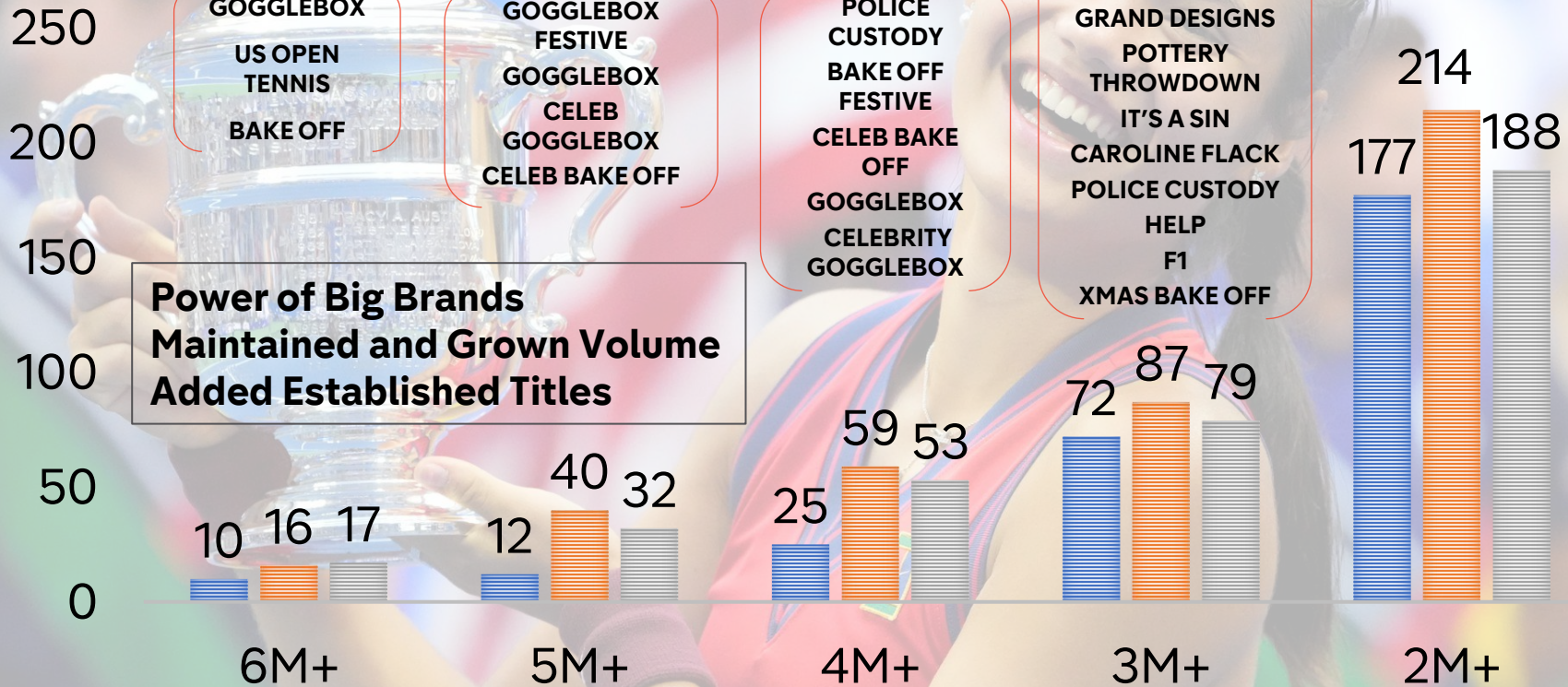


# DELIVERING OUR REMIT WITH SCALE

■ 19 ■ 20 ■ 21





*As Noisy As Ever  
Representing Unheard Voices  
Challenging with Purpose  
Change Through Entertainment*



*'Help biggest ever launch of  
a new drama on All 4'*

*'Tom Daley delivers the  
2021 Alternative Christmas  
Message'*



*'C4's coverage of the Tokyo  
2020 Paralympic Games  
reaches 20m viewers'*

*'Black Viewers Embrace  
Black to Front'*



*'C4's It's A Sin hits 26m All  
4 views and helps drive  
increase in HIV testing'*

*'9.2m watch US Open  
Tennis Final on C4'*

# Joy in a Joyless Age Reinventing Entertainment

Taskmaster  
Frank of Ireland  
Back  
This Way Up  
Stath Lets Flats  
Friday Night Dinner  
Gogglebox  
The Last Leg  
Cats Does Countdown  
Celeb Bake Off  
The Circle  
The Dog House  
Pottery Throwdown  
The Great  
Extraordinary  
Escapes  
Glamping



