

ALL 4

**CONTENT & PERFORMANCE
UPDATE**

2023



EDITORIAL STRATEGY | 2022 REVIEW OF KEY PILLARS



DIGITAL FIRST

- **COMMISSIONING** FOR ALL 4
- **SCRIPTED** DRIVING ALL 4
- **SCHEDULING** VOD FIRST LENS
- HOLLYOAKS/MIC **FIRST LOOK**
- **FLEXIBLE** RELEASE PATTERNS
- INCREASED **BOXSETTING**
- **E4** DRIVING ALL 4
- **HELD** LINEAR SHARE

INVESTING IN 1624/34'S

- **SCALE**
- LIVE ENGLAND GAMES
- DERRY GIRLS
- TASKMASTER
- **PROFILE**
- ACKLEY BRIDGE
- DON'T HUG ME
- TEEN FIRST DATES
- MIC SUMMER

SUSTAINABLE SCHEDULE

- **ESTABLISHED** TITLES
- **NEW NOW RETURNABLE**
- SCREW
- THE CURSE
- BIG BOYS
- OPEN HOUSE
- MUCKY MANSION
- ONE QUESTION
- I LITERALLY JUST...

REPRESENTATION

- **B2F LEGACY**
- RECOMMISSIONS
- BIG BREAKFAST/APOLOGETIC
- NEW TITLES
- THE DEFENDERS/CARIBBEAN
- ONSCREEN TALENT AJ/MO
- WINTER PARA'S
- DAVINA MENOPAUSE
- PRIDE/BHM/PARTITION

EDITORIAL STRATEGY |

2022 PERFORMANCE



SCRIPTED

- **SCREW** is the second biggest Drama and Instant Boxset ever beaten only by *It's a Sin*
- **DERRY GIRLS** is the second biggest C4 comedy on All 4

INVESTING IN 1624/34'S

- **MAFS Franchise** continues to grow with this years Australian and UK versions having their biggest ever series
- **Made in Chelsea S23** is the shows best performing series on All 4

SUSTAINABLE SCHEDULE

- **BAKE OFF** has returned for its 6th series and up +4% YoY whilst also being the shows second biggest series on All 4
- **TASKMASTER S14** is on track to be the shows biggest on the platform

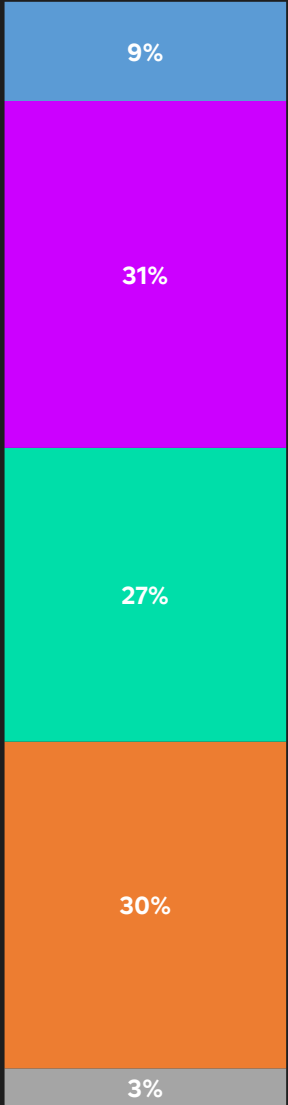
VOD LANDSCAPE

- **ALL 4** has delivered more 1634 Viewer Minutes than any other Commercial BVoD YTD
- **5** of the biggest shows across all Commercial BVoD's have come from All 4

