

Viewing Report

4th – 10th October 2021

NARRATIVE

- With all the big returning Series now in play it was a week which saw a major new launch with Murder Island debuting in the post Bake Off slot
- While MAFS UK consolidated as E4's biggest Series of the year there was no respite with All 4's No. 1 title this year MAFS Australia back for an 8th Series
- The MAFS UK Reunion Show on Monday delivering the Series 2nd Biggest overnight on E4 and the biggest audience across all Dig Channels last week
- Bake Off continues to dominate with the first 2 episodes the biggest shows in each respective week for 1634 Volume across all Channels
- With C4 winning late peak on both Tuesday and Friday for 1634's for the 3rd consecutive week thanks to Bake Off and Gogglebox
- While The Last Leg, in its 10th year on air delivered it BIGGEST EVER 1634 Share on Friday night (30%!)

NEW TITLES

- Jamie Oliver: Together consolidated at 1.3m/7% Inds in weeks 1-3 with a 9% Share of ABC1 Ads and 1634 Ads
- Murder Island launched a 6 week run last Tuesday at 9:30pm with a slot winning 17% 1634 Share

RETURNING/ONGOING

- Grand Designs weeks 1-5 have consolidated at 2m/10%. Peaking with 2.5m/12% in week 1. Week 6 Up +18% week-on-week
- Police Custody returned with a consolidated 2.7m/11% Individuals in week 1. With a 16% Share of 1634's
- Bake Off consolidated at 9m/36% across weeks 1+2. Week 3 grew 1634 Share WoW (52.1% Share Up +152% v slot)
- Gogglebox S18 has consolidated at a slot winning 4.9m/25% in weeks 1-2

Overview

Viewing Report

4th – 10th October 2021 continued...

RETURNING/ONGOING

- Celeb SAS S3 consolidated at 2.1m with a 17% 1634 Share across its 6 week run. Peaking in week 1 with 2.2m and a 24% 1634 Share
- First Dates continued in the Monday 10pm slot with weeks 1-4 consolidating with a slot winning 15% 1634 Share and 1.2m Ind viewers
- Taskmaster is back on Thursdays at 9pm with a consolidated 2.5m/11% in week 1. Averaging a 26% 1634 Share across weeks 1-3 and winning the slot in all 3 weeks
- Across weeks 1-6 S3 of Joe Lycett's Got Your Back is averaging a 14% 1634 Share with a 22% Share in week 1
- While The Last Leg returned at 10pm on Friday delivering a slot winning 18% 1634 Share in week 1
- In daytime last week on Tuesday Steph's Packed Lunch hit a new ABC1 (5.2%) and 1634 Share High (13.6%). The latter Up +286% vs slot average

SPORT/FILM

- F1 Race Highlights from Turkey on Sunday attracted 1.3m/8% from 6:30pm-9pm with an 11% Share Men +55% v slot

DIGITAL

- Married at First Sight UK came to an end currently part consolidated at 1.9m/9% Individuals with a 24% 1634 Share
- Monday's Reunion Show attracted the Series 2nd biggest overnight a 14.5% 1634 Share. Up +200%v slot
- While Married at First Sight Australia S8 launched with Share Up vs Week 1 of S6 in January this year
- Film4's first play of John Wick 3 has delivered the biggest audience so far this month with 406k viewers and a 4% 1634 Share over double slot average
- Saturday's 3% 1634 Daily Share Film4's 4th highest of the year thanks to Jumanji (6% Share at 9pm)
- Alibi's original drama Annika fully consolidated at 0.9m/4% across its 6 week run. As well as being UKTV's highest rating show of the year is Alibi's biggest title ever

Overview

All 4 Performance Highlights



04.10.21 – 10.10.21

- Views compared to the same week last year is up 23%, exclusives is the only content type not to be up year-on-year, the reason for this is due to exclusive titles such as Malcom in the Middle, Scrubs, Angel and the boxset of Adult Material performing strongly same week last year.
- The first week of Married at First Sight Australia S8 is currently up +56% vs the first week of S6 earlier in the year.
- Bake Off Week 2 was the biggest ever Wk2 ep we've ever had for the show on All 4 based on 0-7 Days of O&O views.
- Ep 4 of Gogglebox S18 is up +7% vs Ep 4 of last year's Autumn/Winter Series (S16).
- 2021 year-to-date has currently delivered more Owned & Operated views than the whole of 2020

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Married at First Sight UK	Married at First Sight Australia
The Great British Bake Off	Hollyoaks
Married at First Sight Australia	Married at First Sight UK
Hollyoaks	Gogglebox
Gogglebox	Celebs Go Dating: The Mansion
24 Hours in Police Custody	Below Deck Mediterranean
Celebrity SAS: Who Dares Wins	The Circle
Taskmaster	It's A Sin
Murder Island	The Handmaid's Tale
Grand Designs	Made in Chelsea

