

Viewing Report

Thursday 19th August 2021

NARRATIVE

- Post Olympics viewing saw a boost all round as our own Paralympics content began in earnest with **both Jonny's Blade Camp** and **Michael Johnson Meets** launching
- An important week for new launches with true crime drama **Deceit** making its debut on C4 and All 4
- While Guy Martin also returned on Monday with a 90 minute Special, **The World's Fastest Electric Car?**

NEW TITLES

- On Monday at 9pm 90 minute one-off **Guy Martin: World's Fastest Electric Car?** delivered +150% vs the slot average for Share among Men
- **Jonnie's Blade Camp** debuted in the Tue 10pm slot with a 7% 1634 Share
- While new true crime drama **Deceit** launched on Friday at 9pm with a strong Upmarket Share and Profile
- Weeks 1-3 of **George Clarke's Remarkable Renovations** continues to consolidate as our biggest new non-scripted title in the 9pm slot this year
- Week 2 of **Secret World of...**this week looked at Crisps after week 1 and Chocolate part consolidated at almost 1.5m and an 11% ABC1 Share

RETURNING/ONGOING

- After 7 consolidated weeks **The Handmaid's Tale** S4 continues to deliver double digit Share growth vs S3 across Individuals, ABC1's and 1634's
- **Secret Life of the Zoo** returned with a 10% 1634 Share on Tuesday at 8pm
- While **24 Hours in A&E** was Up week-on-week on Tuesday at 9pm
- On Thursday at 9pm week 1 of Series 2 of **I Am...Victoria** consolidated at over 2m viewers

DIGITAL

- **Rick & Morty** went out on a high with week 8 delivering an overnight 11% 1634 Share on Monday. Up +210% vs slot!
- Exploring Northern Ireland with Siobhan McSweeney premiered on More4 on Thursday at 9pm Up +66% vs slot for ABC1 Share
- Last Thursday on Film4 at 9pm **Kingsman** delivered a 6% 1634 Share. The 4th biggest at 9pm this year
- **Secrets of the London Underground** on Yesterday now UKTV's 2nd biggest new title this year

Overview

All 4 Performance Highlights



Week 09.08.21 – 15.08.21

- Views are up +1% week-on-week
- Views compared to the same week last year is up +9%, helped by strong First Run content with **Hollyoaks**, **Below Deck** and **Rick & Morty**
- **The Handmaid's Tale** has now made it into 10th place in the Top 10 Year-to-date and should continue to rise up the ranks as the weeks go by
- **Deceit** has done well, making it into 6th place in the Top 10 week-on-week with only 0-2 Days worth of Owned & Operated views
- **Rick & Morty** is looking to have its biggest series on All 4 with it currently up +2% vs the last series (0-6 Days O&O)

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Hollyoaks	Married at First Sight Australia
The Handmaid's Tale	Hollyoaks
Below Deck Mediterranean	Celebs Go Dating: The Mansion
Rick and Morty	Gogglebox
I Am...	Below Deck Mediterranean
Deceit	The Circle
This Way Up	It's A Sin
George Clarke's Remarkable Renovations	Made in Chelsea
Come Dine with Me	The Handmaid's Tale
Guy Martin: The World's Fastest Electric Car?	24 Hours in Police Custody

24%

Up 24%

Total views are up 24% versus the same week in 2020

29%

Up 29%

Across 2021 to date, we have seen a 29%* year-on-year increase in views

Channel 4 Performance Highlights



Linear TV



Deceit

- At 9pm new original true crime drama (and Instant Boxset) Deceit launched with a part consolidated 1.6m/8% Individuals and a 9% Share of ABC1 Ads



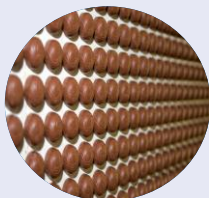
Gogglebox Best Of

- The 2 Gogglebox compilations which aired across the last 2 Fridays in the 9pm slot averaged 2.7m/14%



George Clarke's Remarkable Renovations

- At 9pm on Wednesday weeks 1-3 of new series George Clarke's Remarkable Renovations consolidated at 2m/11% Individuals. With a 13% share of ABC1 Ads
- Our highest rating new 9pm non-scripted Series this year



The Secret World of Chocolate

- On Sunday at 8pm The Secret World of Chocolate part consolidated at 1.5m/9% Individuals with an 11% ABC1 Share



The Late-ish Show with Mo Gilligan

- Series 2 weeks 1-3 of The Late-ish Show with Mo Gilligan delivered a consolidated 640k/5% Individuals in the 10pm slot and a 10% 1634 Share

Channel 4 Performance Highlights



I Am Victoria

- At 9pm on Thursday the second Series of BAFTA nominated drama I Am (Victoria) returned with a consolidated 2m/11% in week 1
- With a 13% ABC1 Adult Share and 14% among ABC1 Women. The Series Biggest Audience to date!



Secret Life of the Zoo

- At 8pm on Tuesday Instant Boxset Secret Life of the Zoo returned for a 6 week run with a part consolidated 1.2m/9% Individuals and a 10% 1634 Share



Guy Martin: World's Fastest Electric Car

- One-off 90 minute Special Guy Martin: World's Fastest Electric Car attracted a part consolidated 2m/10% on Monday at 9pm. Up 57% and 60% vs slot average respectively

The Handmaid's Tale



- Weeks 1-7 of Season 4 of The Handmaid's Tale have consolidated at 1.9m/8%. To date delivering Share growth vs S3 of +11% Individuals; +14% ABC1; +10% 1634's
- A 19% 1634 Share in week the Series 2nd Biggest ever and only beaten by S1 week 1 back in 2017!

Portfolio Performance Highlights



Rick and Morty

- The first 7 episodes of Rick & Morty S5 have averaged 599k/4% in consolidation in the Monday 10pm slot. With a 17% 1634 Share Up 300% vs the slot average! Hitting a new high in week 7 with a 22% 1634 Share!



Film4

- Film4 has already delivered over 800k viewers on 3 occasions this year thanks to Kingsman 2 (1m); Equalizer (945k); and Orient Express (822k). Compared to once in the same period last year



The Great British Home Restoration

- Weeks 1+2 of new original Series Great British Home Restoration consolidated at 433k/2%. More4's 4th biggest new launch this year with a 2% ABC1 Share +120% vs slot



Secrets of the London Underground

- The Biggest Original title is Yesterday's Secrets of the London Underground, weeks 1-3 averaged 550k/3%. UKTV's 5th biggest series this year!

Portfolio Performance Highlights

UKTV Play - Week 09.08.21 – 15.08.21

- Viewing to UKTV Play was up +12% on the week
- At channel level - viewing to Drama was up +13% on the week, Yesterday up +9% and viewing to Dave up +8% on the week.
- Series 2 of **Bad Girls** was added to the service as a box-set, helping the title to grow +124% on the week
- **Secrets Of The London Underground** continues to grow with new episodes weekly +23% week-on-week
- **Abandoned Engineering** series 8 also continued with growth of +8% on the week
- **Peak Practice** was up +53%
- **Bangers and Cash** was up +17%



TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Bad Girls	Classic Eastenders
Classic Eastenders	The Bill: The Early Years
Birds Of A Feather	Taskmaster
Secrets Of The London Underground	Birds Of A Feather
Taskmaster	Last Of The Summer Wine
Would I Lie To You?	Would I Lie To You?
Last Of The Summer Wine	Bangers And Cash
Alan Davies: As Yet Untitled	Classic Casualty
Classic Casualty	Meet The Richardsons