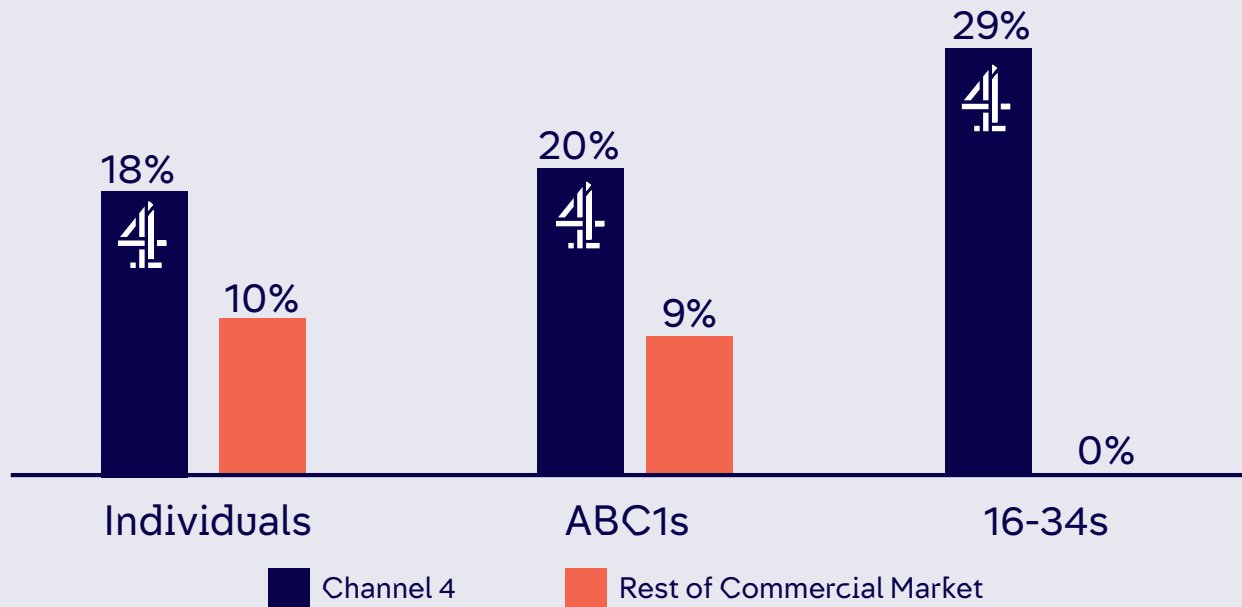


Viewing Report

Thursday 11th June 2020

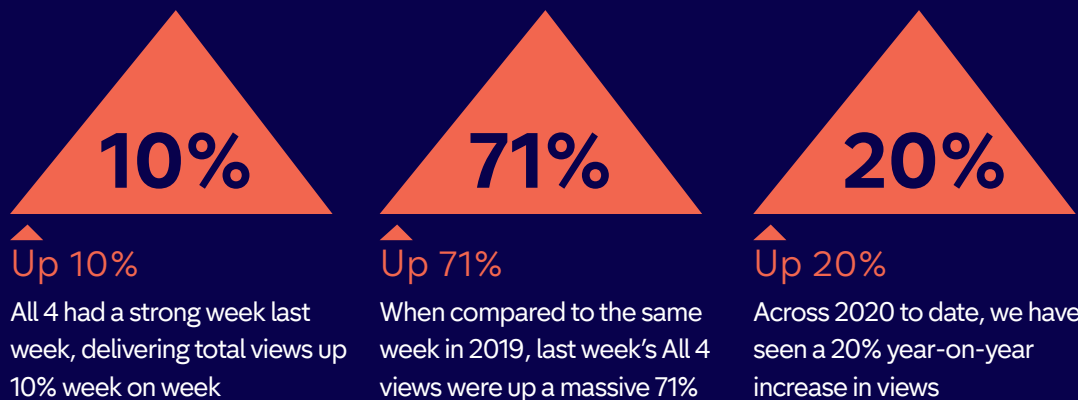
Welcome to our latest viewing update, where we continue to share performance highlights from across our linear and digital portfolio. If you need any specific information or guidance, please do contact your usual 4Sales representative, or alternatively contact 4Sales@Channel4.co.uk.

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



The strength of Channel 4's viewing performance amongst young people during lockdown is stark, *with 1634 audiences up 29% versus a rest-of-market average* which has now seen zero growth across lockdown, compared to the same period in 2019. During lockdown, Channel 4 has seen *1634 daytime viewing up 60%, C4 News 1634 viewing up 79%* and has also accounted for *half of the biggest rating shows for 1634s on TV*.

All 4 Performance Highlights



Channel 4 Performance Highlights



Celebrity Gogglebox – Friday 9pm

- A massive 4.48 million viewers tuned in to the launch episode last Friday – the biggest celebrity episode ever
- The show was up 59% on last years launch episode and achieved an impressive 1634 share of 46.4%



Devon & Cornwall – Monday 8pm

- This new series launched with an incredible overnight audience of 2.19 million viewers – up 112% versus the slot average



Britain's Best Parent – Thursday 8pm

- Episode 2 of the show grew 2% week on week, delivering an overnight audience of 724k viewers



Bake Off: The Professionals - Tuesday 8pm

- The latest episode earlier this week achieved an overnight audience of 2.01million viewers
- Episodes 1-3 have averaged 2.14 million overnight viewers – up 46% versus last series



1966 World Cup Final Sunday Afternoon

- This one-off replay of England's world cup triumph pulled in a peak of 1.3 million viewers, with an average audience up 123% versus the slot average



First Dates Hotel – Thursday 9pm

- Fred and the team delivered an uplift of 11% in their overnight audience last week, with 1.47 million tuning in



Last Leg: Locked Down Under – Fri 10pm

- Series ended last Friday with an overnight audience of 1.68 million viewers – up 16% versus the week prior
- The series averaged 1.61 million viewers overnight, up 22% on all episodes in 2019



Murder In the Outback – Sun-Weds 9pm

- Across 4 nights this stripped factual event piece was consistently strong, averaging an overnight audience of 1.99 million viewers
- The series peaked on Monday evening, with 2.05 million tuning into episode 2 and is now our biggest new factual series of the year

Portfolio Performance Highlights



- This weeks episode was watched by a series high audience of 466k viewers, up +96% versus the slot average

- This viewing was up week on week by a massive 97%

Celebrity Gogglebox USA



Last Of The Summer Wine

- Last Thursday, Last of the Summer Wine was watched by 495k on Drama, the Channel's 2nd biggest overnight of the year

- The return of this much loved show pulled in an audience up 33% versus the slot for individuals and up 47% for ABC1s



The Yorkshire Dales and The Lakes



Sarah Beeny's Renovate Don't Relocate

- This popular home makeover show is HGTV's biggest original commission in a decade after returning with 130k viewers



Brooklyn 99

- Last week's episode was seen by 448k viewers, up 14% week-on-week and beating ITV on young's share



True Lies

- On Monday, True Lies pulled in an average audience of 526k viewers, up 78% versus slot and becoming the most watched programme across all digital channels that day



We Hunt Together

- The first 2 episodes of Original Alibi Drama We Hunt Together have averaged 355k viewers, Alibi's biggest audience to an Original Commission in 2020