



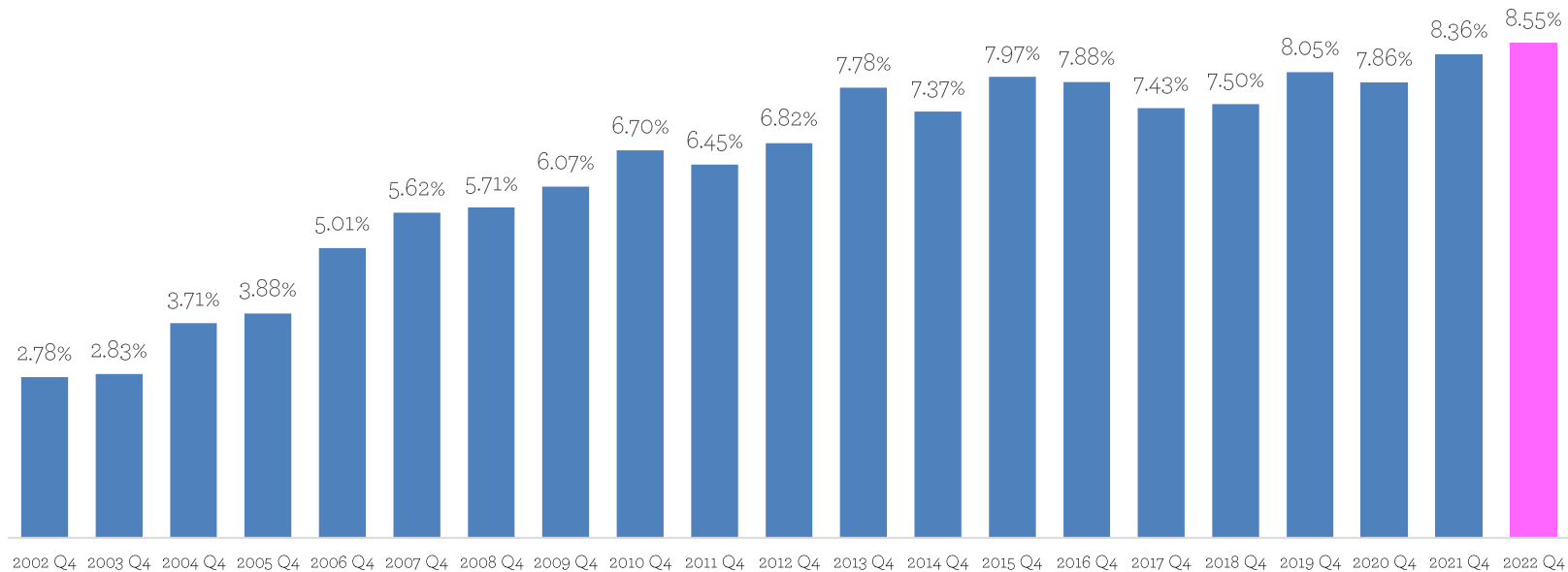
UKTV

Channel Profiles and Programme Stats

Q4 2022

The network delivered an Adult SOCI of 8.55% in Q4 2022 achieving its best Q4 ever!

UKTV remains in an enviable position in the commercial market.



Dave

DRAMA

GOLD

W

alibi

YESTERDAY

eden

UK TV play



Dave

Dave's monthly reach grew +6% QoQ averaging over 13.8m adults per month



DRAMA

Drama achieved a 1.46% share, maintaining its position as the #1 channel in the UK for share in Q4



GOLD

GOLD's monthly reach grew +20% QoQ, and the channel delivered a Christmas performance up +40% vs share across FY2022



W

W achieved a share of 0.49% for Q4, the channel's highest Q4 share in 8 years



alibi

alibi delivered a strong share of 0.45% in Q4, up +9% YoY, and ranking as the channel's best Q4 share in over 10 years!



YESTERDAY

Bangers & Cash continued its stellar run into its sixth series on Yesterday, hitting a ratings high in Q4 of 560k (+107% vs slot)



