



# Channel 4 Streaming

2024 Highlights YTD

**14.5bn**

Total number of **viewer minutes** year to date, up **+38%** vs 2023

**5 of the Top 20**

Commercial BVOD shows YTD with **MAFS Australia, Pottery, Gogglebox, The Killing, Custody**

**4.3%**

C4 Streaming VOD Market Share (Inds). Up **+24%** YoY. A **3.2%** 1634 Share Up **+10%**

**17%**

Proportion of Channel 4's total viewing from streaming in 2024 (up from **12%** in 2023)

**318m**

Total number of **O&O views** year to date, up **+28%** vs 2023

**Top 5 Shows**

C4 Streaming YTD **MAFS Aus, Hollyoaks, The Killing, Gogglebox, Police Custody**

**#1**

The **youngest profiling** and **most-upmarket** Commercial BVOD player in the UK

**42%**

Channel 4 is **reaching more 16-34s this year** than any other Commercial BVOD player ITVX aside

**29m**

Registered streaming users





# C4 Streaming March

## 4.8bn

Total number of **viewer minutes**  
month to date, up **+39%** vs 2023

## 108m

Total number of **O&O views**  
month to date, up **+29%** vs 2023

## Top 10 Titles

MAFS Australia  
Hollyoaks  
Gogglebox  
The Push  
The Jury  
The Big Bang Theory  
Rise & Fall of Boris Johnson  
The Killing  
The Inbetweeners  
Frasier

## #1

The **youngest profiling** and  
**most-upmarket** Commercial  
BVOD player in the UK in March

## 29%

Channel 4 is **reaching more  
ABC1's in March** than any other  
Comm. BVOD player

## 5.6%

C4 Streaming VOD Market Share  
(1634's). Up **+35%** YoY

## 19%

Proportion of Channel 4's total  
viewing from streaming in March  
(up from **14%** in March 2023)

## No.1 Show

Across all BVOD  
in March  
**MAFS Australia**  
(viewer minutes)





# March

## Streaming Linear Stats & Highlights

## Month in Numbers

# 3.5M

C4's Biggest  
Linear Audience  
in March for  
*England v Brazil*



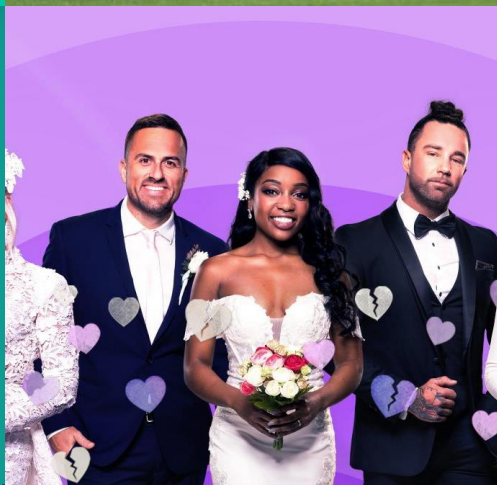
# 1.9M

Linear Volume to  
*Marlow Murder  
Club*. Highest  
Ever Audience to  
Drama Channel



# No.1

Title Across All  
BVOD Players  
in March  
*MAFS Oz*



# +39%

YoY Growth  
to Minutes  
Streamed  
In March



# 2.4M

Linear Viewing  
To Biggest New  
Title in March  
*The Push*  
2.8m Streams



# 1.8M

Linear Audience to  
*Top Gun:  
Maverick*. Our  
Biggest Premiere  
for Over 3 Years



# PREVIOUS WEEK

FROM 18TH MARCH

## 3.2m/22%

**Gogglebox** Series Linear Average weeks 1-5. Share Down **-4%** v S22. Streaming 0-7 Day Avg. Views **533k** per episode. Up **+9%** v S22.

## 2.4m/13%

**Pottery Throwdown S7** Linear Viewing **-1%** v S6. A **15%** ABC1 Share Up **+1%**. Streaming 0-7 Day O&O Avg. Views **329k**. New Series high. Up **+15%** v S6

## 639k

Streaming to the 3 episode boxset of **The Real Serpent**. No. 5 Streaming Title last week. Linear viewing average **0.6m** and a **4%** Share Tue-Thu 9pm

## 10%

Share 1634 Ads linear for **Travel Man S13** Fri 8:30pm Overnight wk 1. Up **+22%** v slot. **0.9m/5%** Inds. VOD **55k** 0-2 Days. 3<sup>rd</sup> Highest at this stage

## 1.8m/19%

Slot winning linear viewing to **Top Gun: Maverick** Sat 9:10pm. Biggest Premiere for over 3 years. A **21%** 1634 Share. Streaming 0-1 Day Views **300k**



### LIVE ENGLAND V BRAZIL

Linear audience **3.5m/25%**. Peak of **5.4m**. A **38%** 1634 Share. A **45%** Share 1634 Men. Slot winning for all key demo's, Volume and Share 6pm-9:10pm. 7<sup>th</sup> highest of our 17 matches to date. C4's Biggest Daily Share for a year. Streaming 0-1 Day Views **1m**. 2<sup>nd</sup> highest ever for our England coverage.



