
Viewing Report

8th –14th November 2021

NARRATIVE

After the expected strong competition in the summer, portfolio performance has really got back on track with a combination of new series launches and returning favourites.

Channel 4 continues to dominate late peak on Tuesdays and Fridays for AD1634's, thanks to the strength of GBBO and Gogglebox.

In the week commencing 8th November, Channel 4 had the top 3 performing AD1634 shows across commercial TV that week.

Channel 4 has pulled in viewing figures of 6+ million on 15 occasions this year. This compares to 12 and 10 times to this point in 2020 and 2019 respectively.

NEW TITLES

George Clarke Retuned on Wednesday with a new series of Old House New Home up on slot for Individual and ABC1AD share by +12% for ABC1ADs respectively.

An average of 1.6m viewers tuned in to watch Irelands triumph over New Zealand in the Autumn Rugby Internationals. Between 14.45-1730 Channel 4 was the most watched channel across all TV for Individuals, ABC1AD's, ABC1ME and AD1634's. Viewing peaked at 2.7m at 17.10 giving C4 an audience share of 23.5% for Individuals and a massive 41% for ABC1ME.

Overview

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RETURNING/ONGOING

The six episodes of 24 Hrs In Police Custody have averaged a 21% Share of 1634's - winning the slot each time it has been on for this audience

Bake Off consolidated at 8.7m/36% across weeks 1-7. It has been the biggest show across all TV on each of the days it has been on

Gogglebox S18 has consolidated at a slot winning 4.8m/24% in weeks 1-7

Taskmaster is back on Thursdays at 9pm with a consolidated 2.3m/11% share and 770k/33% share for AD1634's across weeks 1-7. It was won the slot for AD1634's for 7 consecutive weeks

Britain's Best Woodworker; best new 8pm series on Channel 4 this year, in terms of volume, with weeks 1-3 consolidating at 1.7m

The Last Leg at 10pm on Fridays is averaging a 13% share and a slot winning 20% share of AD1634's

Close to me episode 1 consolidated at 2m viewers, up on slot by 25% for Individuals and by +22% for ABC1ADs

SPORT/FILM

Angel Has Fallen - up +21% on slot average for volume

F1 SUNDAY RACE attracted a 5% share. Won the slot for Individuals, ABC1ADs and MEN!

Overview

All 4 Performance Highlights



08.11.21 – 14.11.21

- Week 46 views were up +5% week-on-week, growth from the likes of Married at First Sight Australia with the series coming to an end, also Gogglebox saw week-on-week growth whilst we've also benefitted from the box set of Close to Me
- Views compared to the same week last year was particularly strong so the year-on-year growth is only up +2%. What's driving the slight year-on-year growth is Married at First Sight Australia
- Gogglebox saw +10% growth week-on-week with Friday's ep up +44% vs the previous weeks ep due to it being up against the football on ITV
- Despite being down week-on-week Eps 1-7 of Taskmaster S12 are up +2% vs the same eps of last series (0-7 Dyas O&O)
- Married at First Sight Australia has delivered the most weekly views since the current series started at the beginning of October

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Married at First Sight Australia
The Great British Bake Off	Hollyoaks
Hollyoaks	Married at First Sight UK
Gogglebox	Gogglebox
Made in Chelsea	Celebs Go Dating: The Mansion
Close to Me	Below Deck Mediterranean
Taskmaster	The Great British Bake Off
24 Hours in Police Custody	Made in Chelsea
Formula 1 ®	The Circle
Four in a Bed	24 Hours in Police Custody

2%

Up 2%

Total views are up 2% versus the same week in 2020

27%

Up 27%

Across 2021 to date, we have seen a 27%* year-on-year increase in views

Channel 4 Performance Highlights



The Great British Bake Off



- Week 8 of GBBO 'Free From Week' overnighted with a 30% share of Individuals. With a 59% share of AD1634's, up +196% on slot average
- Bake Off consolidated at 8.7m/36% across weeks 1-7. It has been the biggest show across all TV on each of the days it has been on!



Channel 4 Performance Highlights



08.11.21 – 14.11.21



Handmaid: Britain's Best Woodworker

- Handmaid: Britain's Best Woodworker has been a pleasing addition to the schedule, with the first three episodes up on slot. Episode 4 on Thursday was up 15% week-on-week. With ABC1AD share up +37% on slot average



Gogglebox

- Gogglebox at part consolidation is on course to again win the slot for ABC1ADs and AD1634s



Escape to the Chateau

- Episode 3 of Escape To The Chateau attracted a 10.1% share on Sunday. This was up 17% week-on-week, with Individuals and ABC1ADs up significantly on slot for share and volume



Close To Me

- Close to me episode 1 consolidated at 2m viewers, up on slot by 25% for Individuals and by +22% for ABC1ADs



Taskmaster

- Taskmaster is back on Thursdays at 9pm with a consolidated 2.3m/11% share and 770k/33% share for AD1634's across weeks 1-7. It was won the slot for AD1634's for 7 consecutive weeks

Portfolio Performance Highlights



Married at First Sight UK

- Married at First Sight Australia S8 Week 6 averaged an overnight figure of 0.6m/4% Individuals



Last Orders

- The biggest film so far in November is Last Orders with 3% share



Matt Bakers Our Farm In The Dales

- Matt Bakers Our Farm In The Dales launched on Monday the 18th October with the first three episodes consolidating with an average of over 900k viewers. It has been in the top 2 most watched digital programmes for the days it has been on, Only Married At First Sight Australia (E4)has been bigger than it!



The Brookwood Mysteries

- The Brookwood Mysteries (Drama) is the most watched programme across UKTV in October with 655k, up 94% on the slot average for volume

Portfolio Performance Highlights

UKTV Play - Week 08.11.21 – 14.11.21



- Viewing to UKTV Play was -7% week-on-week
- 7 of the top 10 programmes saw week-on-week declines
- Qi XL saw 28% week-on-week growth
- New to the service Comedians Giving Lectures came in at No31
- Doctor Foster grew 26% week-on-week

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Bad Girls	Classic Eastenders
Classic Eastenders	Taskmaster
Would I Lie to You	Bad Girls
Hornby: A Model World	Birds Of A Feather
Birds Of A Feather	Would I Lie To You?
Taskmaster	Last Of The Summer Wine
Last Of The Summer Wine	Bangers And Cash
New Tricks	Classic Casualty
Classic Casualty	The Brokenwood Mysteries