

VoD MONTHLY OVERVIEW OCTOBER



OCTOBER HIGHLIGHTS

Year-on-year: **+16%** Year-to-Date: **+37%**

- **October** finished up year-on-year by +16%, very impressive considering October last year saw many people staying in due to the tiered lockdowns
- **First Run** saw the most growth of the four content types, this is mainly coming from MAFS Australia and UK. **Archive** up very slightly, most archive series were flat year-on-year but Married at First Sight Australia & UK pushed it up to **+1%**
- **Exclusives** is down but last October saw four major exclusives launch on the platform with Malcom in the Middle and Taskmaster S-9 boxset to name a couple
- **Made in Chelsea** returned in October with the launch ep of S22 up **+5%** vs the same ep of S21. The first three eps from S22 are up **+1%** vs S21 from earlier in the year and up **+10%** vs S20 from Autumn/Winter last year
- Whilst it didn't make the monthly Top 10 the first ep of **Stath Lets Flats S3** is the biggest comedy launch ep on All 4 this year!

TOP 10 VoD OCTOBER 2021

- SERIES**
- MAFS Australia
 - The Great British Bake Off
 - MAFS UK
 - Hollyoaks
 - Gogglebox
 - 24 Hours in Police Custody
 - Taskmaster
 - Made in Chelsea
 - Four in a Bed
 - The Handmaid's Tale

TOP 5 VoD OCT – AD1634

- SERIES**
- Married at First Sight Australia
 - Married at First Sight Australia
 - The Great British Bake Off
 - Hollyoaks
 - Gogglebox

TOP 5 VoD OCT – ABC1AD

- SERIES**
- Married at First Sight Australia
 - The Great British Bake Off
 - Married at First Sight UK
 - Gogglebox
 - Taskmaster

TOP 10 VoD JAN-OCT

- SERIES** **VIEWS**
- MAFS Australia
 - Hollyoaks
 - MAFS UK
 - Gogglebox
 - The Handmaid's Tale
 - Taskmaster
 - The Inbetweeners
 - Made in Chelsea
 - Ackley Bridge
 - Four in a Bed

CONTENT TYPE	OCTOBER	JAN - OCT
FIRST RUN	69%	56%
ARCHIVE	1%	12%
EXCLUSIVE	-42%	56%
SIMULCAST	7%	63%

OCTOBER TOP 10 - 2021

+41%

Top 10 VOD Views year-on-year

54%

Top 10 as a % of total