eden

Eden attracted a 0.02% share in Q4 2022



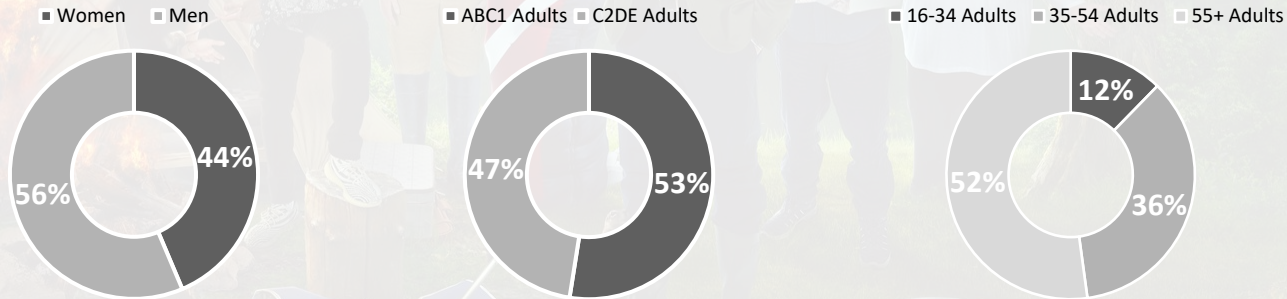
UK
TV
play

UKTV Play enjoyed growth of +26% QoQ and impressive +70% growth YoY

Dave is the award-winning entertainment channel home to a veritable feast of UKTV Original comedy hits from some of the biggest stars in the UK. Comedy entertainment shows like BAFTA-nominated Big Zuu's Big Eats, Outsiders, Mel Giedroyc: Unforgivable, Hypothetical, Comedians Giving Lectures, Question Team, Alan Davies: As Yet Untitled, The Island and British As Folk sit alongside scripted comedies such as Meet The Richardsons and Red Dwarf.

But Dave isn't just restricted to television screens. There's exclusive online content, with Youtube's Big Zuu's Wrap Clash and Who Cares? With Amelia Dimoldenberg, as well as Facebook series The Comedy Guide To Life, Bad Advice with Olga Koch and BackChat. Dave's partnership with CALM has led to exclusive commissions and innovative online and marketing campaigns such as #BeTheMateYoudWant. Dave is the proud sponsor of Dave's Edinburgh Comedy Awards and also crowns its yearly Joke Of The Edinburgh Fringe every August.

- Dave remained the **#3 non-PSB operated channel in Q4** (excl. news), with a 0.94% adult viewing share.
- Dave's **monthly reach grew +6% QoQ, averaging over 13.8m adults** per month, alongside an average session length of 29 mins (+2% QoQ).
- Dave reached over **6.2m adults per week** across Q4 (+5% QoQ), the highest weekly reach among non-PSB operated channels and over 800k more than Quest.



Profile source: BARB/Advantage, Q4 2022 Base Ads 16+

Dave's monthly reach grew +6% QoQ averaging over 13.8m adults per month, alongside an average session length of 29 mins (+2% QoQ)

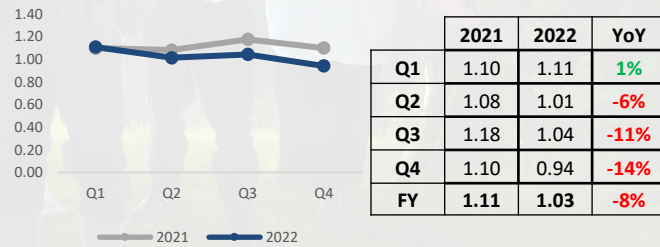
- **David Mitchell's Outsiders** returned to the great outdoors in Q4. In 7-day consolidation, the series premiere drew a 16-34 viewing share of 4.13%, ranking Dave as the #3 channel for 16-34 share in the timeslot, behind only ITV1 and BBC One. S2 launched to a 28-day TC audience of 482k individuals, and reached a high of 615k.
- Feature-length Original from the co-creators of Ghosts, **We Are Not Alone**, landed on Dave Mon 28th Nov, consolidating after 7 days to 266k, up +14% vs b/mark. Including 28-day viewing and same-week repeats, the special drew in a passionate audience of over 400k individuals.
- **QI XL** proved itself the perfect antidote to Halloween, delivering the top-rating TX of Q4 on 31st Oct with 434k adults in 7-day consolidation (+43%).
- Dave also saw an +8% bump in viewing share over Christmas. Christmas Eve delivered a 1.35% share (+37%) with viewers enjoying some festive **Gavin & Stacey** (293k, +99%) and **Red Bull Soapbox Race** (194k, +223%).