SHARE OF VIEWER MINUTES YTD

COMMERCIAL BVoD'S

Chart Key



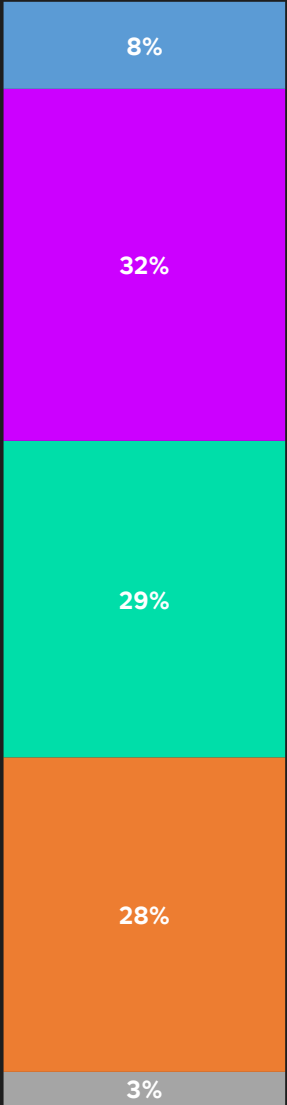
Individuals

143Bn



AD1634

39Bn



ABC1AD

82Bn

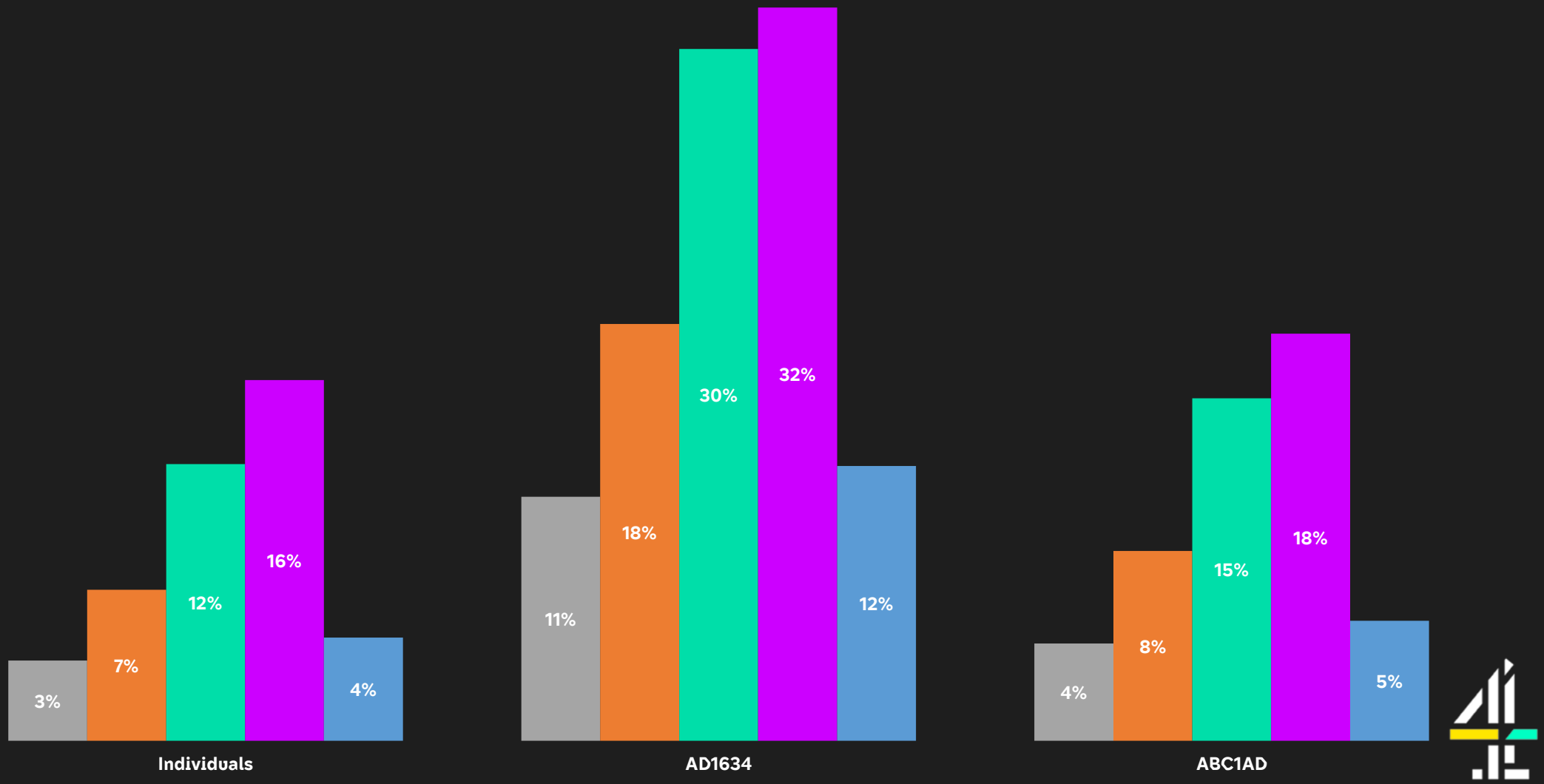
Total Commercial BVoD
Viewer Minutes - YTD



