

All 4 Performance Highlights



02.01.23 – 08.01.23

Views compared to the same week last year is up +9% due to all content types being up year-on-year.

First Run has been driven by **The Light in the Hall** and **Made in Chelsea: Bali and Bonjour Baby**.

Year to date numbers are not yet available, as data from both Sky and Virgin for 2023 have not consolidated.

The Light In The Hall is performing particularly well, and is currently the highest performing show of the year so far. It was also the most viewed programme last week.

The Great British Bake Off: Festive Specials was the biggest festive special show on All 4 last week, overtaking **The Big Fat Quiz of the Year**. **Gogglebox** was up +17% vs. previous ep of S20 (0-7 Days O&O)

Hollyoaks S32 is up +80% on the last series, with ep 6 up +133% on the previous series, and up +3% on the previous episode. (0-3 Days O&O)

TOP 10 VOD YTD
SERIES
The Light in the Hall
Hollyoaks
Gogglebox
Made in Chelsea: Bali and Bonjour Baby
The Handmaid's Tale
Celebs Go Dating
The Inbetweeners
Friday Night Dinner
The Great British Bake Off: Festive Specials
Taskmaster

Viewing Report - Linear

Taskmasters New Year's Treat

This one-off special which acts as the perfect anchor between series, aired on New Year's Day, doing what it does best; attracting huge young audiences.

Across the hour Channel 4, was the most watched commercial channel across all TV for AD1634's, WO1634's and ME1634's, with the WO1634 audience attracting a very impressive audience share of 28%

Taskmaster returns with a new series on Channel 4 and ALL 4 in the Spring

Gogglebox

What better way to critique television over the Festive period, than spending 90 minutes with Britain's best loved TV critics with a Gogglebox special on the 2nd January.

As usual the series went down well with younger audiences, with Channel 4 the most watched channel across all commercial TV for the WO1634, AD1634 and ME1634 audiences, with the performance of the latter two audiences meaning Channel 4 also beat the non-commercial channels as well in the slot

Gogglebox returns in February on Channel 4 and ALL4 in February for its 21st series

The Light In The Hall

Our first drama of the year launched on the 4th January to critical and ratings acclaim.

A psychological thriller, this six-part series is the best performing new series on Channel 4 so far this year, with ABC1AD's, ABC1ME and ABC1WO all up on slot average in excess of +50% for volume of viewing.

As part of our Future 4 strategy, all episodes were made available on All4 on the 4th January. It has been the most watched title on the platform so far in 2023, and has also meant that the first week of this year has seen viewing levels on the platform demonstrate double digit growth compared with start of 2022

Kirstie and Phil's Love It Or List It

The evergreen property gurus returned with a new series on the 3rd January, and whilst some of us may be making New Year's resolutions, this property behemoth reverted to type, by starting yet another year as a ratings banker

Viewing was up on the opening episode of the last series; ABC1AD's were up by over +20% for volume and share, with similar figures returned for ABC1ME, ABC1WO and ABC1HP's

Overview

Viewing Report

And some Festive Stats, should you have missed them last week:

- Channel 4's portfolio of channels returned their biggest ever share of Individuals and ABC1AD's on Christmas Eve since modern records began
- Channel 4 had its best Christmas Eve for Individual and ABC1AD audience share in nearly 20 years (2003 was marginally bigger). It also performed admirably for AD1634's; Channel 4 was the most watched channel across the whole Television Network on the day for this audience
- A familiar staple in the Christmas schedule, the two Home Alone films (Home Alone and Home Alone 2: Lost In New York), were Channel 4's most watched films of the year. Both films which played on Christmas Eve and Christmas Day respectively, won their slots for AD1634 viewers across all commercial channels.
- The Great British Bake Off Festive Special on Christmas Eve was the most watched show of the day for the AD1634 audience across all commercial channels. It was the second most watched across all commercial channels for the ABC1AD audience as well
- Channel 4 was responsible for 4 of the top 5 performing shows for the AD1634 audience across commercial television on Christmas Eve; GBBO, Home Alone, I Literally Just Told You and Celebrity Lego Masters At Christmas
- Christmas Day was equally as strong, and for audience share was Channel 4's third biggest since modern records began. The Channel was also responsible for 3 of the top 10 AD1634 performers across commercial TV on the day; Home Alone 2, Gogglebox 2022 and Kung Fu Panda 2
- A new addition to the festive line up was the Great Pottery Throwdown At Christmas, which was the channels second biggest programme of the day (behind Gogglebox). This festive special was significantly up on slot average as well for Individuals, ABC1AD's, ABC1WO and ABC1HP's
- The Big Fat Quiz Of The Year on the 26th December was, for the sixth consecutive year, the most watched programme in the Christmas week across all commercial TV for the AD1634 audience. This annual special was also up year on year for Individuals and AD1634's
- December saw Film 4 have it biggest month of the year for audience share. The channel did particularly well for younger viewers with December 2022 the biggest month on the channel for share of this audience in three years. This was driven by the 'Shrek Day' on the 19th December and the strong performing Mile 22 on the 13th December
- It wasn't just the peak dayparts that performed well during the period, as there was also some strong performance in daytime. Festive daytime staple, Kirstie's Handmade Christmas again performed well with the episode on the 19th December the third biggest ever for volume of audience and the biggest ever for share of viewing. This was the second best performing daytime series for the six years that it has been running.
- Our Partner Channels also had a good time of it over the Christmas period. The performance of Gold was particularly noteworthy, as it had its best month of the year for Adult and ABC1AD audience share in December

Overview