Top Programmes

Rank	Programme	'000 (avg)	'000 (max)	Count
1	QI & QI XL	140	434	319
2	Would i lie to you?	138	319	192
3	Gavin & Stacey	167	293	10
4	Have I Got News for You & HIGABMNFY	99	287	51
5	David Mitchell's Outsiders	120	273	18
6	We Are Not Alone	112	266	4
7	Not going out	117	250	48
8	Mock the week	78	245	110
9	Richard Osman's House of Games	136	236	77
10	Taskmaster	105	222	23

2022 Q4 Top programmes, ranked by max 000s (16+)

Quarter-on-Quarter performance (16+ share)



Source: BARB/Advantage, Jan 2021 - Dec 2022 Base Ads 16+

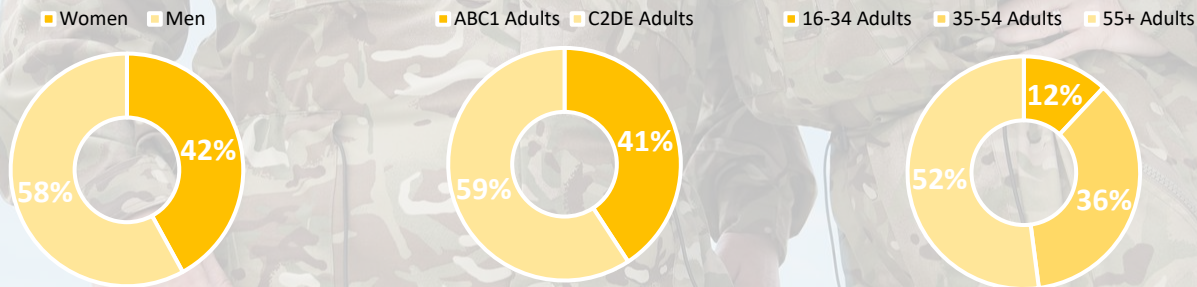
Dedicated to celebrating the best of British comedy, Gold is the nation's favourite comedy channel.

Classic British comedy series loved by all the family sit comfortably alongside new UKTV Original scripted comedies crafted by some of the nation's finest comedic minds, such as Dad's Army: The Lost Episodes, Murder, They Hope, The Cockfields and Sandylands.

Meanwhile Gold's unscripted series reunite the stars and partnerships of the nation's best-loved shows to get to the heart of what makes them so evergreen - from passion projects such as French & Saunders: Funny Women, Billy Connolly Does..., Lenny Henry's Race Through Comedy and Ricky and Ralf's Very Northern Road Trip to the retrospective likes of dinnerladies diaries and The Fast Show: Just A Load of Blooming Catchphrases.

Gold is the perfect tonic to make you laugh whatever the time of day.

- GOLD's share grew +16% QoQ achieving a **0.56% viewing share** in Q4.
- Monthly reach saw strong growth, up +20% QoQ with the channel reaching **7.3m viewers each month** on average.
- The channel **reached over 2.7m adults per week** across Q4 on Pay platforms - over 750k more than Comedy Central and over 2m more than Sky Comedy.



Profile source: BARB/Advantage, Q4 2022 Base Ads 16+

GOLD's monthly reach grew +20% QoQ, and the channel delivered a Christmas performance up +40% vs share across FY2022.

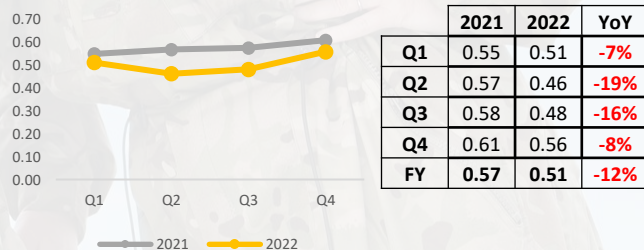
- **Murder, They Hope** returned for a three-part second outing in October. Including 28-day viewing and same-week repeats, S2 averaged a rock solid viewership of 489k individuals, peaking with a high of 493k.
- Elsewhere, the ever-loved **Only Fools and Horses** reached a high of 215k in Q4 (+198%) and **The Vicar of Dibley** struck the right chord with viewers on Dec 18th with 196k (+172%).
- GOLD delivered a Christmas performance +17% stronger YoY with a share of 0.71%, delivering a seasonal bump +40% vs share across FY2022. The 21st Dec drew the highest share of the festive period of 0.96%, the channel's strongest 21st Dec since 2015 and doubling the share for the same day last year.

Top Programmes

Rank	Programme	'000 (avg)	'000 (max)	Count
1	Murder, They Hope	82	326	19
2	Only fools & horses	72	215	478
3	The vicar of dibley	58	196	103
4	Gavin & Stacey	110	177	6
5	Gavin and Stacey: A Special Christmas	88	170	6
6	Porridge	47	167	67
7	Dad's army	56	163	203
8	The good life	106	142	3
9	Mrs brown's boys	52	141	91
10	Are you being served?	51	133	41

Source: BARB/Advantage, Q4 2022 Base Ads 16+

Quarter-on-Quarter performance (16+ share)



