

All 4 Performance Highlights



Week Commencing 08.02.21

NEW Biggest Week Ever & the 4th week running where we've broken our highest views in a week record. Up 1% on our previous best, set last week

Views are up 183% vs the same week last year. Biggest week ever for Archive and Simulcast

All content types up year-to-date, exclusives up 180% which includes box set release of It's a Sin and Cricket highlights alongside strong acquisitions (One Tree Hill/O.C.)

Married At First Sight Australia biggest week ever up 7%. Top First Run and Archive title of Wk7. Current S6 up 120% vs S5 (30ep ave, 0-2days). Biggest ep ever on Wed 10th Feb; 224% growth since ep1 of S6!

Celebs Go Dating: The Mansion, up 6% week-on-week, drew the biggest launch ep views ever for the brand. The new format's series average is up 106% vs Celebs Go Dating S8 (0-14 eps, 0-2days)

Live Test Cricket, is our most watched S'cast title. S'cast up 298% same week last year. Cricket highlights (exclusive) sitting just outside the Top 10 of the week

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
Married at First Sight Aus	Married at First Sight Aus.
CGD: The Mansion	It's A Sin
It's A Sin	CGD: The Mansion
Hollyoaks	Hollyoaks
Live Test Cricket	The Inbetweeners
First Dates	Ackley Bridge
Ackley Bridge	Gogglebox
One Tree Hill	Taskmaster
The Inbetweeners	Junior Bake Off
The O.C.	One Tree Hill

183%

Up 183%

All 4 continues to experience huge viewing growth – with total views last week up 183% versus the same week in 2020

110%

Up 110%

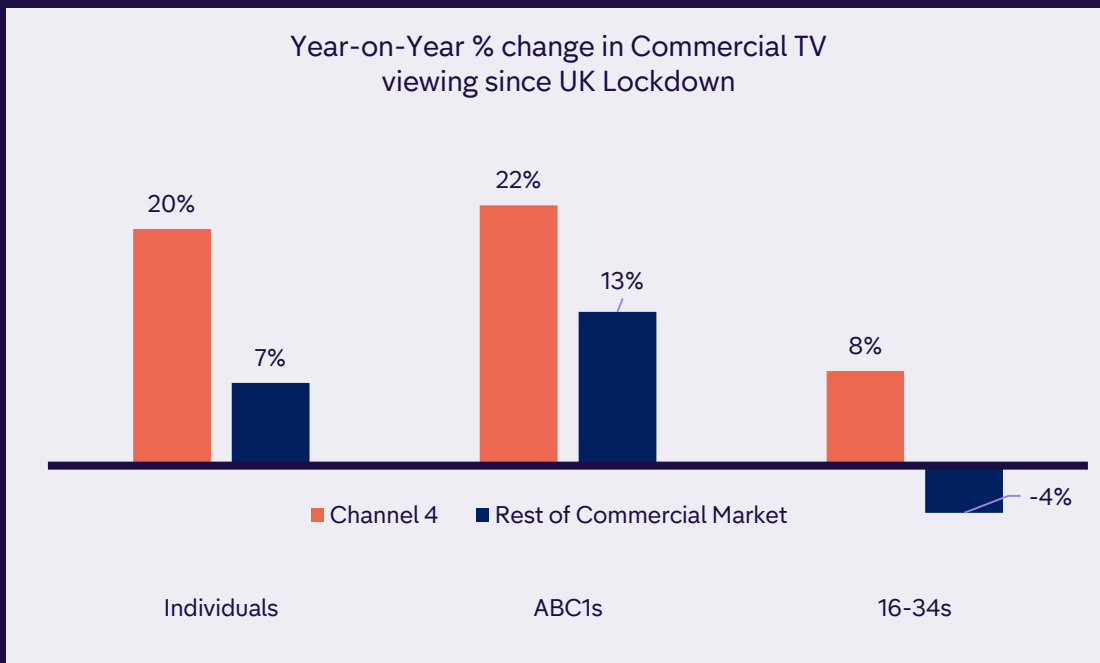
Across 2021 to date, we have seen a 110%* year-on-year increase in views

**Owned and Operated platforms*

Viewing Report

Thursday 18th February 2021

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.



Live coverage of the 2nd **Test Match Cricket** between India and England is well underway with 600k (1.5m peak) watching Day 1's coverage.

In terms of new content to C4 this year **The Great Pottery Throwdown** grew again week-on-week with a new overnight high of 2.288 million while the first 5 episodes have consolidated at 3.1m (14% Share).

The first 5 weeks of **The Great** have averaged 1.8m in consolidation with a 10% ABC1 Adult share. Original Drama **It's a Sin** is averaging 2.6m viewers and a 17% 1634 share after 3 weeks and is All 4's biggest ever instant Boxset delivering almost 6m views to date.

