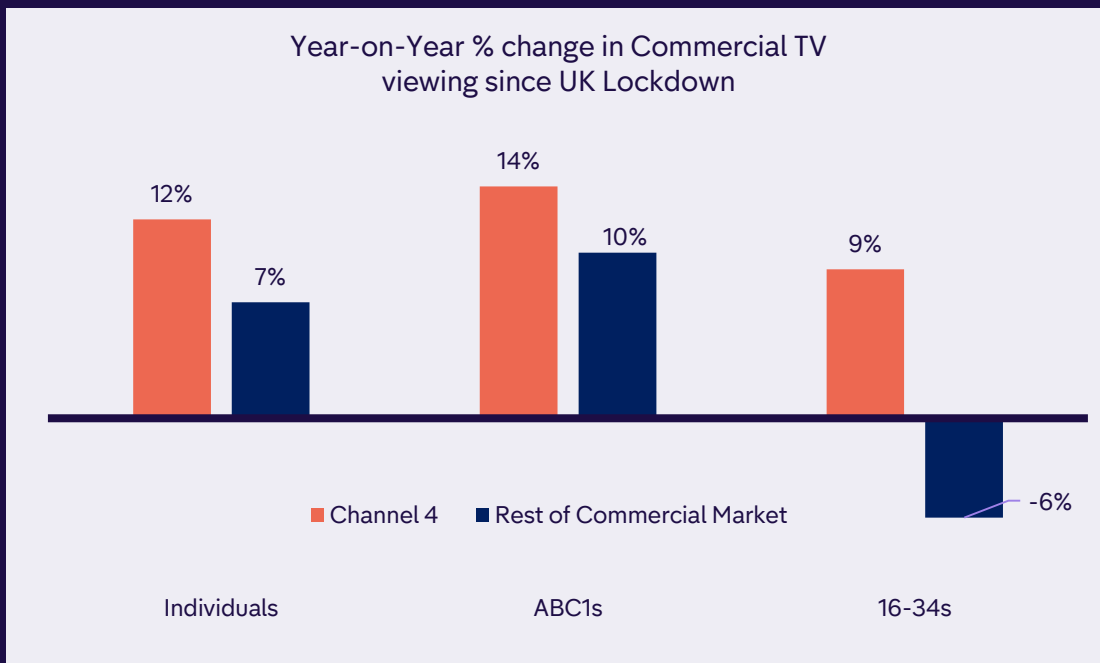


# Viewing Report

Thursday 17<sup>th</sup> December 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](mailto:4Sales@Channel4.co.uk).



Across the lockdown period Total TV Viewing year-on-year is up 8% for Individuals; 11% for ABC1s; but Down -2% 1634s. Among Commercial Channels (Exc. C4) this is 7%; 10%; and down -6% respectively. While for C4 viewing is 12%; 14%; and 9%!

How has C4 retained and attracted young viewers so well?

The **Great British Bake Off Final** consolidated with its BIGGEST ever audience of 11.454m with ABC1 Volume also hitting a new high with 7.072 million! 1634 volume came in at 2.468 million, up 5% with a mammoth 63.5% share!

**Gogglebox** week 14 was up 66% week-on-week with 4.611 million viewers. The Series 2nd Biggest Overnight Ever! With 866k 1634 Adults watching it is also the biggest show across the commercial network for 1634's in the week!

**The Last Leg** won the slot for 1634s with a 24.8% share on Friday at 10pm.

Overview

# Channel 4 Performance Highlights



## Gogglebox, Friday 9pm



- Gogglebox week 14 was up 66% week-on-week with 4.611 million viewers. **The Series 2nd Biggest Overnight Ever!**
- 2.689m ABC1 Adults and a 28.4% share however, the biggest ever for Gogglebox
- Gogglebox won the slot for volume and share across all key trading demo's
- With 866k 1634 Adults watching it is also the biggest show across the commercial network for 1634's in the week!
- Gogglebox S16 Episodes 1-14 overnight average at 4.284 million (22.5%) up 44% and 35% respectively vs S14 this time last year
- 1634 Volume and share up 57% and 44% respectively while ABC1 Adults are Up 47% and 30%



