

Viewing Report

Wednesday 15th April 2020

It's the fifth edition of this new series of weekly reports, tracking the changes to viewing consumption across the 4Sales linear and digital portfolio during the Coronavirus outbreak.

This week, we'll focus on how Channel 4 is leading the market in young viewing growth, and revealing some record-breaking audience performances for our biggest shows.

Innovation in our Schedule

All commercial broadcasters have experienced significant audience growth throughout the last few weeks, but the crisis is also having an impact on the programming we're able to bring our audiences.

At Channel 4, we're seeing our fair share of changes to our planned schedules over the coming weeks. Of course, there will be some programmes unable to air as intended, but this is also a time where we're seeing massive innovation in our schedule. Jamie Oliver's brilliant Keep Cooking and Carry On series is coming to a close and will be replaced next week with a similar fast-turnaround show for these times from Kirstie Allsopp, titled Keep Crafting and Carry On. It'll be followed in the coming weeks by programmes including the self-filmed Dick & Angel's Make, Do & Mend and Jimmy Docherty's new show Spring at Jimmy's Farm – plus there are many more new formats in the pipeline too.

Young Audiences Flock to C4

Whilst the whole market is experiencing viewing surges – up 14% for individuals last week versus the same week in 2019, Channel 4 is benefiting more than most – with our viewing surging 27% (almost double the market average) for the same audience over the same period. In fact, in 2020 so far, the number of our shows pulling in over 4 million viewers has increased three-fold versus 2019 – impressive!

But the difference is most noticeable when comparing young viewer growth. Last week, Channel 4 saw massive year-on-year growth in 1634 audiences of 38% - versus a mere 5% experienced by the rest of the commercial market – plus E4 remains the biggest digital channel for young audiences through March and April so far. Both sure signs that 4 Sales remains the place to come to talk to those harder-to-reach young viewers.

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.

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

Channel 4 Ahead of the Market for Young Audiences

It's another week where Channel 4 beats the market in terms of young audience growth on Channel 4, with 1634 audiences up a huge 38% year on year, versus a rest-of-market average of merely 5%.

2 out of 3

Among Commercial Broadcasters, Channel 4 takes 2 of the top 3 spots for the biggest programme titles for 1634's across Mar and April 2020, with both *Celebrity Bake Off* and *Friday Night Dinner* making an appearance



42.8% Share

Gogglebox pulled in a 42.8% share of 1634's last Friday - the biggest in the series history and up 22% versus the week prior



116% Up

Channel 4 News continues to attract young audiences, with last week's 16-34 volume up 116% versus the same week in 2019



Up 176%

Joe Lycett's Got Your Back returned on Friday with an audience performance up on the slot average by 176% for 1634's



Up 71%

Young viewers are flocking to our daytime schedule, with 1634 audiences up 71% year on year, versus a commercial market average of 54%



#1

Across March and April so far, E4 remains the number 1 digital channel for 1634 audiences

Hitting New Highs in Daytime

With the UK remaining in lockdown, audiences are tuning to Channel 4 for entertainment across the breadth of the day.

Biggest episode ever

Escape to the Chateau DIY delivered its biggest ever episode, consolidating last week to a huge 1.25 million viewers.



Up 73%

Week 3 of the show saw audiences up 17% when compared to all 2019 episodes for individuals, and up a massive 73% for 1634 audiences



Up 63%

The Steph Show, our daily live programme from Stephs house, continued to deliver strong audiences through its second week on air, with ABC1 audiences up a massive 63% versus the slot average



Up 12%

Week 3 of *Jamie: Keep Cooking and Carry On* grew versus week 2 - up for ABC1 Share by 12% week on week, hitting new highs on Thursday for youngs share, up 37% on the slot average

All 4 Views

Whilst linear performances deliver strong growth, similar surges can be seen in our VOD platform, All4.

Up 35%

Following a record-breaking performance the week before, last week saw All4 deliver it's second biggest week ever, with views up 35% versus the same week in 2019



Up 42%

Viewers are making the most of Channel 4's incredible library of box set content, with shows like Shameless seeing a viewing increase of 42% week-on-week



#1

Thanks to incredibly strong viewing from both the new series and from its box set, Friday Night Dinner takes the top spot for our most popular programme on All 4 last week



Up Week-on-week

E4 Shows are performing strongly across All4, with Made in Chelsea and Brooklyn Nine-Nine both seeing viewing increases week on week – up 13% and 17% respectively

Channel 4 Dominating Friday Night for Young Audiences

With viewers staying home on Friday nights, our entertainment line up is pulling in huge audiences. Last Friday night, Channel 4 delivered its biggest late peak share of the year for 1634's (29.12%), winning the 8-10.30pm slot for 1634s!

