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# Viewing Report

**New**

## **The Great Celebrity Bake Off For Stand Up To Cancer**

Our favourite celebrity baking show returned on March the 22<sup>nd</sup> with a showstopper slot winning performance.

The launch episode won the 2000-2115 slot across all TV for all major trading audiences, with AD1634's attracting a particularly eye-catching 36% share of AD1634's; a bigger share of this audience than two of the three launch episodes from the past three years.

Due to the volume of viewers, this episode was significantly up on slot for all trading audiences, and it remains Channel 4's second biggest 8pm series, only bettered by its parent series; The Great British Bake Off.

## **Killed By A Rich Kid**

This ninety-minute documentary which explored a truly saddening case, proved an intriguing watch amongst young viewers commanding a slot winning 20% share of AD1634's on the 21<sup>st</sup> March.

Volume of viewing was up on slot by +24% for AD1634's, +43% for WO1634's and +17% for ME1634, whilst share for these audiences was up on slot by more than 100%.

Commissioned as part of our True Crime strand, it was also a huge hit on ALL 4, becoming one of the most watched titles on the platform in week 12.

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## Simpler Life

Launching straight after episode one of The Great Celebrity Bake Off For Stand Up To Cancer, was The Simpler Life, where a group of young Brits leave their 21st-century lives behind to spend an extraordinary summer cut off from the modern world on a remote Devon farmstead and live by the principles of the Amish community.

This episode certainly struck a chord with its target audience, attracting a 16% share of WO1634, and a 13% share of AD1634's, up on slot by +75% and +40% respectively.

## F1 Returns With Year-on-Year Growth

After last season's nail-biting finale, the much-anticipated F1 season returned with the Bahrain GP on the weekend of the 19<sup>th</sup> and 20<sup>th</sup> March

Viewing to race highlights on Sunday the 20<sup>th</sup> attracted an audience of 1.8million viewers, up +5% on the race highlights from 2021's opener. Viewing from key audience ABC1ME was up year on year by +5%, whilst share was up +22%.

Viewing to both the qualifying (Saturday) and race highlights (Sunday) was up on slot for both volume and share for Individuals, ABC1AD's, ABC1ME and all Men.

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# Viewing Report

## Continuing

### Married At First Sight Australia continues with its best ever start

We are now four weeks into the ninth series of Married At First Sight Australia, and the later start time this year really has added to anticipation levels.

Averaging a consolidated audience of 1.2million individuals and an AD1634 audience share of 18% series 9 has got off to a stronger start than any of the previous series that have played on E4; it has also seen the biggest volume and share of audience for AD1634's, for the first four weeks of any series.

AD1634 volume is up +60% on the first three weeks of last season, and is also up on the winter series of 2021, which is particularly impressively when it is noted that January 2021 was a lockdown month.

Unsurprisingly it is also the biggest title on ALL 4 at the moment (it is now the most watched title on ALL 4 this year) and will continue to be so for the duration of its long run. Like its linear performance, it is also having its best-ever start on this platform too.

### Teen First Dates

After five episodes this First Dates spin off on E4 is currently tracking upwards of +5% for total viewing compared to slot average. Commissioned with ALL4 in focus, it is one of the strongest titles on the platform currently.

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## Gogglebox continues to dominate total TV for AD1634's

Six 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 six weeks

Such is the strength of its performance for younger audiences, it was the most watched midweek programme by AD1634 viewers across all commercial TV in all six of these weeks, with episode six on the 25<sup>th</sup> March attracting a massive 46% share of AD1634's at 9pm on this night.

The series continues to perform strongly for other audiences as well, winning the slot for Individuals and ABC1AD's for each of these five weeks across all commercial TV channels

## Extraordinary Escapes With Sandi Toksvig

The new series of Extraordinary Escapes returned to C4 on Thursday the 17<sup>th</sup> February and now five weeks into its run it is averaging 1.6m individuals.

The current series is performing well for upmarket audiences with volume for ABC1WO up +15% and ABC1HP's up +15% on the Thursday 9pm slot average

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## The Last Leg

Now eight weeks into its run, The last Leg continues to be Channel 4's best performing 10pm series for total viewers and all major trading audiences. It is also one of the strongest performing series across all TV for younger audiences in its slot, averaging an 17% share of this audience across the run, and often winning the slot for this audience.