Source: BARB/Advantage, Jan 2021-Dec 2022 Base Ads 16+

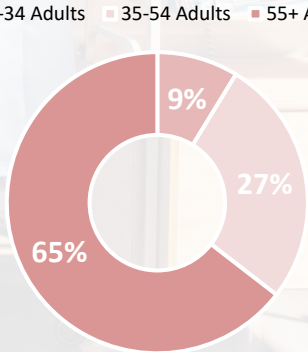
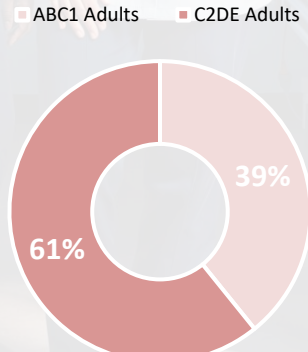
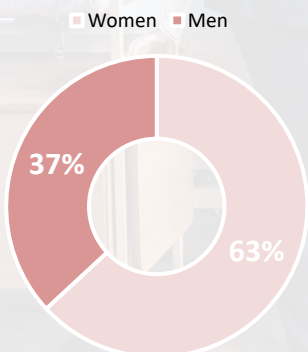


W is UKTV's premium entertainment channel, offering audiences a dazzling mix of UKTV Original series with some of the UK's most-loved talent in front and behind the camera.

Part of the W family, Emma Willis trains as a maternity care assistant in Emma Willis: Delivering Babies, while Emily Atack asks herself some big questions in Emily Atack: Adulting and Stacey Dooley spends some time with extraordinary families in Stacey Dooley: Sleeps Over. For its first foray into scripted original series, W welcomed Lorna Martin's Women on the Verge and celebrity PR drama Flack, starring Academy award winner Anna Paquin.

Channel favourite Inside The Ambulance continues to shine a light on paramedics across the UK and Inside the Operating Theatre takes that relationship further, getting to the heart of the surgeons saving lives inside the hospital. Debut series Ski A&E will look at the heroic actions of emergency ski services. And finally, W's hit acquisitions MasterChef Australia, MasterChef USA and MasterChef USA Juniors round out the offering

- W achieved a share of 0.49% for Q4, **the channel's highest Q4 share in 8 years.**
- 2022 saw W achieve its **highest Q4 average session length to date** at 30 mins, up +9% YoY.
- The channel saw a **monthly reach of 9.3 million** across Q4, seeing growth of +12% QoQ and +28% YoY.



Profile source: BARB/Advantage, Q4 2022 Base Ads 16+



W achieved a share of 0.49% for Q4, the channel's highest Q4 share in 8 years.



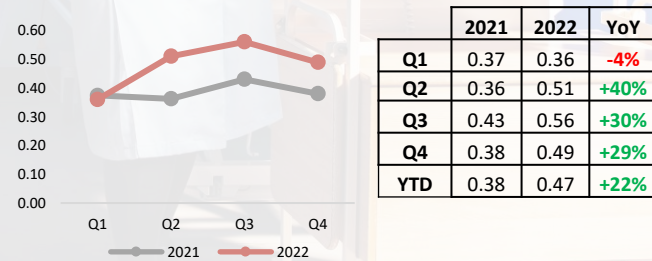
- **Emma Willis: Delivering Babies S3** continued into Q4, bringing in an average audience of 208k across its 6 premieres throughout the quarter – peaking at an audience of 326k for ep 4.
- The continuation of **MasterChef Australia S14** into Q4 was a key driver of ratings for the channel. The 62 episode event built momentum in Q4 to an audience peak of 371k individuals in 28-day and online viewing, with the series averaging 251k individuals across its entire run.
- **DIY SOS** and **Gavin & Stacey** were also central to driving views to the channel over Q4, with the latter providing 20% of overall viewing to W over the Christmas period.

Top Programmes

Rank	Programme Title	'000 (avg)	'000 (max)	Count
1	Emma Willis: Delivering Babies	61	326	34
2	MasterChef Australia	108	280	35
3	DIY SOS	47	199	212
4	Gavin & Stacey	84	187	38
5	Gavin & Stacey: The Christmas Announcement	121	179	4
6	My Family	43	171	277
7	24 Hours in A&E	79	155	25
8	Inside The Ambulance	19	153	228
9	Gavin and Stacey: A Special Christmas	105	150	3
10	Masterchef Australia Junior	102	147	13

2022 Q4 Top programmes, ranked by max 000s (16+)

Quarter-on-Quarter performance (16+ share)



