
Viewing Report

New

Help! We Bought A Village Gives Channel 4 Its Best 4PM Daily Share Launch Since 2007

This new series which follows intrepid Brits as they restore empty and unloved settlements heading steadily for collapse, breathing new life into remote villages, hamlets, borgos and cortijos abroad, launched with a remarkable figure on Monday the 25th August; giving Channel 4 its best midweek share for a new 4pm programme launch since Win My Wage in 2007.

With 900k viewers and a 14% share of audience, the launch episode was significantly up on slot average for volume and share for all relevant trading audiences, and gave Channel 4 its biggest share of audience for any programme in this slot since an episode of the well-established Escape To The Chateau DIY in 2018.

The series also proved an instant hit on ALL4 as well, becoming the biggest ever launch for a daytime commission on the platform!

The series continued to perform well in its opening week, with Friday's episode closing the week with the biggest

Continuing

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 was a similar story for episode two on the 22nd July, with The Last Leg ensuring that Channel 4 was the most watched commercial channel across all TV at 10pm, for all viewers, and ABC1AD's.

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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% respectively.

Episode 2 held its audience week on week on the 25th July, with volume of viewing for Individuals and ABC1AD's flat, and growing audience share of ABC1AD and ABC1WO viewers; ABC1AD share up +12% week on week

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Bake Off: The Professionals Signs Off With More Commercial Dominance

After ten weeks, we have a winner, as the series which searches for Britain's best patisserie team, crowned Nathan and Kevin as the 2022's champions, after they produced a quite remarkable Day At The Races showstopper

Pulling in an impressive share and volume of upmarket audiences throughout the run, 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

The final on the 26th July, faced some stiff competition, but still managed to ensure Channel 4 was the most watched channel across all TV in the 8pm clock hour on the night, for ABC1AD's, ABC1WO and ABC1HP's.

The next series of The Great British Bake Off will be coming to Channel 4 and ALL 4 soon. Please speak to your sales or client representative to discuss commercial opportunities.

George Clarkes Remarkable Renovations

The latest offering from George Clarke where he meets the people breathing new life into our unused and unloved buildings, transforming local landmarks into unique family homes that celebrate their past, is tracking well above slot average for its target audiences

After three episodes, total viewing is up on slot for viewing and share, with upmarket audiences all demonstrating the same trend. Of the upmarket audiences, the series is arguably performing best for ABC1WO, where volume and share are up +10% on one of our best performing slots for this audience

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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 30th June in strong fashion.

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 four weeks.

One of our best performing drama launches of the last twelve months on linear, the series was significantly up on slot for total viewers and key-demographic upmarket audiences, for its launch episode. Now four episodes in, ABC1ME and ABC1HP share of viewing is still tracking upwards on the slot average.

E4

Below Deck

Captain Lee and his returning crew Kate and Ashton are joined by six new crew members aboard luxury Valor, as they travel through South East Asia exploring the exotic waters of Thailand, in the seventh season of Below Deck.

This series is currently tracking ahead, performance wise, then at the same point in series 6, with AD1634 share up an impressive +11%

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More4

Darcey Bussell's Royal Road Trip

This new More4 series where Dame Darcey Bussell follows in the footsteps of the Queen, as she explores breath-taking locations that have shaped our monarch's identity, is now two episodes into its run and is performing very pleasingly for its key audiences.

Total viewing is up on the slot average by over +30% for volume and share, whilst ABC1AD viewing is up by more than +100% for volume and share, with viewing by the ABC1WO audience tracking above the slot average by over +150% for both metrics.

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.

Overview

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Dave

Meet The Richardsons Holiday Special

The first episode of this two part special aired on Dave on the 21st July. Attracting nearly half a million viewers, it gave Dave its biggest ratings since March.

The opening episode was significantly up on slot for Individuals, ABC1ME, AD1634's and ME1634's, in the region of +100% for each of these audiences.

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 has been a similar story for the next two weeks with these episodes attracting the second and third 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

Overview

All 4 Performance Highlights



25.07.22 – 31.07.22

The Good Wife continues to grow and was the fourth biggest show this week. It also finished as the biggest All 4 exclusive series in July

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

First Dates has returned to Channel 4 which has seen the show break into the Top10 week-on-week, finishing as the 8th biggest show in Week 31 and was up +25%

The Inbetweeners was up +8% week-on-week and had its best weekly performance in 8 weeks to help drive archive viewing

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Hollyoaks	Married at First Sight Australia
Below Deck	Hollyoaks
Ackley Bridge	Gogglebox
Help! We Bought a Village	Derry Girls
The Undeclared War	Celebs Go Dating
Formula 1®	Suspect
Night Coppers	Made in Chelsea
Bake Off: The Professionals	The Great Pottery Throw Down
Celebrity Gogglebox	Taskmaster
First Dates	Below Deck

Portfolio Performance Highlights

UKTV Play - Week 25.07.22 – 31.07.22



- UKTV Play saw week-on-week growth of 2%
- Growth was delivered across 4 channels
- Meet The Richardsons grew +35% wow with the second of 2 specials landing on the service
- The Brand New Series Bangers & Cash: Restoring Classics continues to grow WoW +70%
- Ahead of a brand new series launching next week Masterchef Australia grew +4% WoW
- A Place To Call Home +6% WoW
- The Bill +5% WoW

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
Last Of The Summer Wine	Birds Of A Feather
Meet The Richardsons	Would I Lie To You?
Bangers And Cash: Restoring Classics	Taskmaster
Whitechapel	Classic Casualty
A Place To Call Home	A Place To Call Home