### CELEB BAKE OFF S7 – SUNDAY 7:45PM

Week 1 linear part consolidation **2.6m/17%**. A **24%** 1634 Share Up **+150%** v slot.

Streaming 0-7 Day Average Views Per Episode (O&O) **499k**. Down **-12%** v S6.



### HUNTED S7 – SUNDAY 9PM

Week 1 linear part consolidation **1.7m/9%**. A **17%** 1634 Share Up **+150%** v slot.

Streaming 0-7 Day Average Views O&O Per Episode **314k**. Highest ever at this stage. Up **+20%** v S6.



### IN THE SPOTLIGHT – MAFS AUSTRALIA S11

- **Record Breaking Linear and Streaming Launch**
- **Across All BVOD No. 1 Title in March**
- Week 1 the biggest ever overnight share for a launch week of **MAFS Oz** with both demos
- Series overnight average after 4 weeks **593k / 4%** Inds. **78k / 8%** 1634 Ads. Vs S10 Ind Share **+4%** and 1634 Share **-16%**
- Series consolidation **1.3m / 8%**. Ind Share **+16%** Series on Series. A **17%** 1634 Share **+2%**
- Streaming episodes 1-12 0-7 Day O&O average views per episode **1.3m**. A new series high and Up **+39%** v S10

# UPCOMING HIGHLIGHTS

FROM 25TH MARCH

**LIVE ENGLAND FOOTBALL!  
TASKMASTER!  
BIG MOOD!  
JOSH MUST WIN!**

**THE UNDERDOG:  
JOSH MUST WIN – E4  
MON-WED 9PM**

A group of reality contestants are taking part in the ultimate popularity contest, but one of them is different - everyman underdog Josh. Can a panel of four celebrities - Nick Grimshaw, Vicky Pattison, Amber Gill and Pete Wicks - hidden just metres away, manipulate and control the show to ensure that the underdog, Josh, wins!



**NIGHT COPPERS S2-  
TUESDAY 10PM**

Featuring some new intriguing cops, as well as several familiar faces. Brighton has been named as the UK's best city for a night out, and every weekend thousands of revellers flood the clubs and pubs. Trouble comes thick and fast for those policing this hedonistic seaside resort after dark.



**TASKMASTER S17 –  
THURSDAY 9PM**

Let the 17th series of the game show commence! Joanne McNally, John Robins, Nick Mohammed, Sophie Willan and Steve Pemberton are the formidable five hoping to pass the Taskmaster's muster with their attempts to hunt for patatas, hoopla a gorilla and hug a special friend.



**BIG MOOD - BOXSET  
THURSDAY 10PM**

Starring Nicola Coughlan and Lydia West, Camilla Whitehill's brand-new comedy drama is a vivacious and rebellious portrayal of female friendship when infiltrated by the complexities of mental health

**SPOTLIGHT – ENGLAND V BELGIUM - TUESDAY 7PM**

Jules Breach is joined at Wembley by Joe Cole, Jill Scott and Marouane Fellaini for live coverage of the international friendly between England and Belgium. The Three Lions and the Red Devils have not met since the crowd-free Nations League of 2020. England came from behind to win at Wembley in October of that year. But Belgium ended the group stage with a 2-0 win in November. Whoever comes out on top, this is sure to be a gripping glimpse of the teams ahead of Euro 2024.

WC 25<sup>TH</sup> MARCH

## Channel 4 series tells inside story of Liverpool killings

Channel 4 acquires *After The Party* from ITV Studios starring Peter Mullan and Robyn Malcolm

C4 docudrama explores coercive control case

Channel 4 commissions *The Fear Clinic* (working title) from Wonderhood Studios



## Channel 4 series tells inside story of Liverpool killings

C4 has ordered a four-part documentary series delving into two high-profile murders in Liverpool. Produced by LA Productions, Merseyside Detectives boasts exclusive access to Merseyside Police at an unprecedented time in the force's history.

## C4 Docudrama explores coercive control case

*The Woman Who Fell to Earth* is a 3 x 60-minute doc about Victoria Cilliers, who survived her parachute not opening but the "accident" set into motion an investigation into her husband, Emile Cilliers, a physical training instructor in the British Army.

