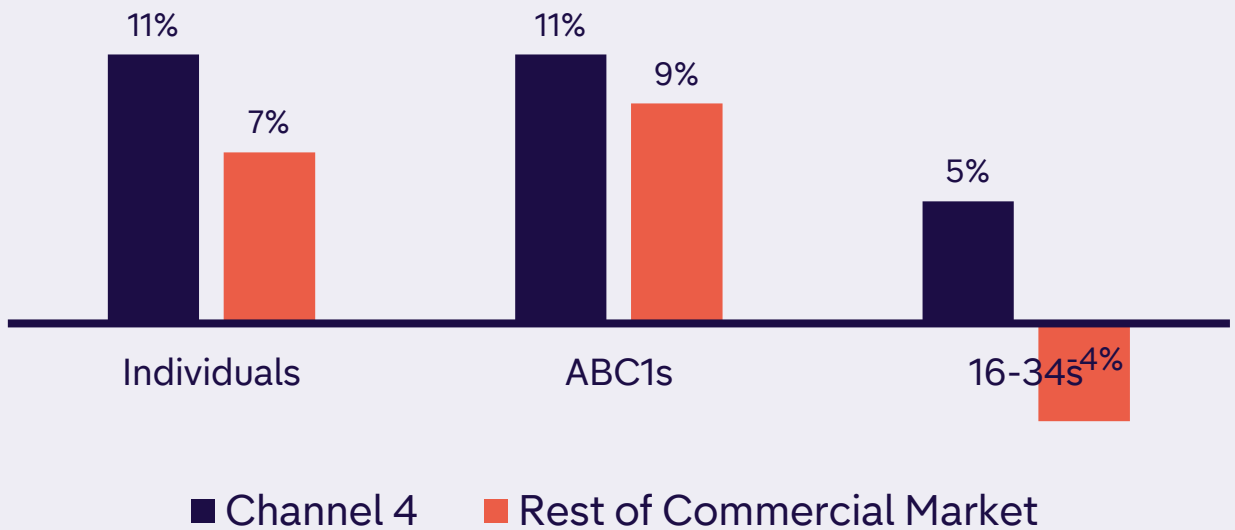


Viewing Report

Thursday 15th of October 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



Channel 4's share of young viewers has seen a year-on-year increase of 5% whereas the rest of the commercial market has seen a down turn of -4%. Currently this position is being reinforced by 3 programmes:

The 4th episode of **The Great British Bake Off** averaged 6.8 million viewers and a 34.3% share; up 21% for volume and 22% for share against Ep4 of the previous series. It is our best ever non-final ABC1 share performance, 42.8%, and our BEST EVER 1634 SHARE with 59.3%, up 19% year-on-year!

Week 5 of **Gogglebox** attracted an overnight audience of 4.35 million. Gogglebox won the 9pm slot once against all key demo's. An overnight audience of 807k 1634 Adults 2nd only to Bake Off in the week as the biggest show across all Channels for Young Adults.

Week 2 of **Married at First Sight** attracted an overnight audience of 1.445m last Tuesday at 9:15pm. A 16% 1634 share was up 23% winning the slot for Youngs!

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 59%



Gogglebox- Friday 9pm


Week 5 of Gogglebox attracted an overnight audience of 4.35 million. Gogglebox won the 9pm slot once against all key demo's. An overnight audience of 807k 1634 Adults 2nd only to Bake Off in the week as the biggest show across all Channels for Young Adults.



First Dates- Thursday 9pm

Watched by 847k which is up 20% on the slot average. A 10% 1634 share Up 9% on the slot average

Murder on the Orient Express- Sunday 8pm




Murder on the Orient Express which premiered on Sunday 4th October consolidated at 2.962 million. C4's biggest premiere since Paddington in 2016!

Married at First Sight- Tuesday 9.15 pm



Week 2 of Married at First Sight attracted an overnight audience of 1.4 million. A 16% 1634 share was up 23%, winning the slot!

999- Monday 9 pm



On Monday at 9pm week 2 of 999 was watched by 1.2 million. An 8% Share was up 8% on the slot average. A 13.4% 1634 Share was up 38%

The Great British Bake Off S11 Ep 4 - Tuesday 13th of October at 8pm



- The 4th episode of the 11th series of The Great British Bake Off averaged 6.8 million/34.3% last night; up 21% for volume and 22% for share against Ep4 of the previous series.
- The episode had a 1min peak of 7.6m / 36.2% at 9.01pm
- The 34.3% share is the fourth biggest ever on Channel 4, only behind the 2017 and 2018 finals, and last week's episode 3.
- It is our best ever non-final ABC1 share performance, with 42.8% and up 24% year-on-year!
- It is our best ever 16-34 Bake Off share, with 59.3% and up 19% year-on-year!
- There were year-on-year share gains among all key demos. The biggest share gains came from over 55s [39%] and ABC1s [24%]

Launch Episode Stats

- Week 1 Consolidated with almost 12 million viewers in total including linear repeats
- Biggest Channel 4 broadcast since 1985
- Highest rating programme for young viewers on any channel this year
- All 4 viewing up 35% compared to S10 launch
- Week 1 Consolidated at an incredible 10.839m Individuals Viewers

Extra Slice

- On Friday at 8pm Extra Slice week 3 delivered an overnight audience of 1.639 million
- Extra Slice weeks 1+2 have consolidated at 2.187m (10.66%). Up 18% and 10% Series on Series respectively

Episode 4 It our best ever 1634 Bake Off share, with 59.3% and up 19% year-on-year!



Portfolio Performance Highlights



Crocodile Dundee

- E4's highest rating show of the week was **Crocodile Dundee** on Sunday at 8pm with 360k viewers. Up 37% on the slot average. A 2% Share was up 48%.



The Great Wall

- Film4's biggest film in the last 7 days was **The Great Wall** on Monday at 9pm with 413k. Up 28% on the slot average. A 3% share was up 38%.



Grand Designs

- More4's highest rating show in the last 7 days (overnights) was **Grand Designs** on Friday at 7:55pm with 367k. Up +52% on the slot average, a 2.3% 1634 share was up 99% on the slot average.



Last of the Summer Wine

- Across the UKTV Portfolio of Channels in the last 7 days the highest rating show was **Last of the Summer Wine** on Friday at 7:20pm on Drama with 404k

All 4 Performance Highlights



24%

Up 24%

All4 continues to experience huge viewing growth – with total views last week up 24% versus the same week in 2019



19%

Up 19%

Across 2020 to date, we have seen a 19% year-on-year increase in views



Week Commencing 05.10.20 viewing figures

Views are up 9% week-on-week, Gogglebox and Made In Chelsea both up and new content Married at First Sight, Adult Material and Malcolm in the Middle boosting views

Views up 24% vs same week last year despite The Circle 2020 production being postponed

Bake Off S4 ep3 up 14% vs S3 ep3. S4 series average is up 46% vs S3

Gogglebox up 9% week-on-week, up 37% vs season 15

All Content Types up week-on-week, first run up 5%, Archive up 6%, Exclusives up 24%

All Platforms up week-on-week, big screen up 9%, up 50% same week last year

Reach up 16% vs same week last year with strong return of first run titles

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Great British Bake Off	Friday Night Dinner
Gogglebox	The Inbetweeners
Hollyoaks	Hollyoaks
Married at First Sight	Married at First Sight Aus.
Made in Chelsea	Gogglebox
Married at First Sight Aus.	Made in Chelsea
Adult Material	Shameless
Malcolm in the Middle	Celebs Go Dating
The Inbetweeners	Four in a Bed
Scrubs	Come Dine with Me