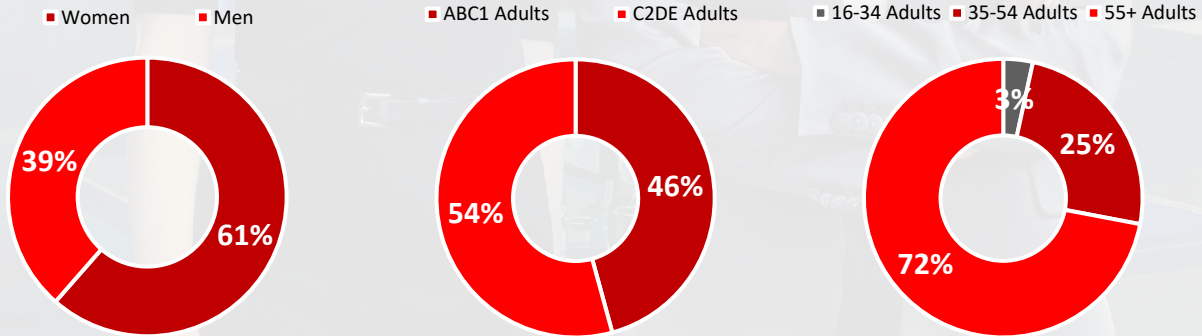
Source: BARB/Advantage, Jan 2021 – Dec 2022 Base Ads 16+



Alibi is the only TV channel dedicated to crime drama, offering a thrilling selection of star-studded UKTV Original series including hit returning shows *Traces*, starring Molly Windsor, Martin Compston and Laura Fraser, and *We Hunt Together*, starring Eve Myles and Babou Ceesay. The slate continues to expand with the commission of the new modern-day Faustian thriller *Ragdoll*, based on the novel by Daniel Cole, and the TV adaptation of BBC Radio 4 drama *Annika*, starring Nicola Walker.

The commissions sit perfectly alongside a hand-picked selection of the best shows in the genre from all over the world. From murders in the sunshine in *Death in Paradise* to psychological mysteries in *Evil*, 19th century crimes from *Miss Scarlet and the Duke* or hit US series *Why Women Kill*, viewers are set to be taken on an adventure into the unexpected.

- alibi delivered a strong share of 0.45% in Q4, up +9% YoY, and **ranking as the channel's best Q4 share in over 10 years!**
- The channel reached on **average 4.2 million adults every month in Q4**, up +24% YoY.
- Average session length sat at 30 minutes for alibi in Q4, up +32% QoQ.



Profile source: BARB/Techedge, Q4 2022 Base Ads 16+

alibi delivered a strong share of 0.45% in Q4, up +9% YoY, and **ranking as the channel's best Q4 share in over 10 years!**

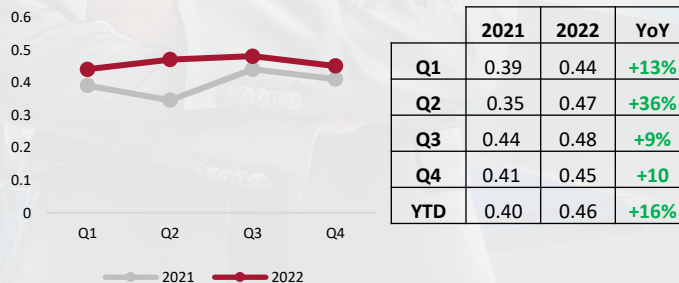
- **CSI: Vegas** returned for its second series on Alibi in the last week of 2022, launching to a consolidated audience of 430k, up +184% vs. slot.
- Alibi's first ever foreign language title, **Black Sands**, premiered in November to a consolidated audience of 171k, up +527% vs. slot and achieved a Total Consumption of 259k for the first episode.
- **My Life is Murder S2** came to an end in October, with the final episode consolidating to an audience of 230k, up +236% vs. slot.

Top Programmes

#	Programme Title	'000 (avg)	'000 (max)	Count
1	CSI: Vegas	77	430	13
2	My Life Is Murder	46	230	13
3	Death in Paradise	60	194	279
4	Father Brown	45	188	301
5	Black Sands	41	171	16
6	Rizzoli & Isles	61	145	56
7	Without a Trace	55	130	40
8	Hudson and Rex	22	109	109
9	Shakespeare & Hathaway - Private Investigators	36	100	68
10	Pretty Hard Cases	56	96	26

2022 Q4 Top programmes, ranked by max 000s (16+)

Quarter-on-Quarter performance (16+ share)