## Channel 4 commissions *The Fear Clinic* (working title) from Wonderhood Studios

C4 has commissioned a new six-part fixed-rig doc format in which people with debilitating phobias attend a special clinic in Amsterdam over 48 hours, where they will undergo a new, cutting-edge psychological treatment and face their worst fears.



## Channel 4 acquires *After The Party* from ITV Studios starring Peter Mullan and Robyn Malcolm

Channel 4 is to own the UK rights to air *After The Party* from Lingo Pictures, a new critically acclaimed six-part thrilling drama based in Aotearoa/New Zealand about a woman who loses everything when she accuses her husband of a sex crime against her daughter's teenage friend and no one believes her.

Starring Robyn Malcolm and Peter Mullan.

**YTD HIGHLIGHTS**

**NEW  
STREAMING HIGH**

**POLICE CUSTODY**

**BIGGEST  
SCRIPTED  
STREAMING  
TITLE 6M+**

**TRUELOVE**

**NO. 1 TITLE  
ACROSS ALL  
BVOD IN MARCH**

**MAFS AUSTRALIA**

**BIGGEST LINEAR  
AUDIENCE  
THIS YEAR  
5M+ PEAK**

**ENGLAND V BRAZIL**

**FACTUAL**

**EVENT FACTUAL  
DRIVING  
LINEAR/STREAMING**

**THE PUSH**

**SCRIPTED**

**OUR BIGGEST  
EXCLUSIVE TITLE  
11M+ VIEWS**

**the  
KILLING**

**REALITY**

**BIGGEST NEW  
LINEAR LAUNCH  
THIS YEAR  
3M+ VOLUME**

**THE JURY: MURDER TRIAL**  
JUSTICE MIGHT BE SERVED

**BIG LINEAR**

**BIGGEST FILM  
PREMIERE FOR  
OVER 3 YEARS**

**TOP GUN: MAVERICK**



# 4 TO LOOK OUT FOR 4 (in the Next 4 Weeks)



ENTERTAINMENT

**Late Night Lycett.** After the success of the first series, which was +35% up on Individual share and a remarkable +126% for 16-34's against the Monday to Sunday 10pm slot average, Joe Lycett and Channel 4 will once again be returning to the banks of Birmingham's canals for more mayhem in a new series of Late Night Lycett. Broadcast live, with fun and inclusivity at heart.



REALITY

**Love Triangle** – In a brand-new relationship format, E4 is turning everything you know about dating on its head, as it asks six courageous singles to reject all the conventions and pitfalls of modern, app-based dating, in favour of a radical new approach. Turning their backs on the stream of choice, the singles' options will be shrunk to just two to choose between



NEW FORMATS

**Our Welsh Chapel Dream.** Keith Brymer Jones and his wife Marjory Hogarth have purchased Chapel Salem on Salem Terrace. The Grade-II listed building dates back to the 1862 and was owned by the Presbyterian Church of Wales. After a fire in 1913, the chapel underwent a full restoration in 1915. Keith and his wife plan to make it their home and studio.



BIG LINEAR MOMENTS

**The Piano Series 2.** The heart-warming series that captured the nation, The Piano, is back for a new series. Claudia Winkleman will once again play host as she's joined by Lang Lang, who is widely regarded as one of the greatest classical pianists of the modern era and Mika, universally recognised as one of the world's great performers.



# 4 Content Highlights Q2 24



## Q2 Scripted

Doubling Down on Drama in 2024 with Returning Comedy

- **The Gathering**
- **Queenie**
- **The Great**
- **Big Mood**
- **We Are Lady Parts**



## Q2 Sport

Live International Football and the Biggest Ever F1 Season continues

- **2 Live England Matches**
- **England v Bosnia**
- **England v Iceland**
- **F1 Highlights**
- **Japan, China, Miami, Imola, Monaco, Canada, Spain, Austria**



## Q2 Ents/Reality

Returning Favourites

- **Celeb Bake Off**
- **Bake Off Professionals**
- **Gogglebox**
- **Celeb Gogglebox**
- **Taskmaster**
- **Hunted**
- **The Piano**
- **MAFS Australia**
- **Love Triangle**



## Q2 Factual

Noisy, Event Factual and Gritty Crime

- **Police Custody**
- **24 Hours in A&E**
- **Digital Detectives**
- **Merseyside Detectives**
- **Manhunt**
- **Killing Miriam**
- **Kevin Spacey Unmasked**
- **International Fugitive**



# 2024

## Focus On Key Genres

## Scripted, Factual, Reality

## Big Linear Moments

## Driving Streaming

## Remit and Risk

### **Scripted**

A Slew of Titles

- Queenie
- The Gathering
- Suspect
- **Generation Z**
- After the Party
- Everyone Else Burns
- We Are Lady Parts