23%

Up 23%

Total views are up 23% versus the same week in 2020

30%

Up 30%

Across 2021 to date, we have seen a 30%* year-on-year increase in views

Channel 4 Performance Highlights



The Great British Bake Off



- The Great British Bake Off returned with a consolidated audience of 9.3m/37% in week 1
- A consolidated 66% 1634 Share in Week 1 (2.3m Volume) is the Series biggest ever for a Launch episode and 2nd highest Ever on C4. With a 42% ABC1 Adult
- Week 2 'Biscuit Week' attracted a part consolidated 5.249m/29.0% Individuals. Up +117% vs slot. A 48.6% 1634 Share (+131% v slot) / 33.8% ABC1 Share (+114% v slot)
- Week 3 'Bread Week' attracted a part consolidated 5.1m/30% Individuals. Up +114% and +124% vs slot. A 52.1% 1634 Share grew week-on-week (+152% v slot) / 34.8% ABC1 Share (+123% v slot)
- The most watched show across all Channels on the Day with Channel 4 winning late peak on Tuesday for Volume and Share across Individuals, ABC1's and 1634's



Channel 4 Performance Highlights



Linear TV 27.09.21 – 03.10.21



Jamie Oliver: Together

- Jamie Oliver: Together in the Mon 8pm slot consolidated at 1.3m/7% Individuals across weeks 1-3.



Gogglebox

- At 9pm Gogglebox S18 consolidated at a slot winning 4.9m/25% across weeks 1-2 with a 27% ABC1 Share, 43% for 1634's



Joe Lycett's Got Your Back

- Series 3 of Joe Lycett's Got Your Back on Thursday at 8pm consolidated with a 14% 1634 Share across weeks 1-6 peaking in week 1 with a 22% Share



Grand Designs

- On Wednesday at 9pm Grand Designs consolidated at 2m/10% Individuals in weeks 1-5. Peaking with 2.5m/12% in week 1



Taskmaster

- Taskmaster S12 is back in the Thursday 9pm slot with a consolidated 2.5m/11% in week 1. An average 26% 1634 across weeks 1-3 winning the slot in all 3 weeks



Murder Island

- New Series Murder Island launched a 6 week run on Tuesday at 9:30pm with a part consolidated 1.2m/9% Individuals. A slot winning 17% 1634 Share Up +64% v the slot average

Channel 4 Performance Highlights



Help

- New one-off Original Drama Help consolidated at 3m/19% Individuals in its Thursday 9pm-11pm slot. With a 19% ABC1 Share and a 27% 1634 Share
- In terms of Scripted this year on C4 only episode 1 of It's a Sin has been bigger



First Dates

- First Dates continued in the Monday 10pm slot with weeks 1-4 consolidating with a slot winning 15% 1634 Share and 1.2m Ind viewers



Sex Actually

- At 10pm new 3 parter Sex Actually with Alice Levine launched with a consolidated audience of 1m/9% across weeks 1+2. With an 11% 1634 Share



Celeb SAS

- On Sunday at 9pm Celeb SAS S3 consolidated at 2.1m/9% Inds across weeks 1-6 with a 17% 1634 Share. Peaking in week 1 with 2.2m and a 24% 1634 Share



The Last Leg

- The Last Leg was also back at 10pm with a slot winning 18% 1634 Share

Portfolio Performance Highlights



Married at First Sight UK

- Married at First Sight UK S6 averaged 1.9m/9% Individuals and 575k/24% 1634's. Peaking with Ep 13 attracting 2.2m and Ep 12 a 29% 1634 Share !



Film4

- The biggest film in October is the first play of John Wick 3 with 406k/3%. Up +53% and +94% v slot respectively. A 4% 1634 Share is up +115% v slot
- The biggest 9pm title for 1634 Share Jumanji: Welcome to the Jungle with a 5.6% Share Up +164% vs the slot average



999: On the Frontline

- More4's highest rating show this month is 24 Hours in A&E with 302k/3%



Annika

- Alibi's original drama Annika fully consolidated at 0.9m/4% across its 6-week run. UKTV's highest rating show of the year and Alibi's biggest title EVER!

Portfolio Performance Highlights

UKTV Play - Week 04.10.21 – 10.10.21



- Outsiders continues to grow with the drop of Ep2 +21% week-on-week
- Would I Lie to You + 5% week-on-week
- The premier of Miss Scarlet And The Duke on Drama drops straight into the Top 20 shows at #18
- New Tricks +15% week-on-week
- The Brokenwood Mysteries +1% week-on-week

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Bad Girls	Taskmaster
The Brokenwood Mysteries	Birds Of A Feather
Birds Of A Feather	Would I Lie To You?
Would I Lie to You	Last Of The Summer Wine
Taskmaster	Bad Girls
Outsiders	Bangers And Cash
Last Of The Summer Wine	Classic Casualty
Classic Casualty	Classic Holby City