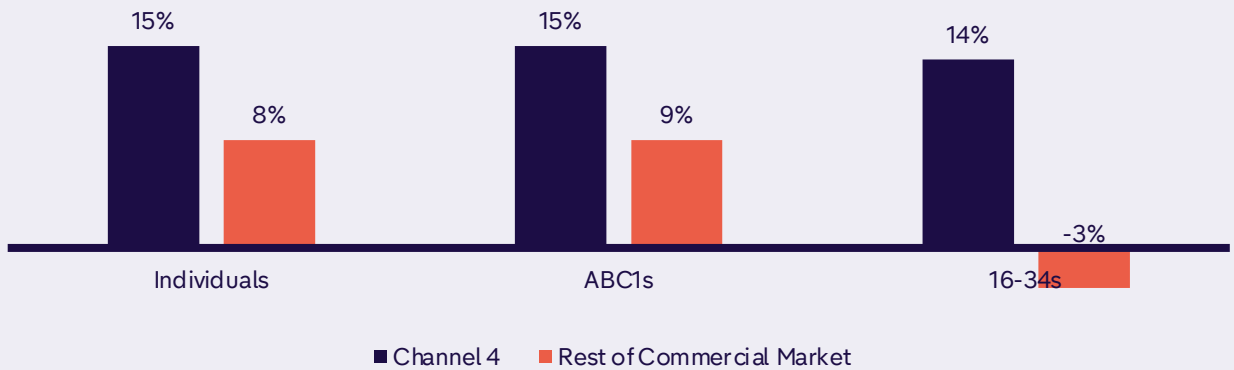


Viewing Report

Thursday 10th September 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

Year-on-Year % change in Commercial TV viewing since UK Lockdown



Thanks to *Location: 20 Years and Counting* at 8pm and new launch *Council House Britain* at 9pm on Thursday C4 were the biggest Commercial Channel for 1634 Share in late peak. C4 continued its winning ways on Friday nights *winning late peak for 1634s with a 12% share* between 8pm-11pm. Since Lockdown began on the 16th of March *Channel 4's late peak (2000-2300) share of 1634s at 11.36% is up 26%* year-on-year. Through the Lockdown Period Channel 4 accounts for *15 of the Top 30 Shows for 1634's across Commercial TV*.

All 4 Performance Highlights

9%

Up 9%

All4 continues to experience huge viewing growth – with total views last week up 9% versus the same week in 2019

21%

Up 21%

Across 2020 to date, we have seen a 21% year-on-year increase in views



Channel 4 Performance Highlights



Channel 4 News Weekdays 7pm

Across the lockdown period year-on-year viewing among 1634 Adults to C4 News is up 68%



Jamie: Keep Cooking Family Favourites – Monday 8.30 pm

Week 4 was watched by 1.2 million, up 31% week-on-week. A 10.2% 1634 Share was up 43% on the slot average



24 Hours in A&E - Wed 9pm

24 Hours in A&E launched a new run last Wednesday at 9pm with C4's biggest overnight of the week at 1.65 million viewers. Up 45% on the slot average. A 10% 1634 share was up 51%



Location: 20 Years and Counting – Thursday 8pm

Week 2 was watched by 1.4 million, up 27% on the slot average. A 14% 1634 Share was up 82% and enough to win the slot



Council House Britain – Thursday 9pm

At 9pm on Thursday new Series Council House Britain launched a 6-week run with 1.45 million. Up 22% on the slot average. A 13% 1634 share was up 51% and again winning the slot



Jon Richardson Old Man Tour Friday 10pm

Took a 14.5% 1634 share, winning the slot

Cats Does Countdown – Friday 9pm

On Friday at 9pm Cats Does Countdown won the 9pm slot for 1634s with a 13.6% Share



Jack Reacher: Never Go Back – Saturday 9pm,

Watched by just over 1 million last Saturday at 9pm. Up 25% on the slot average



F1: Italian Race Highlights – Saturday 6.30 pm

F1: Italian Race Highlights on Sunday between 6:30pm-9pm were watched by 1.6 million. Up 4% week-on-week (vs Belgium) and up 7% on last year's Italian Highlights. Volume and share were all Up week-on-week and year-on-year for Individuals, ABC1s, 1634s and Men. Our biggest F1 Highlights audience of the Season so far



F1: Italian Qualifying Highlights – Saturday 7:30pm

F1: Italian Qualifying Highlights delivered 1.1 million, up 10% on last year's Italian Qualifying Highlights. Share and volume were all up year-on-year for Individuals, ABC1s and 1634s

Portfolio Performance Highlights



Married at First Sight Australia

- The first 3 weeks of Married at First Sight Australia Season 5 consolidated at 788k. Up 155% on the slot average! A 13% 1634 Share was up 197%
- Week 4 averaged an overnight audience of 524k. Up 5% week-on-week. Viewing peaked on Tuesday with 572k. Up 144% on the slot average. A 7.9% 1634 Share was also up 135%



Shooter

- Film4's biggest film in the last 7 days was Shooter last Friday at 9pm with 463k. Up 50% on the slot average
- Film4 has now delivered over 500k viewers on 43 occasions this year compared to 33 across the whole of 2019



999: On the Front Line

- More4's highest rating show of the week (overnights) was 999: On the Front Line on Sunday at 9pm with 316k



Father Brown

- Across the UKTV Portfolio of Channels last week the highest rating show was Father Brown on Drama on Friday at 8pm with 500k