### **Entertainment**

Established Brands

- Bake Off
- Gogglebox
- Taskmaster
- Celeb SAS
- **Junior Taskmaster**
- Chapel Dream



### **Sport**

Bumper Year

- **Paralympics**
- 4 Live England Matches in H1
- F1 24 Races
- British GP Live
- Crufts



### **Reality**

Growing Brands

- MAFS Oz
- **MAFS UK**
- Love Triangle
- Made in Bondi
- Josh Must Win
- Celebs Go Dating



### **Factual**

Factual as Event TV

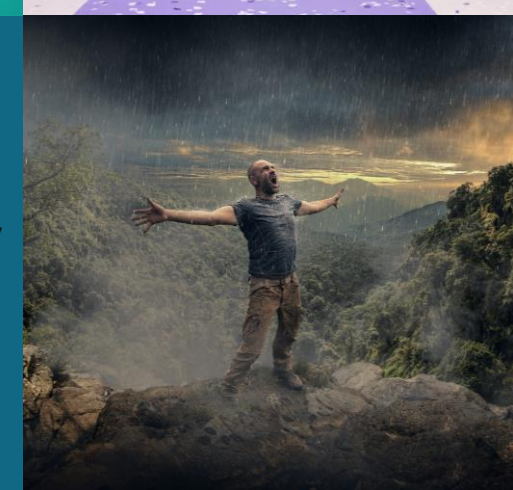
- **Leaving Neverland 2**
- Encro: Dark Phone
- Girl Who Cried Wolf
- The Fugitive
- Trials of Spacey
- Woman Who Fell



### **New Launches**

Pioneering Ideas

- **Jungle Dads**
- Double the Money
- The Jury
- The Fear Clinic
- Nevermets
- Proposal Planners





# 2024

## Linear Stats

### Channel 4

## Owned/ Partners

## Commercial Broadcast

### YEAR TO DATE

	MN INDS
ENGLAND V BRAZIL	3.5
GOGGLEBOX	3.4
POLICE CUSTODY	3.2
THE JURY	3.0
BAKE OFF FESTIVE	2.8
POTTERY THROWDOWN	2.7
CELEB BAKE OFF	2.6
THE PUSH	2.4
TO CATCH A COPPER	2.1
TASKMASTER	2.0



### MARCH

	MN INDS
ENGLAND V BRAZIL	3.5
GOGGLEBOX	3.2
GOGGLEBOX	3.0
GOGGLEBOX	2.9
POTTERY THROWDOWN	2.8
CELEB BAKE OFF	2.6
GOGGLEBOX	2.5
THE PUSH	2.4
POTTERY THROWDOWN	2.3
THE PUSH	2.1



	MN INDS
MARLOW MURDER (DR)	1.9
MAFS AUSTRALIA (E4)	1.5
WHITSTABLE (DRAMA)	1.1
MAFS UK REUNION	1.0
PUB WALKS (MORE4)	0.6
DARBY & JOAN (DRA)	0.6
BANGERS & CASH (YES)	0.5
HOLLYOAKS (E4)	0.5
FATHER BROWN (DRA)	0.4
SUMMER WINE (DRA)	0.4



	MN INDS
MARLOW MURDER (DR)	1.9
MAFS AUSTRALIA (E4)	1.5
WHITSTABLE (DRAMA)	1.1
BANGERS & CASH (YES)	0.5
HOLLYOAKS (E4)	0.5
PUB WALKS (MORE4)	0.4
BIG BANG THEORY (E4)	0.4
CAR SOS (MORE4)	0.4
RICKY, SUE, TRIP (M4)	0.4
SUMMER WINE (DRAMA)	0.4



	MN INDS
MR BATES V POST	8.7
VERA	6.8
TRIGGER POINT	6.0
SAT NIGHT TAKEAWAY	5.8
AFTER THE FLOOD	5.5
THE MASKED SINGER	5.5
THE FA CUP	5.3
THE 1% CLUB	5.1
CORONATION STREET	4.8
BREATHTAKING	4.7



	MN INDS
THE FA CUP (ITV1)	5.3
THE 1% CLUB (ITV1)	5.1
SAT NIGHT TAKE (ITV1)	4.9
SIX NATIONS (ITV1)	4.6
CORONATION ST (ITV1)	4.5
EMMERDALE (ITV1)	4.1
CELEB BIG BRO (ITV1)	3.6
TRIGGER POINT (ITV1)	3.3
DANCING ON ICE (ITV1)	3.3
GOGGLEBOX (C4)	3.2