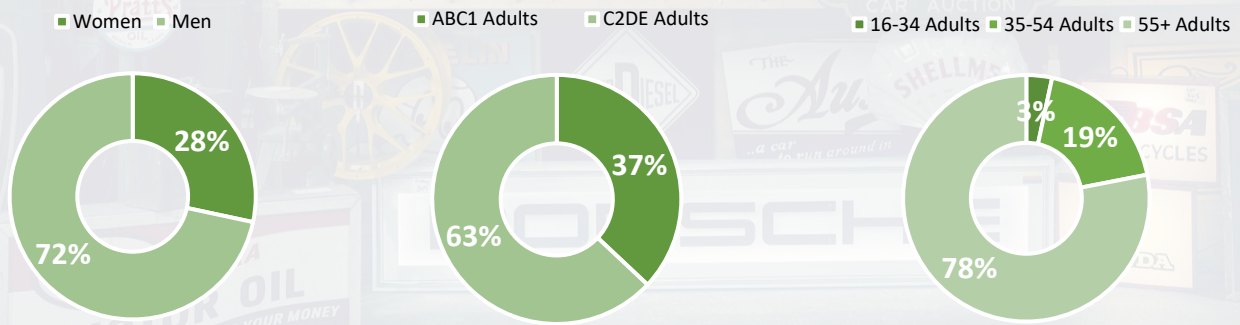
Source: BARB/Advantage, Jan 2021 – Dec 2022 Base Ads 16+



TV for curious minds, revealing fascinating factual stories from the world around us.

Yesterday showcases original series such as **Abandoned Engineering** and **Secrets of the London Underground** as well as new and exclusive observational documentaries, including **Bangers & Cash**, **The Architecture The Railways Built** and **Train Truckers**. The channel also features seminal war documentaries such as **The World at War**.

- Yesterday delivered a **0.65% share in Q4** (up +3% QoQ), with **October averaging highest at 0.67%** (up +7% YoY).
- Average **monthly frequency grew +8% YoY** to 3.7 across Q4.
- Yesterday reached **over 9 million viewers** across the quarter, up +7% QoQ.



Profile source: BARB/Advantage, Q4 2022 Base Ads 16+

Bangers & Cash continued its stellar run into its sixth series on Yesterday, hitting a ratings high in Q4 of 560k (+107% vs slot).

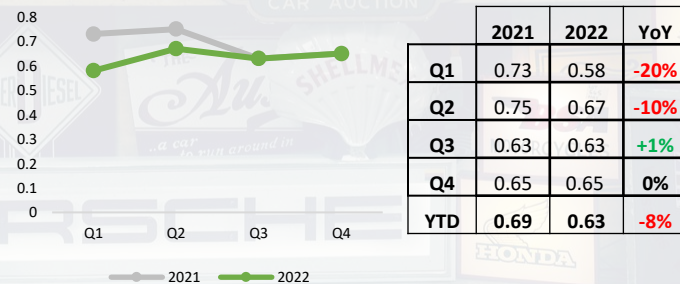
- **Bangers & Cash** continued its stellar run into its sixth series on Yesterday, hitting a ratings high in Q4 of 560k (+107% vs slot). Including 28-day viewing and same-week repeats, the series peaked with an audience of 747k individuals
- Yesterday Original **Abandoned Engineering** continued in Q4 and was the #2 highest-rating show on Yesterday in Q4, reaching a series high of 284k (+55%) in 7-day consolidation. In 28-day viewing and same-week repeats, S10 averaged 279k individuals with a high of 357k.
- Brand new spin-off **Bangers and Cash: Restoring Classics**, remained in the top 5 programmes this quarter following its successful launch to over 500k in 7-day consolidation in July, with a consolidated high of 204k adults in Q4.

Top Programmes

#	Programme Title	'000 (avg)	'000 (max)	Count
1	Bangers and Cash	82	560	390
2	Abandoned Engineering	58	284	240
3	Open All Hours	157	240	25
4	Bangers & Cash: Restoring Classics	72	204	45
5	Fred Dibnah's Building of Britain	126	185	6
6	Great Continental Railway Journeys	32	174	46
7	Fred Dibnah's Railway Collection	125	170	15
8	Fred Dibnah's World of Steam...	114	163	12
9	Nazi Hunters	45	152	39
10	The Fred Dibnah Story	125	150	6

2022 Q4 Top programmes, ranked by max 000s (16+)

Quarter-on-Quarter performance (16+ share)



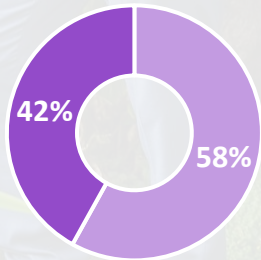
Source: BARB/Advantage, Jan 2022 - Dec 2022 Base Ads 16+

Free-to-air channel Drama is passionate about bringing Britain the best quality drama.

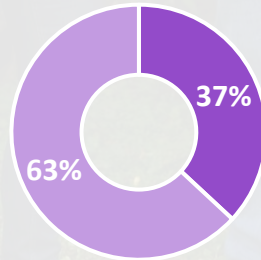
From period to contemporary, family to comedy, the channel is a treasure trove of well-loved classics and modern drama which showcases the greatest stories ever told. With programmes including familiar favourites Call the Midwife, Pride and Prejudice, New Tricks and Silent Witness, and brand new and exclusive hits The Sister Boniface Mysteries and The Brokenwood Mysteries, this is the channel where viewers can escape and indulge in a handpicked range of the nation's most celebrated TV dramas.