# Top Linear Performers

## CHANNEL 4 TOP 10 TITLES

BAKE OFF  
GOGGLEBOX  
US OPEN TENNIS FINAL  
CELEB BAKE OFF  
CELEB GOGGLEBOX  
POLICE CUSTODY  
GRAND DESIGNS  
POTTERY THROWDOWN  
IT'S A SIN  
F1 SEASON FINALE

- MAFS UK AVG. 1.9M / PEAK OF 2.2M
- MAFS AUSTRALIA ALL 4 NO.1
- 36 OF THE 41 EPS IN S6 OVER 1M
- RICK & MORTY AVG 20% 1634 SHARE

## E4

MAFS UK  
MAFS AUSTRALIA  
TEEN FIRST DATES  
HOLLYOAKS  
CGD: THE MANSION  
YOUNG SHELDON

- BIGGEST EVER BAKE OFF FINAL FOR 1634 SHARE
- BAKE OFF BIGGEST SERIES ACROSS ALL COMMERCIAL CHANNELS FOR 1634'S AND ABC1'S
- BIGGEST EVER GOGGLEBOX EPISODE AND SERIES (17)
- BIGGEST EVER POLICE CUSTODY
- TASKMASTER/BAKE OFF PROF/SAS/CIRCLE
- ALL DELIVERED BIGGEST EVER SHARE
- ALL 10 EPS OF POTTERY OVER 3M
- BIGGEST GRAND DESIGNS FOR 12 YEARS!

## FILM4

KINGSMAN 2  
THE EQUALIZER  
ORIENT EXPRESS  
THE EQUALIZER 2  
JUMANJI  
RED SPARROW

- 3 FILMS OVER 800K THIS YEAR
- ONLY 1 IN 2020

## MORE4

MATT BAKER  
DARCEY BUSSELL  
GREAT BRITISH DIG  
YORKSHIRE DALES  
THE GOOD FIGHT  
CORONER

- MATT BAKER: OUR FARM IN THE DALES
- MORE4'S BIGGEST EVER SHOW
- 4 OF THE TOP 6 TITLES ORIGINALS
- 3 NEW IN 2021

# 4 Sales and Broadcast Top 20's – 2021

C4 highest rating **new** titles:

*US Open Tennis, Pottery Throwdown, Caroline Flack, Help, It's a Sin, Davina: Menopause, Remarkable Renovations, Undercover Police, Miriam & Alan, Extraordinary Escapes, Glamping with Jonny Vegas*

## C4 CONSOLIDATED EPS

BAKE OFF (10)	9,342
BAKE OFF (1)	9,260
BAKE OFF (9)	9,124
BAKE OFF (6)	8,889
BAKE OFF (8)	8,800
BAKE OFF (7)	8,791
BAKE OFF (2)	8,683
BAKE OFF (5)	8,449
BAKE OFF (3)	8,352
BAKE OFF (4)	8,257
GOGGLEBOX	6,597
GOGGLEBOX	6,271
GOGGLEBOX	6,246
GOGGLEBOX	6,231
GOGGLEBOX	6,194
GOGGLEBOX	6,148
US OPEN TENNIS	6,013
GOGGLEBOX	5,957
GOGGLEBOX	5,862
GOGGLEBOX	5,829

## C4 SERIES AVG.

BAKE OFF	8,794
US OPEN TENNIS	6,013
GOGGLEBOX	5,402
CELEB BAKE OFF	5,334
CELEB GOGGLE	4,743
BAKE OFF: FEST	4,006
BAKE OFF: XMAS	3,672
POTTERY THROW	3,233
POLICE CUSTODY	3,219
CAROLINE FLACK	3,105
HELP	3,048
SNOWBABY	2,776
BIG FAT QUIZ	2,763
HOME ALONE	2,643
GRAND DESIGNS	2,625
GREATEST SHOW	2,481
TASKMASTER	2,326
CHATEAU	2,291
IT'S A SIN	2,291
EQUALIZER 2	2,246

## OWNED/PARTNERS (HIGHEST EPS)

MAFS UK	2,198 (E4)
MATT BAKER	1,839 (M4)
MAFS AUS	1,802 (E4)
ANNIKA	1,385 (ALIBI)
KINGSMAN 2	1,002 (F4)
THE EQUALIZER	945 (F4)
TEEN FIRST DATES	901 (E4)
HOLLYOAKS	881 (E4)
ORIENT EXPRESS	822 (F4)
CGD: MANSION	793 (E4)
DARCEY BUSSELL	773 (M4)
JUMANJI	738 (F4)
YOUNG SHELDON	735 (E4)
MADE IN CHELSEA	712 (E4)
DEATH IN HOLY	696 (DRAMA)
GOGGLEBOX	673 (E4)
BROKENWOOD	665 (DRAMA)
LONDON UNDER	662 (YEST)
RICK AND MORTY	661 (E4)
HORNBY	651 (YEST)

