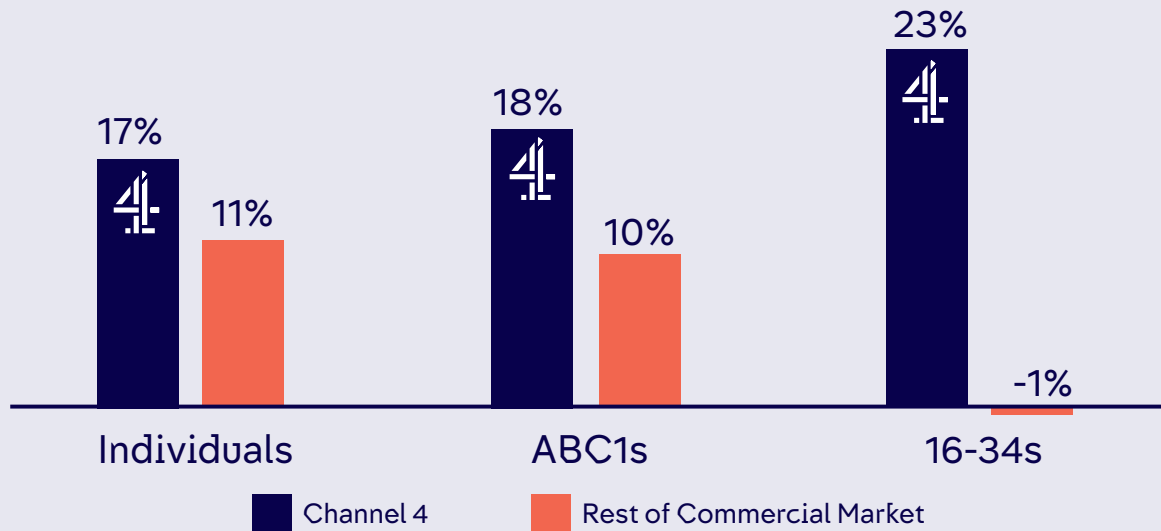


Viewing Report

Thursday 16th July 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



Week after week, we continue to see Channel 4 performance since the start of the coronavirus crisis outperforming its commercial competitors across all audiences – but particularly so when it comes to valuable younger audiences. Since the start of UK lockdown, *Channel 4 has seen 1634 audiences grow by 23% year on year*, versus a rest of commercial market which saw a decline of 1%.

This *strong performance for 1634s* is replicated throughout the schedule, with *C4 News up 81% for youngs* since the lockdown began versus last year – and in *daytime, young audiences have lifted by 58%* in the same period.

All 4 Performance Highlights



UP 42%

All4 continues to experience huge viewing growth – with total views last week up 42% versus the same week in 2019

UP 24%

Across 2020 to date, we have seen a 24% year-on-year increase in views

Channel 4 Performance Highlights



Celebrity Gogglebox – Friday 9pm

- Episode 6 last Friday delivered an overnight audience of 3.54 million viewers – for the sixth week running the show delivered the biggest volume of 1634s across any channel in the whole week!

- The first five episodes of the series have consolidated to a huge 5.22 million viewers, up 39% versus the prior series.

- 1634 Viewing to the series is up 57% in volume versus the prior series – and the 1634 share has grown an incredible 117%!



Bake Off: The Professionals Tuesday 8pm

- Episode 8 earlier this week pulled in an overnight audience of 2.1 million viewers with a 17% share of 1634s.

- Episodes 1-7 have now consolidated at a very impressive 2.73 million viewers – up 34% versus the prior series.



Devon & Cornwall Monday 8pm

- Episode 6 delivered another strong audience of 1.75 million viewers, up a massive 56% versus the slot average – and episodes 1-5 have now consolidated at 2.1 million viewers.



Paramedics: Britain's Lifesavers Monday 9pm

- This new series pulled in a strong 1.56 million viewers, up 27% on slot average.



24 Hours in A&E Tuesday 9pm

- Week 5 delivered an overnight audience of 1.78 million viewers earlier this week – up 4% versus the prior week and securing an 18% share of 1634 year olds.



Supervet – Thursday 8pm

- Week two of this series of specials pulled in 1.36 million viewers – up 22% versus the slot average.



Celebrity First Dates – Friday 10pm

- A repeat of this special for Stand Up To Cancer pulled in a respectable 1.06 million viewers, with a 20% share of 1634sviewers – up 34% versus the prior series.



Location Location Location Wednesday 8pm

- An overnight audience of 1.47 million viewers tuned in on Wednesday, up 7% on the slot average performance.

Portfolio Performance Highlights



- Week two of Married At First Sight Australia grew 4% versus the first week, peaking on Thursday with 501k viewers, up 118% on the slot average.



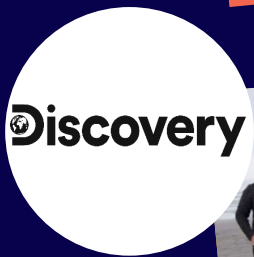
- Since Lockdown began, Film4's share between 9pm-11pm is up 19% year on year, with average volume up 25%.
- Sunday night saw The Kingsman become Film4's biggest film of the week, with an average overnight audience of 459k – up 69% versus the slot average.



- On Sunday night 999: On the Frontline was watched by 367k viewers, up 13% versus slot average.



- To date in July, across UKTV's network of 7 channels, 18 of the top 20 ratings shows have come from Drama with Last of the Summer Wine delivering the biggest audiences, peaking at 540k viewers.



- Ghost Adventures currently tops the charts for Really attracting a high of 325k viewers so far this month.