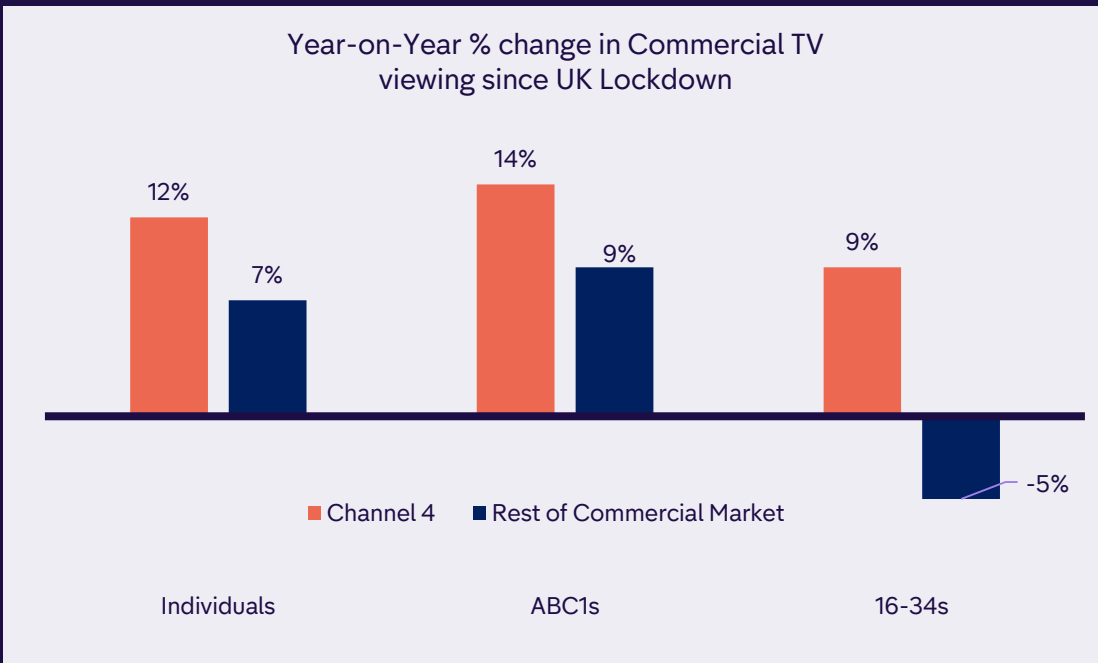


Viewing Report

Thursday 10th December 2020

Welcome to our latest viewing update, where we continue to share performance highlights from across our linear and digital portfolio. If you need any specific information or guidance, please do contact your usual 4Sales representative, or alternatively contact 4Sales@Channel4.co.uk.



Across the lockdown period Total TV Viewing year-on-year is up 8% Individuals; 11% ABC1's; but Down -2% 1634's. Among Commercial Channels (Exc. Channel 4) this is 7%; 9%; and down -5% respectively. While for C4 viewing is up 12%; 14%; and 9%!

The **Great British Bake Off Final** consolidated with its BIGGEST ever audience of 11.454m with ABC1 Volume also hitting a new high with 7.072 million! 1634 volume came in at 2.468 million, up 5% (63.5% share).

Gogglebox S16 Episodes 1-13 overnight average at 4.259 million (22.3% share). 1634 volume and share is up 56% and 44% respectively while ABC1 Adults are up 45% and 29%

Weeks 1-7 of **Taskmaster** have consolidated at 2.537 million (10.65% share). A 25.94% 1634 Share is the biggest for a new 9pm title since Leaving Neverland in March 2019!

These programmes have been key drivers in Channel 4 outperforming the rest of the commercial market for young audiences.

Overview

Channel 4 Performance Highlights



The Great British Bake Off, S11 Final, Tuesday 24th November 8pm

- **The Bake Off Final consolidated with its BIGGEST ever audience of 11.454m with ABC1 Volume also hitting a new high with 7.072 million!**
- The series averaged 10.552 million, up 17% year-on-year (40% share). ABC1 volume at 6.475 million is up 18% (47.2% share). 1634 volume came in at 2.468 million, up 5% (63.5% share).