## Taskmaster, Thursday at 9pm

- On Thursday at 9pm Taskmaster week 9 was Up 13% week-on-week with 1.244 million. 1634 Volume up 96% on the slot average with a 19% share for the demographic +95% and beating ITV
- Weeks 1-8 of Taskmaster have consolidated at 2.521 million (10.43%). A 25.19% 1634 share is the biggest for a new 9pm title since Leaving Neverland in March 2019!

## The Last Leg, Friday 10pm



- The Last Leg week 8 was also up 66% week-on-week with 1.967 million viewers. The Series 2nd biggest overnight audience ever
- However, a 14.5% Ind Share was The Last Leg's biggest to date with a 17% ABC1 Share the 2nd highest
- The Last Leg won the slot for 1634's with a 24.8% Share
- The Last Leg weeks 1-8 overnight average stands at 1.657 million (11.47%). Up 36% and 28% year-on-year respectively
- Weeks 1-7 consolidated average Individual volume to the series of 1.948 million (12.16%) Up 32% and 28% year-on-year respectively

## Escape to the Chateau, Sunday 9pm



- At 9pm Escape to the Chateau week 5 with 2.369 million (13.9%) was up on the slot average by 101% and 116% respectively. A 17% ABC1 Share winning the slot!
- Week 4 consolidated at 3.440 million (17.41%). **The Series Biggest Ever Audience as it was for ABC1 and 1634 Volume and Share as well!**

# Portfolio Performance Highlights



## Hollyoaks & Made In Chelsea

- Hollyoaks aside E4's highest rating show of the week was **8 Out of 10 Cats** on Sunday at 9pm with 385k viewers. Up 38% on the slot average. A 5% 1634 Share is up 97%
- On Monday at 9pm **Made In Chelsea: The Wedding** hit a current series high with 373k viewers. Up 27% on the slot average. A 6% 1634 Share Up 45%!



## Gifted

- Film4's biggest film in the last 7 days was **Gifted** on Thursday at 9pm with 406k. Up 14% on the slot average
- Film4 has now delivered over 500k viewers on 48 occasions this year compared to 33 across the whole of 2019



## Four in a Bed

- More4's highest rating show in the last 7 days (overnights) was **Four in a Bed** on Sun at 4:50pm with 431k viewers. Up 61% on the slot average for Individuals and up 117% for 1634s!



## Bangers and Cash

- UKTV's biggest audience in the last 7 days was delivered by **Bangers & Cash** on Yesterday on Thursday at 8pm with 416k

# All 4 Performance Highlights



## Week Commencing 07.12.20 viewing figures

- **Views are up 55% vs same week last year**
- **MIC** Season 20 now the biggest Season ever behind S7
- **Inside Poundland's** first ep on All4 performed very well
- **Taskmaster** S10 has been consistent throughout with 1 ep left with Archive viewing up 35% week-on-week
- **Hollyoaks** was up 4% week-on-week and it's also the 4<sup>th</sup> biggest week on All4 since the show returned in September.
- **Exclusives**, 3 titles in the Top 10 up 132% vs same week last year

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
Gogglebox	Friday Night Dinner
Made in Chelsea	Hollyoaks
Taskmaster	The Inbetweeners
Hollyoaks	Gogglebox
The West Wing	Married at First Sight Aus.
One Tree Hill	Made in Chelsea
Malcolm in the Middle	The Great British Bake Off
Naked Attraction	Four in a Bed
The Inbetweeners	Shameless
Escape to the Chateau	Celebs Go Dating

# 55%

### Up 55%

All4 continues to experience huge viewing growth – with total views last week up 55% versus the same week in 2019

# 23%

### Up 23%

Across 2020 to date, we have seen a 23% year-on-year increase in views