## COMPETITORS (HIGHEST EPS)

EURO 2020 FINAL	17,791 (BBC1)
LINE OF DUTY	15,241 (BBC1)
OPRAH MEGHAN	13,854 (ITV)
STRICTLY FINAL	12,048 (BBC1)
I'M A CELEBRITY	10,753 (ITV)
VIGIL	10,377 (BBC1)
MASKED SINGER	9,851 (ITV)
PEMBROKESHIRE	9,537 (ITV)
CALL THE MID	8,689 (BBC1)
DEATH IN PARA	8,505 (BBC1)
ANT AND DEC'S	8,457 (ITV)
UNFORGOTTEN	8,415 (ITV)
BLOODLANDS	7,975 (BBC1)
TIME	7,819 (BBC1)
QUEEN'S SPEECH	7,803 (BBC1)
EUROVISION	7,667 (BBC1)
FINDING ALICE	7,579 (ITV)
THE FA CUP	7,369 (BBC1)
GRACE	7,121 (ITV)
PERFECT PLANET	7,002 (BBC1)

# Channel 4 Top Titles By Genre – 2021

<b>FACT. ENTERTAINMENT</b>	SHARE	000'S
BAKE OFF	37	8,794
CELEB BAKE OFF	23	5,334
GOGGLEBOX	24	5,125
CELEBRITY GOGGLEBOX	21	4,300
POTTERY THROW DOWN	14	3,192

<b>FEATURES</b>	SHARE	000'S
GRAND DESIGNS	12	2,552
CHATEAU	11	2,271
REMARKABLE RENOVATE	10	1,900
LOVE IT OR LIST IT	9	1,839
SARAH BEENY'S NEW LIFE	10	1,778

<b>ENTERTAINMENT</b>	SHARE	000'S
TASKMASTER	11	2,364
BFQ 2021	14	2,363
THE LAST LEG	12	1,708
CATS DOES COUNT	6	1,503
THE CIRCLE	9	1,349

<b>FILM</b>	SHARE	000'S
HOME ALONE	15	2,643
GREATEST SHOWMAN	11	2,481
THE EQUALIZER 2	13	2,246
DEADPOOL 2	13	2,205
HOME ALONE 2	12	2,144

<b>DRAMA</b>	SHARE	000'S
HELP	19	3,048
IT'S A SIN	10	2,291
THE HANDMAID'S TALE	9	1,926
BEFORE WE DIE	8	1,683
THE GREAT	7	1,582

<b>ONE-OFF</b>	SHARE	000'S
CAROLINE FLACK	14	3,105
HELP	19	3,048
SNOW BABY	14	2,776
BIG FAT QUIZ 2021	15	2,763
FASTEST ELECTRIC CAR?	11	2,150

<b>COMEDY</b>	SHARE	000'S
BACK	5	758
FRANK OF IRELAND	4	608
THIS WAY UP	4	558
WE ARE LADY PARTS	3	407
STATH LETS FLATS	2	234

<b>FACTUAL</b>	SHARE	000'S
POLICE CUSTODY	13	3,219
SAS: WHO DARES WINS	11	2,200
FASTEST ELECTRIC CAR?	11	2,150
UNDERCOVER POLICE	9	1,859
24 HOURS IN A&E	8	1,707

<b>SPORT</b>	SHARE	000'S
WTA TENNIS	38	6,013
F1 (SEASON FINALE)	28	3,247
RUGBY: IRE V NZ	18	1,695
CRICKET	15	930
PARA'S	6	926

# Partner Channels Top 10's – 2021

6 OF THE TOP 10 TITLES ORIGINALS  
**ANNIKA ALIBI'S HIGHEST RATING TITLE EVER**

NO. 1 SHOW AN ORIGINAL

## UKTV TOP 10 TITLES (HIGHEST OCCURRENCE)

TITLE	CHANNEL	000'S
ANNIKA	ALIBI	1,385
DEATH IN HOLY ORDERS	DRAMA	696
THE BROKENWOOD MYSTERIES	DRAMA	665
SECRETS OF THE LONDON UNDERGROUND	YESTERDAY	662
HORNBY: A MODEL WORLD	YESTERDAY	651
BANGERS AND CASH	YESTERDAY	648
LAST OF THE SUMMER WINE	DRAMA	603
VICAR OF DIBLEY INSIDE OUT	GOLD	577
JONATHAN CREEK	DRAMA	573
RAGDOLL	ALIBI	562