PERCENTAGE OF VIEWER MINUTES VISITING BROADCASTERS VIA BVOD'S YTD

COMMERCIAL BVOD'S

Chart Key



TOP 10 PROGRAMMES YTD | COMMERCIAL BVoD'S

Individuals

SERIES	PLATFORM	VIEWS
Love Island	ITV Hub	125M
Peppa Pig	My5	88M
Emmerdale	ITV Hub	58M
Coronation Street	ITV Hub	56M
MAFS Australia	All 4	45M
Premier League	Sky/Now TV	38M
MAFS UK	All 4	37M
Taskmaster	All 4	31M
Derry Girls	All 4	28M
Hollyoaks	All 4	26M

AD1634's

SERIES	PLATFORM	VIEWS
Love Island	ITV Hub	68M
Peppa Pig	My5	23M
MAFS Australia	All 4	21M
MAFS UK	All 4	18M
Taskmaster	All 4	14M
Premier League	Sky/Now TV	14M
Hollyoaks	All 4	14M
Coronation Street	ITV Hub	12M
Derry Girls	All 4	11M
Emmerdale	ITV Hub	9M

ABC1AD's

SERIES	PLATFORM	VIEWS
Love Island	ITV Hub	77M
Peppa Pig	My5	55M
MAFS Australia	All 4	28M
Emmerdale	ITV Hub	27M
MAFS UK	All 4	25M
Coronation Street	ITV Hub	24M
Taskmaster	All 4	23M
Premier League	Sky/Now TV	23M
Derry Girls	All 4	20M
Gogglebox	All 4	14M



2023 FOCUS ON 1634'S | INVESTING IN YOUNGER VIEWERS

CREATING A SCHEDULE MORE **RELEVANT** TO YOUNGER AUDIENCES
RESEARCH 'BEYOND Z' INTO VIEWING HABITS. WHAT, WHERE, HOW?