- Drama achieved a 1.46% share in Q4, maintaining its position as the **#1 channel in the UK for share** (excl. terrestrials and their extensions).
- Average session length reached 36 minutes in Q4, up +11% YoY and +1% QoQ.
- Monthly reach was up +10% QoQ, with the channel reaching on average 9.7 million adults every month in Q4.

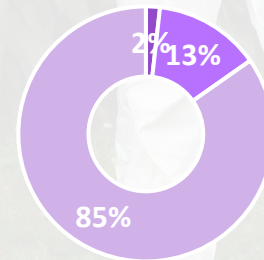
■ Women ■ Men



■ ABC1 Adults ■ C2DE Adults



■ 16-34 Adults ■ 35-54 Adults ■ 55+ Adults



Profile source: BARB/Techedge, Q4 2022 Base Ads 16+

Drama achieved a 1.46% share, maintaining its position as the **#1 channel in the UK for share in Q4**.

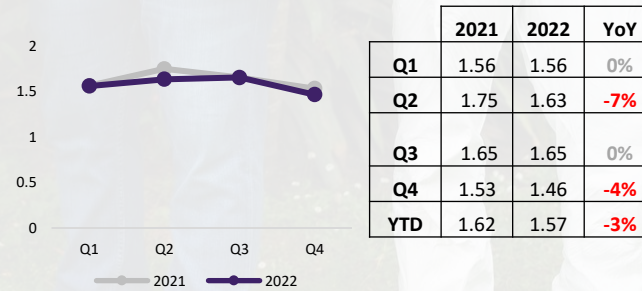
- **The Brokenwood Mysteries S8** continued into Q4, averaging 671k viewers across its 5 premiere TXs across the quarter, and peaking at a maximum audience of 724k for episode 6.
- Christmas Special **Keeping Up Appearances Xmas 1994** brought in the second highest average audience of the quarter on the channel at 426k, up +61% vs. slot.
- **Last of the Summer Wine** remained a key ratings driver to the channel, averaging 355k viewers across 106 TX's and peaking at 483k.

Top Programmes

#	Programme Title	'000 (avg)	'000 (max)	Count
1	The Brokenwood Mysteries	302	724	22
2	Last of the Summer Wine	356	483	106
3	Dalziel and Pascoe	129	443	51
4	Father Brown	320	430	20
5	Keeping up Appearances Xmas 1994	280	426	2
6	Shakespeare & Hathaway - Private Investigators	333	399	12
7	Porridge Christmas Special - The Desperate Hours	233	392	3
8	'Allo 'Allo!	94	371	152
9	FILM: Miss Marple: 4.50 from Paddington (1987)	348	348	1
10	Miss Marple	254	341	5

2022 Q4 Top programmes, ranked by max 000s (16+)

Quarter-on-Quarter performance (16+ share)

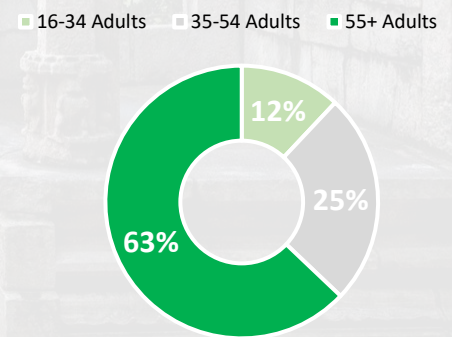
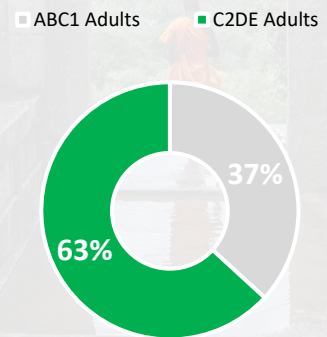
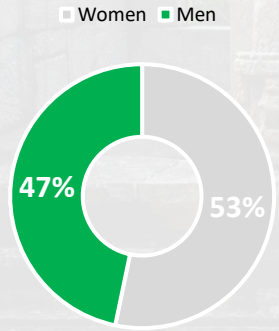


Source: BARB/Advantage, Jan 2021 - Dec 2022 Base Ads 16+



From the scale and beauty of BBC blue chip series like Planet Earth, Human Planet and Madagascar to the premieres of Wild Colombia with Nigel Marven and Deserts And Life, Eden guarantees a daily shot of astonishment and high quality natural science programming, including David Attenborough's Natural Curiosities which shines the spotlight on nature's most extraordinary evolutionary anomalies.