New factual launch **Undercover Police** on Monday at 9pm won the slot with a 16% 1634 share and **Extraordinary Escapes** with Sandi Toksvig debuted on Wed at 9pm above slot with 1.5 million viewers and a 10% ABC1 Share.

Overview

Channel 4 Performance Highlights



Linear Performance



It's a Sin

- It's a Sin week 4 at 9pm drew 1.035m and a 7% Share of ABC1 Adults
- Weeks 1-3 of It's a Sin have consolidated at 2.6m and a 17% share of 1634 Adults



Extraordinary Escapes

- Extraordinary Escapes with Sandi Toksvig launched at 9pm with 1.490m viewers (8%). Up 21% on the slot average. A 10% ABC1 share is up 32%



24 Hours in A&E

- 24 Hours in A&E week 5 drew 1.262 million viewers

First Dates: Valentines

- First Dates: Valentines at 10pm was up 5% week-on-week with 1.072m viewers. Up 52% on the slot average
- First Dates weeks 1-3 have consolidated at 1.8m and a 23% 1634 share. Last year new episodes averaged 1.5m and a 13% 1634 share



Grand Designs

- Grand Designs consolidated at 3.4m (14%) across its 5 week run. Peaking in week 5 with 3.772m. Its biggest audience since October 2012

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The Great Pottery Throwdown

- On Sunday at 8pm week 6 of Pottery Throwdown was up 4% week-on-week with a new overnight high of 2.381 million (12%). Up 72% vs slot with a 13% share of 1634's and 14% for ABC1's



Love It or List It

- Week 7 of Love It or List It on Wednesday at 8pm was up 16% week-on-week with 1.938m. Up 47% on the slot average. A 14% ABC1 share is up 59% vs the slot average,



Cats Does Countdown

- Cats Does Countdown week 5 at 9pm was Up 27% with 1.092m and a 9% 1634 Share. The biggest audience in the current run!



Jamie & Jimmy's Friday Night Feast

- Friday Night Feast continued on Friday at with 899k viewers



The Last Leg

- The Last Leg at 10pm was up 5% week-on-week with 1.530 million (11%). Up 24% on the slot average. A slot winning 22% 1634 share is up 18% vs slot.

Films



- Saturday night was movie night with **Crocodile Dundee** at 7:10pm attracting 984k viewers. Up 14% vs slot avg. for Individual Volume and +30% for 1634's
- Followed at 9pm by the premiere of **The Little Stranger** at 9pm with 801k (5%)

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Cricket – England’s Tour of India



1st Test Average

- Viewing avg. 542k (12%) peaking with 1.8m (21%) on Sun (Day 3) at 11:29
- Up +92% vs slot for Inds; +183% ABC1's; +267% Men; and +422% ABC1 Men
- C4's live coverage of the First Test reached a total of 5.8m people
- This compares to reach of 1.8m for Sky Sports 1st Test Sri Lanka v England
- All 4 has seen a combined 1.96m views across the watch live and highlights
- Days 1 to 4 of the First Test feature in the top 10 days of the last 10 years for C4 share in the 6am to 12noon slot



2nd Test Day 1

- Day 1 of the 2nd Test averaged 605k (16%) and peaked with 1.5m at 11.30am
- There was a reach of 3.2m across the 8+ hours of coverage
- The highlights on More4 averaged 51k at 1.15pm and 46k at 12.10am
- The All 4 simulcast of the live coverage had 289k views yesterday
- Ind Volume Up +326% vs slot / 1634's +97% / ABC1's +623% / Men +603%



Portfolio Performance Highlights



Married at First Sight Australia

- Week 6 of MAFS Australia set another new high averaging 947k viewers across the week, up 4% since last week
- Peaking on Tuesday with another new high of an incredible 1.022m viewers (up 267% vs the slot average)!
- Last week it was the most watched show across all Digital Channels on every weekday!
- In consolidation week 5 also set a new high averaging 1.5m viewers and a 17% 1634 Share



Hunter Killer

- Film4's biggest film of the week was network premiere of Hunter Killer on Thursday at 9pm with 485k.
- Film4 has already delivered over 800k viewers on 3 occasions this year thanks to **Kingsman 2** (1m); **Equalizer** (945k); and **Murder on the Orient Express** (822k)



Darcey Bussell's Wild Coasts of Scotland

- More4's highest rating show of last week was the launch of Darcey Bussell's Wild Coasts of Scotland on Monday at 9pm with 533k (3%). Up 131% vs the slot average



Mel Giedroyc Unforgiveable

- UKTV's biggest audience of the week was week 2 of Mel Giedroyc Unforgiveable on Tuesday at 10pm on Dave with 442k. Up 60% week-on-week from its debut with 276k