## DISCOVERY (REALLY) TOP 10

TITLE	CHANNEL	000'S
THE YORKSHIRE AUCTION HOUSE	REALLY	400
ANTIQUES ROAD TRIP	REALLY	339
GHOST ADVENTURES	REALLY	319
DR. PIMPLE POPPER	REALLY	289
MONEY FOR NOTHING	REALLY	278
DR. MERCY	REALLY	265
KINDRED SPIRITS	REALLY	240
PORTALS TO HELL	REALLY	237
CELEBRITY ANTIQUES ROAD TRIP	REALLY	230
THE HOLZER FILES	REALLY	229

## DISCOVERY (HGTV) TOP 10 (HIGHEST OCCURRENCE)

TITLE	CHANNEL	000'S
FIXER UPPER	HGTV	191
RESTORATION HOME	HGTV	191
GOOD BONES	HGTV	175
A PLACE IN THE SUN 2016 & 2017	HGTV	174
FIXER TO FABULOUS	HGTV	173
MY LOTTERY DREAM HOME	HGTV	168
RENOVATE DON'T RELOCATE	HGTV	159
RESTORED BY THE FORDS	HGTV	159
LOVE YOUR GARDEN	HGTV	157
HOME TOWN	HGTV	157

# 2022 So Far

## New Titles

- New darkly comic crime drama **Screw** launched with an overnight audience of 1.5m on Thursday 6th January, becoming Channel 4's fifth biggest drama launch of the last four years. Individual volume was up +56% on slot average, while share was up 67%. ABC1AD share and volume was up +17% and +19% on slot average respectively. Instantly box-setted to ALL4, **Screw** became the most watched title on the platform so far this year
- **Junior Bake Off** was back for its third series on Channel 4, launching on the 10th January for a three week run. The series has got off to its best ever start for AD1634 audience share, averaging a 17% share of this audience across the first two episodes. The series is up on slot by +75% for Individuals, +90% for ABC1AD's and up +100% for both HPCHIL and AD1634's
- **The Dog House** is back for a new series. With an overnight audience of 1.2m, it was up +19% on the slot average and +30% on the launch episode of series 2. A 10% share of ABCADs at 8pm, meant that it was up 30% on the slot average for share for this audience

## Returning/Ongoing

- **Taskmasters New Years Treat**, treated 2.1million viewers at 9pm on New Year's Day. This represented an uplift of +100% on slot average. AD1634 viewing habits to this programme, continued into the new year by doing what they've done for the last two years; easily winning the slot amongst commercial channels
- **Food Unwrapped Healthy New Year** consolidated with 1.3million viewers on the 3rd January. Total volume was up +40% on slot average, and the programme pulled in its biggest share of ABC1AD viewers in 12 months
- The first episode of **The Great Pottery Throwdown** has consolidated at 2.4million viewers in its new 75 minute slot. This is up 50% on the slot average for volume and +37% for share. The volume of viewers for the key trading audiences of ABC1AD's and ABC1WO were up +69% and +92% respectively
- **Sarah Beeny's New Life In The Country** started 2022 with a very respectable 1.7million viewers, and an 11% share of ABC1ADs on the 4th January. After five episodes ABC1AD audience share is up 33% when measured against the same point of the last series
- Our new **Davina McCall** fronted dating series; **Language Of Love** had a pleasing launch with episode one winning the slot amongst all commercial channels for AD1634 viewers. Catch up with the whole series on ALL4 now
- Episode 2 of **The Great Pottery Throwdown** displayed week on week growth when looking at overnight viewing, growing 21% week on week.
- 3.5 million viewers caught up with the **Gogglebox** households on the 2nd January for a 90 minute special to get their take on TV over Christmas. With a 24% share of AD1634's, Channel 4 was the most watched channel across all TV for this audience, and also won the slot against all commercial channels for individual and ABC1AD viewers
- A two part special of **24 Hours In Police Custody** which launched in the first week of 2022 has consolidated with 2.8m viewers for episode 1 and 3.2m viewers for episode 2. Both episodes were significantly up on slot for Individuals, ABC1ADs and AD1634's, with episode 2 attracting a slot winning AD1634 share of 25%. The performance of both episodes Channel 4 was the most watched commercial channel at 9pm on the 3rd and 4th January



# Five Priorities for 2022

Digital First  
Strategy



Investing in  
Young Viewers



A Sustainable  
Schedule



Representation  
B2F Legacy / D&I



Release  
Patterns

