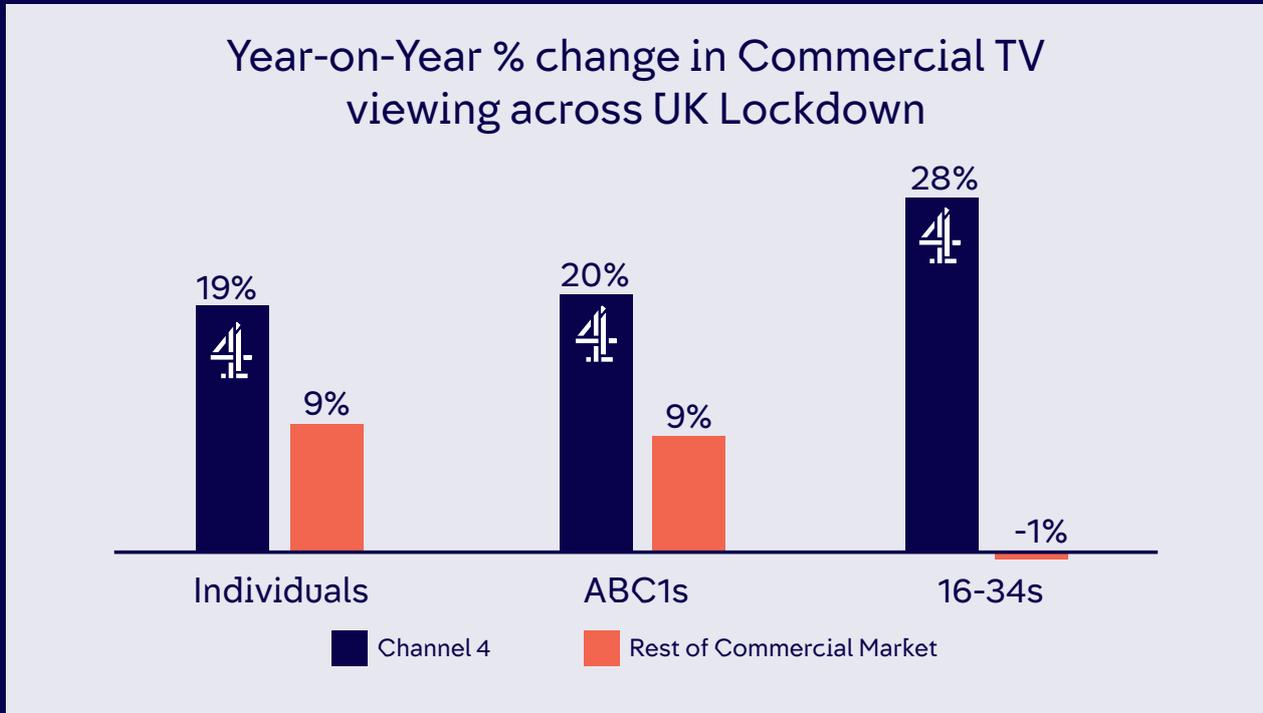


Viewing Report

Thursday 18th June 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.



Since the UK lockdown began on 16th March, TV viewing has experienced *significant growth across the board* – but *Channel 4 has been experiencing disproportional growth* compared to the rest of the market. When looking at the key 16-34 demographic, Channel 4 has *grown its young viewers across the period by 28%* - phenomenal year-on-year growth but even more so when considering the rest-of-market average declined by 1% in the same period. In daytime, Channel 4 has seen *viewing increase by 34% for all individuals* since lockdown began – and *up 58% for young audiences* over the same period, against a commercial market average of just 30%.

All 4 Performance Highlights



5%

Up 5%

All 4 continues to deliver incredible audience performances, with total views up a further 5% week on week



76%

Up 76%

When compared to the same week in 2019, last week's All 4 views were up a massive 76%



21%

Up 21%

Across 2020 to date, we have seen a 21% year-on-year increase in views



Channel 4 Performance Highlights



- The latest episode earlier this week achieved an overnight audience of 1.89 million viewers
- Episodes 1-4 have averaged 2.11 million overnight viewers, up 41% versus last series for volume and with 1634 share up 83%

Bake Off: The Professionals - Tuesday 8pm



Murder In the Outback - Sun-Weds 9pm

- This 4 night factual stripped event piece has part consolidated at 3.15 million viewers, peaking with 3.42 million watching the debut instalment

- Week two delivered an audience of 1.78 million viewers, up 61% versus the slot average for volume.
- Episode 1 has now consolidated to an audience of 2.55 million viewers – other than Bake Off formats, this is Channel 4's biggest 8pm programme of the year



Devon & Cornwall - Monday 8pm



Britain's Best Parent - Thurs 8pm



- A compilation First Dates Hotel episode delivered 1.4 million viewers and a 13% 1634 share

First Dates Hotel Thursday 9pm



Fantastical Factory of Curious Craft - Sunday 7pm

- Episode 3 last week delivered a strong audience performance, with a 12.5% share of 1634's - up 65% versus the slot average
- The series is averaging a 35% 1634 Profile, making it Channel 4's youngest profiling 8pm title since July 2016

Since the start of lockdown in early March, 1634 viewing to Channel 4 News is up 79% for volume and 70% for share



Channel 4 News Weekdays 7pm

- Episode 7 of this brilliant crafting show was up 15% week-on-week delivering 652k viewers and achieving a 9% 1634 share – up 41% versus slot average



Sex In Lockdown - Friday 10pm

- Sex in Lockdown attracted an overnight audience of 1.08million viewers, with it's 19% share of 1634 adults winning the slot across all Channels



24 Hours in A&E - Tuesday 9pm

- The show returned for a new 4 week run last week, delivering 1.78 million viewers and a 10% share of 1634's –enough to beat ITV in the slot for both Ind Volume and 1634 share



Celebrity Gogglebox - Friday 9pm

- Episode 1 has now consolidated to a huge 6.01 million viewers, the biggest ever audience for Gogglebox and it delivered a massive 51.31% share of young audiences!
- Episode 2 last Friday delivered an impressive 4.05 million viewers overnight – the biggest audience in late peak across any Channel that evening and delivering the largest 1634 volume of any show on TV last week

Portfolio Performance Highlights



Big Brother: Best Shows Ever

- This nostalgic look back kicked off on Sunday evening with 660k viewers – the biggest audience on any digital channel that day and up 159% versus the slot average



alibi

We Hunt Together

- The first 2 episodes of this UTV original drama averaged 355k viewers, peaking with 415k viewers for the launch episode

- This blockbuster pulled in 640k viewers, up 106% versus the slot average and helping Film4 be the biggest digital channel between 9 and 11pm that night



Jack Reacher: Never Go Back



The IT Crowd

- On Sunday at 9:30pm The IT Crowd delivered an overnight audience of 115k, up 157% versus the slot average, making it 4Music's 4th biggest overnight of the year



Brooklyn 99

- The series drew to a close last week, pulling in 513k viewers, up 15% week-on-week, making it the biggest overnight to this series since episode 1 in March

- Across the lockdown, Brooklyn Nine Nine has been the biggest series across all Digital Channels for 1634 Adults

REALLY

Various Programmes

- Last week Really delivered its biggest week of the year in terms of ABC1 share of viewing at 0.70%. This has been driven by programming including Dr Pimple Popper, Antiques Road Trip and The Hotel Inspector



Last of the Summer Wine

Last of the Summer Wine was watched by 549k viewers last Thursday at 7:20pm. Drama's biggest overnight audience this year