COMMUNICATION. LINEAR. DIGITAL. SOCIAL. MARKETING

DIALLING UP INVESTMENT IN KEY GENRES DRIVING STREAMING **COMEDY, DRAMA, REALITY (£100M)**

MORE **FLEXIBLE** RELEASE PATTERNS

A 1634 FOCUSED SCHEDULE DESIGNED TO DELIVER **SCALE, PROFILE AND DRIVE STREAMING**



Scale

Event TV Driving
1634 Volumes
Sport, Ent, Scripted



Profile

Tripling spend 1624's
Specific Commissions
Genres, Slots



E4 Driving Streaming

Growing **MAFS**
Focus on Key Genres
Ent/Reality



Release Patterns

More Instant Boxsets
More First Looks
More All 4 Premieres



Exclusives

Increasing the budget for Exclusives by +5%

EVENT TV | 2023

RENEWED AND RETURNING FRANCHISES
SPINE OF THE SCHEDULE ACROSS THE YEAR
CONSISTENT PERFORMANCE ON ALL 4



BAKE OFF FRANCHISE

- RENEWED DEAL
- SPINE OF SCHEDULE
- JUNIOR
- CELEB
- PROFESSIONALS
- BAKE OFF
- FESTIVE/NEW YEAR

GOGGLEBOX FORMATS

- GOGGLEBOX 30 EPS
- CELEBRITY 7 EPS
- FESTIVE & NEW YEAR
- APPROX. 40 HOURS
- ARCHIVE 20 SERIES

TASKMASTER TITLES

- 2 SERIES
- 20 EPS
- CHAMPIONS
- NEW YEAR SPECIAL
- ARCHIVE 14 SERIES

RETURNING FORMATS

- POTTERY THROWDOWN
- SAS/CELEB
- HUNTED/CELEB
- POLICE CUSTODY



LIVE SPORT | 2023

BIGGEST YEAR FOR SPORT (SOICI CONT) SINCE 2016

STRONG **SPINE** FROM MARCH TO NOVEMBER

10 LIVE EURO 2024 QUALIFIERS DELIVERING SCALE

ENG INT. HIGHEST INDEXING TITLE FOR NEW **STREAMING** VIEWERS

RECORD **24 RACE** F1 CALENDAR



LIVE ENGLAND MEN

- 10 LIVE MATCHES
- 8 EURO 2024 QUALIFIERS
- 2 FRIENDLIES INC. SCOT
- BRINGS NEW ACCOUNTS
- GERMANY VS ENGLAND WAS ALL 4'S BIGGEST EVER SIMULCAST EVENT

F1 LIVE/HIGHLIGHTS

- SKY DEAL RENEWED
- 24 RACE SEASON
- BIGGEST EVER
- BRITISH GP LIVE
- 6 SPRINT RACES
- LAS VEGAS
- ALL 4 GROWTH

FORMULA E

- SEASON 9
- NEW GEN3 CARS
- BIGGEST SEASON YET
- JAN-JULY
- 12 TEAMS COMPETING
- 18 ROUNDS
- 2 NEW LOCATIONS
- SUSTAINABILITY

SUPER LEAGUE

- YEAR 2 OF SUPER LEAGUE
- ADAM HILLS PRESENTING
- YOUNGEST PROFILING
- N&R STRENGTH



SCRIPTED | DRAMA 2023

SCRIPTED VIEWERS WON'T FIND ON ANY STREAMER
COMMISSIONED SPECIFICALLY TO **STREAM** AND **BOXSETTED**
DISTINCTIVE, BOLD, DISRUPTIVE, **YOUNG**
IMPORTANCE OF **RETURNING** TITLES TO DRIVE ARCHIVE
BLEND OF **PRESTIGE** AND **BROAD** APPEAL



BEFORE WE DIE S2

- RETURNING SERIES
- CRIME DRAMA
- 5*60 STRIPPED
- AND BOXSETTED
- STARRING LESLEY SHARP
- BASED ON A WP FORMAT



THE LIGHT IN THE HALL

- 6*60 - BROAD
- PSYCHOLOGICAL THRILLER
- STARRING JO SCANLAN, ALEX ROACH AND IWAN RHEON



GET MILLIE BLACK

- 6*60 PRESTIGE
- HBO CO-PRO
- VIVID, UNFLINCHING, GRIPPING, CRIME NOIR
- SET IN LONDON AND JAMAICA



OTHER NEW/RETURNING

- DANCE SCHOOL 8*30 (1624)
- QUEENIE 8*30 (1634)
- MOG'S CHRISTMAS (TBC)
- SCREW S2 6*60 (BROAD)
- I AM...S3 2*60 (PRESTIGE)
- FARGO S5



SCRIPTED | COMEDY 2023

SCRIPTED VIEWERS WON'T FIND ON ANY STREAMER
ARGUABLY **MOST IMPORTANT** GENRE TO DRIVE STREAMING
UNRIVALLED COMMITMENT TO **ORIGINAL** COMEDY HOURS
IMPORTANCE OF **RETURNING** SERIES FOR FIRST RUN AND ARCHIVE