Gogglebox, Friday 9pm

- Gogglebox S16 Episodes 1-13 overnight average at 4.259 million (22.3%). Up 43% and 34% respectively vs S14 this time last year
- 1634 volume and share is up 56% and 44% respectively while ABC1 Adults are Up 45% and 29%
- Episodes 1-12 of Series 16 have averaged 5.835 million in consolidation and a 25.36% Share. The biggest Gogglebox Series to date! Up 46% (volume) and 36% (share) respectively vs Eps 1-12 of S14 this time last year. ABC1 Volume up 48% and 1634 Volume 57%



Taskmaster, Thursday at 9pm

- On Thursday at 9pm Taskmaster week 8 was up 11% week-on-week. 1634 Volume is up 78% vs slot with an 11% share.
- Weeks 1-7 of Taskmaster have consolidated at 2.537 million (10.65% share). A 25.94% 1634 Share is the biggest for a new 9pm title since Leaving Neverland in March 2019!



The Last Leg, Friday 10pm

- The Last Leg weeks 1-7 overnight average stands at 1.615 million (11.09%). Up 34% and 28% vs slot average respectively
- Weeks 1-6 consolidated average Individual volume to the series of 2.019m (12.68%), up 37% and 36% year-on-year respectively



Escape to the Chateau, Sunday 9pm

- Week 4 of Escape to the Chateau at 9pm was up a further 3% week-on-week with 2.443 million viewers. Its biggest ever overnight for the second consecutive week!
- Episodes 1-3 of Escape to the Chateau have averaged 2.958 million (11.81%). Up 5% and 4% series-on-series respectively.
- Week 3 consolidated at 3.126 million (13.27%). The series 2nd biggest audience only beaten by the Xmas Special in 2018

Portfolio Performance Highlights



8 out of 10 Cats Xmas Special

- E4's highest rating show of the week was 8 Out of 10 Cats Xmas Special on Sunday at 9pm with 464k viewers. Up 70% vs the slot average. A 6% 1634 Share is up 134%



Jack Reacher: Never Go Back

- Film4's biggest film in the last 7 days was Jack Reacher: Never Go Back on Monday at 9pm with 480k. Up 52% on the slot average. A 4% ABC1 Share is up 111% on the slot average.
- Film4 has now delivered over 500k viewers on 48 occasions this year compared to 33 across the whole of 2019



24 Hours in A&E

- More4's highest rating show in the last 7 days (overnights) was 24 Hours in A&E on Saturday at 10:05pm with 289k. Up 28% on the slot average.



Bangers and Cash

- UKTV's biggest audience in the last 7 days was Bangers and Cash on Yesterday with 675k. Yesterday's biggest audience of the year and UKTV's 5th highest volume of 2020!

All 4 Performance Highlights



Week Commencing 30.11.20 viewing figures

Views are up **56% vs same week last year**, all content types up, with strong First Run and Exclusive titles driving reach. Archive drawing the majority 37% of views this week.

Gogglebox S16 up 33% vs S15 (13ep ave, 0-2days). Growth through series, with ep 13 up 52% from ep1. **Biggest season ever** with 1ep remaining.

Made in Chelsea, Biggest ep of the series, S20 average now 42% bigger than S19. **Season 20 now the biggest Season ever behind S7!**

Taskmaster consistent through the series, growth for S10 views. Archive accounts for 62% of views this week.

Exclusives, 3 titles in the Top 10 up 128% vs same week last year & up 66% year-to-date.

Simulcast up 134% vs same week last year lead by The Big Bang Theory, Hollyoaks, Gogglebox and Channel 4 News.

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
Gogglebox	Friday Night Dinner
Made in Chelsea	Hollyoaks
Taskmaster	The Inbetweeners
Hollyoaks	Gogglebox
The West Wing	Married at First Sight Aus.
Malcolm in the Middle	Made in Chelsea
One Tree Hill	The Great British Bake Off
The Inbetweeners	Four in a Bed
Naked Attraction	Shameless
Escape to the Chateau	Celebs Go Dating

56%

Up 56%

All4 continues to experience huge viewing growth – with total views last week up 56% versus the same week in 2019

23%

Up 23%

Across 2020 to date, we have seen a 23% year-on-year increase in views