The series also has a strong ABC1AD profile, currently attracting a 15% share of this audience; making this the second best start to a year for ABC1AD viewing share for The Last Leg (only beaten by 2021's lockdown episodes).

## Meet The Richardson's Returns With Slot Winning Performance

The much-anticipated return of the third series of Meet The Richardson's didn't disappoint when it returned on the 3rd March as 525k viewers; UKTV's biggest audience in the 10pm clock hour in 2022.

Episode two on the 10th March attracted an equally pleasing number, with a bigger share and volume of AD1634's and ME1634's.

Better was to come from episode three on the 17th March however which attracted the biggest volume of AD1634's and ME1634's of the run so far.

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## Matt Baker: Travel With Mum And Dad

Matt Baker's Travel With Mum And Dad, gave More4 its biggest viewing figure of 2022 on the 30th March as 800k viewers watched the launch episode. Viewing to this episode was up on slot average by +160% for volume of Individuals and ABC1AD's, whilst volume of viewing for ABC1WO was up on slot average by +170%

More4 was the most watched Channel across the digital channels in its slot for this episode, and it was the second biggest show to play across all digital channels on the day, just behind Married At First Sight Australia

## The Great Big Tiny Design Challenge

More4's Great Big Tiny Design Challenge launched on the 27th March with 450k viewers. Total viewing was up on slot by +75%, whilst the volume of ABC1AD viewers was up +200% on slot. It was a similar story for share, with Individual share up +70% and ABC1AD share up +175% on the Sunday 9pm channel average

Overview

# All 4 Performance Highlights



## 28.03.22 – 03.04.22

Week 14 saw an uplift of +7% in views week-on-week as the previous week was quite low which was most likely caused by the good weather.

Derry Girls has made it into the Top 10 and should continue to grow as we build to the third and final season.

Gogglebox was up +3% week-on-week and ep 7 was up by +5% vs ep 6 (0-2 Days O&O).

Friday Night Dinner was the 7th biggest show last week and had its second biggest week on ALL 4 this year beaten only by week 2 Celebrity Bake Off grew by +21% week-on-week however its First Run views were up even more vs last week by +33%

| TOP 10 First Run VoD Week-On-Week            | TOP 10 First Run VoD Year-To-Date       |
|--|---|
| SERIES                                       | SERIES                                  |
| <b>Married at First Sight Australia</b>      | <b>Married at First Sight Australia</b> |
| <b>Hollyoaks</b>                             | <b>Hollyoaks</b>                        |
| <b>Gogglebox</b>                             | <b>Celebs Go Dating</b>                 |
| <b>Killed by a Rich Kid</b>                  | <b>Gogglebox</b>                        |
| <b>The Great Celebrity Bake Off for SU2C</b> | <b>The Great Pottery Throw Down</b>     |
| <b>Four in a Bed</b>                         | <b>Screw</b>                            |
| <b>Jeremy Kyle Show: Death on Daytime</b>    | <b>Junior Bake Off</b>                  |
| <b>Formula 1®</b>                            | <b>Four in a Bed</b>                    |
| <b>The Simpler Life</b>                      | <b>Celebrity Coach Trip</b>             |
| <b>First Dates</b>                           | <b>First Dates</b>                      |

# Portfolio Performance Highlights

## UKTV Play - Week 28.03.22 – 03.04.22



- W Channel launched onto UKTV Play on Monday
- UKTV Play saw week-on-week growth of 13%, delivered across all channels
- UKTV Original Stacey Dooley Sleeps Over on W flew straight into the top 20 programmes at #19
- Meet The Richardsons +4% WoW
- Sister Boniface Mysteries +14% WoW
- Taskmaster +13% WoW
- Bangers & Cash +11% WoW

| 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               |
| Bangers And Cash          | Last Of The Summer Wine |
| Sister Boniface Mysteries | Bangers And Cash        |
| Taskmaster                | Would I Lie To You?     |
| Meet The Richardsons      | Taskmaster              |
| Bad Girls                 | New Tricks              |
| Would I Lie To You?       | A Place To Call Home    |
| New Tricks                | Classic Casualty        |