB channels.

Only E4's Married At First Sight UK beat it on the night for younger audiences; read on below to find out why!

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 (which will move to Fridays at 10pm) easily won the slot for these audiences across all TV; picking up where the last series left off

Overview

Viewing Report

Continuing

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.

It was a similar story for episodes 2 and 3 (20th and 27th September), as both these episodes completely dominated total TV for all major trading audiences

As things stand the series is currently averaging an audience share of 59% AD1634's and 42% ABC1AD's

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

Gogglebox

Three 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 9th September.

Episode 2 on the 16th 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.

Despite episode 3 moving back to 10pm to accommodate Nations League football on the 23rd September, it grew its total audience week on week and attracted a 40% share of AD1634's; the highest of the run so far

Overview

Viewing Report

Formula 1: The Singapore

Red Bull's Sergio Perez held off Ferrari's Charles Leclerc to win an incident-packed Singapore Grand Prix run in treacherous wet-dry conditions, with Channel 4 showing Qualifying and Race Highlights on the weekend of the 1st and 2nd of October

Both Saturday and Sunday's highlights were up on the slot average, with both winning the slot for ABC1ME viewer share across all commercial channels, whilst Sunday's race highlights also won the commercial battle for ME1634 viewer share.

Grand Designs

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

Now four 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 four 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

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 +50% for WO1634's

Overview

Viewing Report

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 four weeks, and has grown each of the weeks that it has been on. The episode on the 27th September was the biggest to ever play on E4 (UK or Australia), also attracting the biggest ever audience of AD1634 and ME1634 viewers

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

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 +20% 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 four episodes the series is tracking significantly upwards on slot average with AD1634 volume up on the slot by +25% and WO1634 audience share up on the slot by +55%

Overview

Viewing Report

UKTV

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 (SOI) in August

With an Adult SOI 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 SOI 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



26.09.22 – 02.10.22

Views week-on-week grew by +2% which makes Week 40 the biggest week of the year on All 4 for O&O views and it's also the biggest since on the platform since Week 12 last year.

Married at First Sight UK Week 40 grew +8% week-on-week and delivered the shows biggest week ever on the platform.

Taskmaster returned for its 14th series with the launch episode becoming the shows second biggest episode ever on All 4 and was up +27% on the launch of series 13 (0-3 Days O&O).

Hollyoaks was up +10% week-on-week and delivered the shows second biggest week of the year, only slightly behind Week 11 back in March.

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

Portfolio Performance Highlights

UKTV Play - Week 26.09.22 – 02.10.22



- UKTV Play rebranded on Wednesday 28th September
- Viewing on UKTV Play was up 3% week-on-week another record week for UKTV Play
- All four channels grew WoW
- Emma Willis: Delivering Babies continues to perform well growing +5% WoW
- Mel Giedroyc: Unforgiveable +35% WoW driven by S3 launching
- Late Night Mash also continues to grow +41% WoW
- Stacey Dooley Sleeps Over +6% WoW
- Bangers & Cash S6 continues & grew 9% WoW
- Monarch Of The Glen +18% WoW

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
Bangers And Cash	Bad Girls
Birds Of A Feather	Bangers And Cash
The Brokenwood Mysteries	Birds Of A Feather
Bad Girls	Masterchef Australia
Emma Willis: Delivering Babies	Would I Lie To You?
Red Dwarf	Taskmaster
Miss Fisher's Murder Mysteries	Classic Casualty