EVERYONE ELSE BURNS

- 6*30
- STARRING SIMON BIRD
- EXPLORING LIFE IN A HYPER RELIGIOUS MANCHESTER COMMUNITY



ENTITLED

- 8*30
- STARRING BRETT GELMAN
- FROM FLEABAG AND STRANGER THINGS
- AMERICAN WIDOWER WHO INHERITS HIS WIFE'S FORTUNE



THE CHANGE

- 6*30
- WRITTEN BY AND STARRING BRIDGET CHRISTIE
- WITH PAUL WHITEHOUSE
- MOTHER OF 2 HAVING AN EXISTENTIAL CRISIS



OTHER NEW/RETURNING

- THE CURSE S2
- HULLRAISERS S2
- BIG BOYS S2
- WE ARE LADY PARTS S2
- THE WINDSORS S4



ENTERTAINMENT | 2023

SIGNIFICANT INVESTMENT INTO **MULTIPLE** NEW FORMATS
NEW IDEAS IN A LANDSCAPE FULL OF REBOOTS
WHEN SUCCESSFUL DELIVER **VOLUME**, 1634 **PROFILE**
ALL 4 DRIVING REALITY SHOWS
GROWING **SUCCESSOR** BRANDS



RISE AND FALL

- CIRCLE REPLACEMENT
- 19*60
- STRIPPED DAILY
- BATTLE BETWEEN THE HAVES AND HAVE NOTES
- THE PENTHOUSE AND THE BASEMENT



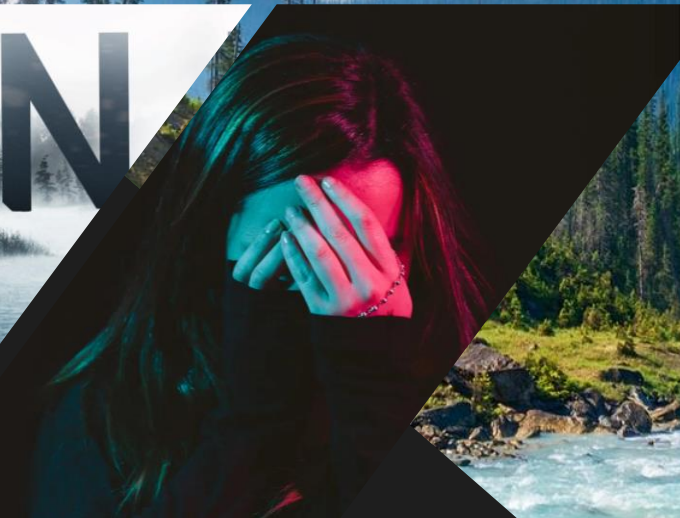
TEMPTING FORTUNE

- 6*60 SET IN PARADISE
- NEW TWIST ON THE ADVENTURE FORMAT
- 12 CONTESTANTS
- 19 DAYS
- THE TEST?
- RESISTING TEMPTATION



ALONE

- NEW SURVIVAL FORMAT
- 6*60 - 10 CONTESTANTS
- DROPPED INTO REMOTE NORTHERN CANADIAN WILDERNESS
- SELF SHOT FOOTAGE
- £100K PRIZE



OTHER EVENT TITLES

- SCARED OF THE DARK
- PERFECT COUPLES
- APOCALYPSE HOTEL
- WONDERS OF THE WORLD
- THE PIANO



FACTUAL | 2023

DOUBLING DOWN ON **NOISY** FACTUAL
CONTROVERSIAL HEADLINE GENERATING **TALKED ABOUT TV**
SCHEDULE PIERCING **STRIPPED EVENT** PIECES
DRIVING LINEAR AND CATCH UP VIEWING – **BOXSETTING**
PUSHING VIEWERS TO THE GROWING **TRUE CRIME** STRAND ON ALL 4



