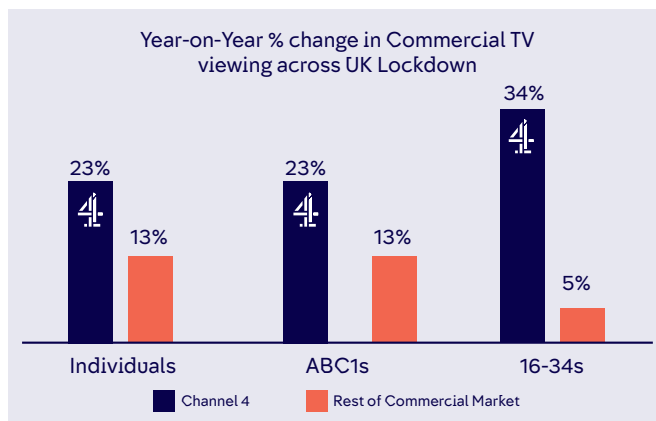


# Viewing Report

Wednesday 13th May 2020

As the UK takes its first tentative steps towards returning to work, we're continuing to see TV viewing levels begin to settle significantly above pre-Covid levels. Across the total lockdown period, total TV has seen **viewing growth of 21% for all individuals, 23% for ABC1 adults and 17% for 1634 year olds.**



When looking at Channel 4's year-on-year performance versus the rest of Commercial television in the above chart, the differences in growth become very clear. Across the lockdown period, **Channel 4 has seen an uplift in viewing from individuals of 23%**, versus a rest-of-market average of just 13%. On ABC1 audiences, the growth rates are the same, with Channel 4 remaining 10 percentage points ahead. But on young audiences, the difference is most stark. **Channel 4 has seen young audience growth at a staggering 34%** over the lockdown period, versus a rest-of-market growth of just 5% for young viewers.

Plus, the growth we're seeing isn't just limited to our linear services. **All4 continues to deliver exceptional growth**, with last week recording its second best week ever, seeing a phenomenal increase versus the same week last year of 57%.

As usual, this report is packed full of useful insights into our viewing performance— but if you need any specific information or guidance, please do contact your usual 4Sales representative, or alternatively contact [4Sales@Channel4.co.uk](mailto:4Sales@Channel4.co.uk).

Thank you for continuing to support 4 Sales as we keep the nation informed and entertained across this difficult time.

## Dominating Friday Nights

Channel 4 have won the Friday late peak slot for 1634's during the entire Lockdown period among Commercial Channels.

### 8pm – Up 39%

The first 5 weeks of Joe Lycett's Got Your Back have averaged an overnight audience of 1.2 million viewers - up 39% series on series



### 9pm – Up 40%

The first 12 weeks of Gogglebox have averaged an overnight audience of 3.9 million viewers, up 40% on all episodes in 2019, with ABC1 viewing up 41% and 1634's viewing up 62%



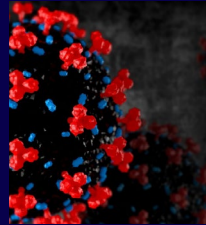
### 10pm – 1.49 million

The Last Leg: Locked Down Under launched last week, kick starting a 4 week run with an overnight audience of 1.49 million, up 33% vs slot and up 20% on the previous series debut



## Strong 1634 audiences

Channel 4 continues to outperform the commercial TV market for young audiences, recording year on year growth of 34% for 1634s, versus a rest-of-commercial-market average of just 5%.



### ◀ Up 86%

Across the lockdown period, year-on-year viewing amongst 1634 Adults for Channel 4 News has increased by a massive 86%

### Up 67%

Since Lockdown began, Channel 4 weekday daytime (12-6pm) has seen year-on-year average overnight viewing increase by a huge 67% for 1634 year olds – versus a rest-of-commercial market uplift of just 39%

### 4.23 Million

Episode 3 of Celebrity SAS consolidated at over 4.23 million, the format's second largest audience ever and its highest ever share for 1634s of 35.6%



### 26% Share ▶

The first 3 episodes of Celeb Bake Off repeats have averaged a consolidated audience of 3.5 million viewers and a 26% share of 1634's



### Dave

Throughout April, UKTV channel Dave was the most viewed non-PSB owned channel for 1634 audiences, and had its best month for young's share since Jan 2016

# Dave

# Late Peak Programming Performing Strongly

Since Lockdown began, Channel 4's late peak (2000-2300) *share of 1634's has increased by 21%* versus the same period last year. This is in stark contrast to the rest of Commercial TV which, as a whole, is down by -9% for the same period.



◀ **2.25 Million**

Episode 4 of Celeb SAS was watched on Monday by 2.25 million viewers, up 91% versus the slot average



◀ **Up 29%**

The Fantastical Factory of Curious Craft premiered on Sunday at 8pm with 763,000 viewers, achieving a 1634 share which was 29% up on the slot average share

**77% ABC1**

Grayson's Art Club continues to perform well, delivering an 8% share of ABC1 Adults on Mon at 8pm. 77% of the shows viewers were ABC1 Adults, helping to make this our most Upmarket 8pm title since May 2019 ▶



**1.47 Million** ▶

Walking with Elephants with Levison Wood debuted on Sunday at 9pm with an overnight audience of 1.47 million viewers



**Up 22%**

The second episode of Spring at Jimmy's Farm pulled in an audience of 1.37 million last Thurs at 8pm, up 22% versus the slot average for individuals ▶



◀ **1.75 Million**

Episode two of First Dates Hotel last Thursday at 9pm pulled in an audience of 1.75 million, up 23% week-on-week, with a 15% share of 1634s and winning the slot for youngs



◀ **1.37 million**

The finale of Paul Hollywood Eats Japan pulled in 1.37 million viewers earlier this week, securing a 15.5% share of 16-34s



## More than 4

**New High** ▶

Rick & Morty returned to E4 last Thursday at 10pm with 333k viewers, a new overnight high for the animated series and performing 250% above the slot average



**Record-breaking April** ▶

Across April, UKTV's Drama was the number 1 non-PSB owned channel, Alibi had its best monthly share since May 2017 and Dave's best monthly share since Sept 2016 – all helping UKTV deliver its biggest April ever for share of commercial impacts



◀ **Four in A Bed**

More4 delivered its biggest overnight audience of the year (excluding Pottery Throwdown aside) on Sunday with a Four in a Bed stack peaking at 557k at 5pm – the biggest audience for Four in a Bed since 2016



◀ **Up 32%**

Brand new animation Harley Quinn launched on E4 last week, delivering a 5% share of 1634's - up 32% versus the slot average



◀ **4 of the top 10**

UKTV's audience strength in April meant that it had 4 of the top 10 non-PSB channels for audience volume