8PM Joe Lycett's Got Your Back

1.4 million

Joe Lycett returned with series 2 of Got Your Back, pulling in 1.4million viewers and delivering 176% more 1634 viewers than the slot average



Up 83%

This performance puts it up 35% on the series 1 launch for all audiences, but up a massive 83% for young audiences, helping to deliver C4's biggest 8pm share of young audiences in two years

Gogglebox 9PM



4.4 Million

We're getting bored of saying this, but Gogglebox grew again week on week, beating 15-series' worth of episodes to become its biggest overnight audience ever, with 4.4 million viewers

42.8%

The show is proving increasingly popular with young audiences, with the 16-34 share of 42.8% up 22% week on week – becoming the highest in the series history, and beating anything else in the 9pm slot across all PSB channels this year

10PM Friday Night Dinner

1.96 Million

Week 3 of Friday Night Dinner was watched by a massive 1.96 million viewers – up 60% on slot average for all audiences, and up a massive 129% for 1634s

4 Million

The first 2 episodes have now consolidated at an average audience of 4.02 million viewers, up 84% on the first two episodes of the last series



Informing & Entertaining the Nation, and Breaking Viewing Records in the Process

Our schedules are designed to keep viewers well informed and educated about the Coronavirus outbreak, but also provide entertainment and escapism from the news when needed – and viewers are tuning in with huge numbers across the schedule....



◀ 5.8 Million

Celebrity Bake Off ended its 5-episode run with another massive overnight audience of 4.27million viewers – up 98% on slot average – which has since consolidated to 5.8 million viewers

◀ 5.5 Million

Across the series, the average consolidated audience was over 5.5 million viewers – the biggest series to date, and up a massive 16% on series 2 last year

1.88 Million ▶

Location Location Location hit a 2-year high last Wednesday over 1.88 million viewers, up 11% week on week and up 60% versus the slot average for ABC1 Adults



1.38 Million ▶

On Thursday at 8pm, Coronavirus: How Clean Is Your House was watched by 1.38 million viewers, up 29% versus the slot average



◀ Up 141%

Channel 4's network premiere of Bumblebee on Sunday was watched by 1.6 million viewers, up 141% versus slot average for 1634's



◀ Up 54%

Channel 4 News continues to attract very strong audiences – last week up 54% versus the same week in 2019

1.16 Million ▶

Food Unwrapped Does Chocolate on C4 Sunday at 8pm attracted 1.16 million viewers and saw an uplift of 70% versus the 16-34 slot average



▶ Up 74%

New one-off documentary, The Mum Who Got Tourette's, attracted an overnight audience of 1.4 million viewers, up 74% versus the slot average for 1634's



More than 4

4Sales strength lies in our diversity of content and audiences across our mix of channels and partner channels. Here are a few highlights from elsewhere in the portfolio;



Up 61%

Episode 16 in the current run of Young Sheldon delivered the biggest overnight audience in the series, up 61% versus the slot average



Up 10%

Made In Chelsea is experiencing a 10% increase in viewing versus the last series



Up 64%

Brooklyn Nine Nine continues its strong performance on E4, with episode 4 of the run up 6% week-on-week, delivering an 8% 16-34 share – up 64% versus the slot average

Over One Million

Batwoman is now the biggest series on E4 this year, with the first two episodes consolidating at an average audience of over 1 million viewers – up 168% versus the slot average



Up 100%

On More4, The Great British Dig was Up 89% on the slot average, with ABC1 audiences up by a remarkable 100%



Biggest Overnight

A 2-hour special of Red Dwarf: The Promised Land was watched by 983k, the biggest overnight audience within the UKTV channel portfolio since May 2016

Biggest Weekly Share

Last Week, More4 delivered its biggest weekly share of viewing for all individuals since August 2019



Biggest Share

Last week, HGTV delivered its biggest weekly 1634 share of viewing in 2020 – almost doubling week on week



3.5%

On Easter Monday, a 3.5% daily share of viewing for 1634's was Film4's biggest since Christmas Eve 2018