BORIS

- 4*60
- **DEFINITIVE STORY**
- **RISE AND FALL**
- **A MAJOR PROJECT**
- **LANDMARK STORY**

SPACEY UNMASKED

- 2*60
- **METEORIC RISE**
- **SPECTACULAR FALL**
- **WILL FOLLOW OUTCOME**
- **2 COURT CASES**
- **IN NEW YORK & LONDON**



ROLF

- 2*60
- **ASKING QUESTIONS**
- **HOW & WHY CRIMES**
- **WENT UNNOTICED**
- **FOR SO MANY YEARS**



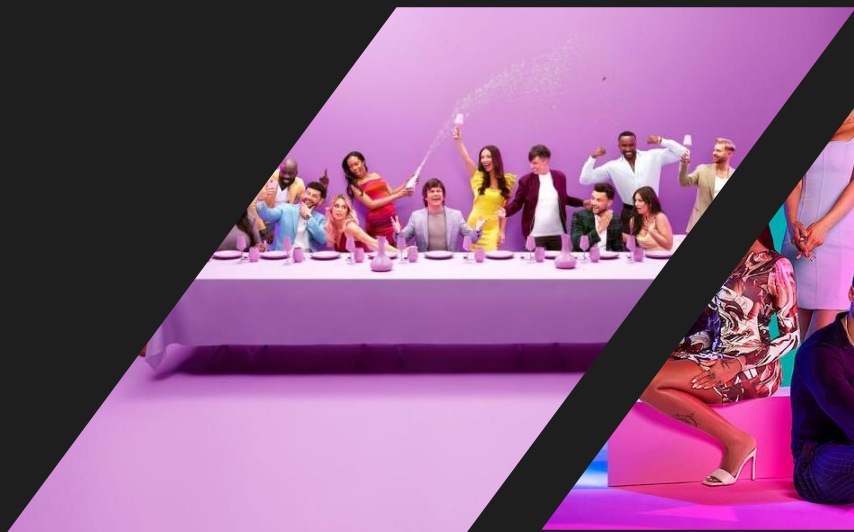
NAZANIN

- **DEFINITIVE EXCLUSIVE ACCESS**
- **CAMPAIGN FOR FREEDOM**
- **AMBER & JOHNNY**
- **PRINCE ANDREW**
- **PAULA YATES**
- **JOHN CLEESE: CANCEL ME**
- **MIRIAM RIVERA**
- **ANGEL LYNN/LYRA MCKEE**



E4 DRIVING ALL 4 | 2023

FOCUS ON ENTERTAINMENT AND REALITY
SCALING UP KEY STREAMING DRIVERS *MAFS*, *MIC*, *CGD*
ADDIING **SCALEABLE REALITY** TO DRIVE STREAMS
MORE **CELEB TALENT** LED FORMATS
FLEXIBLE RELEASE PATTERNS



ENTERTAINMENT

- *MAFS UK – LONGER RUN*
- *MAFS UK – SPIN-OFF*
- *MAFS AUSTRALIA S10*
- *TEEN FIRST DATES*
- *NAKED, ALONE*
- *BLUE THERAPY*
- *FRED'S LAST RESORT*
- *SUNNY BEACH COPS*

SCALEABLE REALITY

- *MIC - LONGER RUN*
- *CELEBS GO DATING*
- *CELEB COOKING SCHOOL*
- *THE BIG BLOWOUT*
- *BELOW DECK FRANCHISE*

CELEB TALENT LED

- *DYERS ON TOUR*
- *SEX DRIVE WITH VOGUE & JO*
- *PURGE PALACE*
- *THE UNBEARABLES*
- *ALAN MUST WIN*

ACQUISITIONS

- *MODERN FAMILY*
- *YOUNG SHELDON*
- *RICK & MORTY*
- *HARLEY QUINN*
- *THE GOLDBERGS*
- *LEGO MASTERS*