- Eden attracted a 0.02% share in Q4 2022.
- The channel saw average session length **grow +5% QoQ and +7% YoY averaging 26 mins.**
- Average monthly frequency saw uplifts in November, up +27% QoQ and **achieving its highest monthly frequency since 2017.**



Profile source: BARB/Advantage, Q4 2022 Base Ads 16+

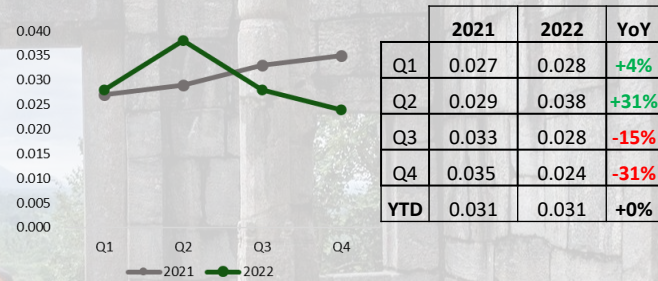


Top Programmes

#	Programme Title	'000 (avg)	'000 (max)	Count
1	David Attenborough's Natural Curiosities	2	37	258
2	Hot Tuna	4	36	24
3	Private Lives of the Monarchs	3	33	19
4	The Zoo	3	31	142
5	Africa From Above	2	31	139
6	Secrets Of The Solar System	4	26	119
7	China's Secret Monkey Kingdom	2	24	13
8	Wild and Wonderful Denmark	3	23	19
9	Forbidden History	3	21	115
10	Wild Fukushima	4	21	18

2022 Q4 Top programmes, ranked by max 000s (16+)

Quarter by Quarter Share Performance (16+ share)

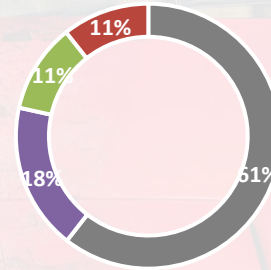


Source: BARB/Advantedge, Jan 2021 - Dec 2022 Base Ads 16+

Watch your favourite shows from Dave, Drama, W and Yesterday on demand. Enjoy new series, original shows and box sets from comedy and drama to entertainment and documentaries, all for free. Available to view across mobile, tablet, TV and online.

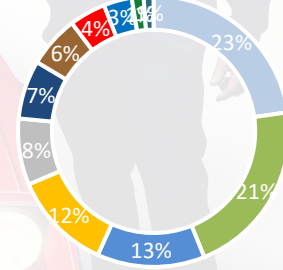
- UKTV Play enjoyed growth of +26% QoQ and an impressive +70% growth YoY in Q4.
- **Drama** remains the biggest brand on UKTV Play this quarter, with a 61% share of views, up from 58% last quarter. Viewing is also up +30% QoQ and +59% YoY too.
 - Drama's success continues to be driven by The Bill and Classic Eastenders, which were the top 2 titles on the service in Q4, together accounting for 31% of all Drama views
- **Yesterday** also saw growth, +14% QoQ and +50% YoY
- **Dave** was up +32% QoQ and +34% YoY
- **W** had its third full quarter on UKTV Play, up +8% QoQ.

Channel Split



■ Drama ■ Dave
 ■ Yesterday ■ W

Platform Split



■ Amazon Fire ■ Freeview Play
 ■ iOS App ■ Android App
 ■ YouView ■ Samsung Tizen
 ■ Web ■ Nowtv

UKTV Play enjoyed growth of +26% QoQ and an impressive +70% growth YoY in Q4.

- **Bangers and Cash** remained Yesterday's top performing title in Q4. Performance continued to be driven by new episodes from series 6, which accounted for 60% of the viewing.
- **Masterchef Australia** was the 4th highest performing title on UKTV Play in Q4, with new episodes of the latest series continuing to be added to the service.
- **Emma Willis: Delivering Babies** was W's 3rd best performing title in Q4.
- **Red Dwarf** grew +162% QoQ, as it benefitted from additional seasons in Q4. This made it the 5th best performing title on Play.
- Excluding classic sitcoms, **The Brokenwood Mysteries** was Drama's best performing title in Q4, with episodes of S8 continuing to be added. Series 8 accounting for 48% of viewing to the title.

Top Programmes

#	Programme
1	The Bill
2	Classic Eastenders
3	Bangers And Cash
4	Masterchef Australia
5	Red Dwarf
6	Classic Casualty
7	The Brokenwood Mysteries
8	Birds Of A Feather
9	Last Of The Summer Wine
10	Would I Lie To You?