

# Viewing Report

Thursday 19th March 2020

With increasingly large swathes of the population working from home, we are experiencing surges in viewing across our network of channels and VOD services. This new report aims to keep you updated with key statistics which illustrate these changes in viewing patterns.

The unusual circumstances will also have a visible impact on our broadcast schedules, which will be subject to numerous changes over the coming weeks. Our operational teams are working hard behind the scenes to dynamically identify and enact these changes and are striving to minimise any impact to our viewers and advertising customers. Please bear with us as we implement these amends, but if you need any specific information or guidance, please contact your usual 4Sales representative, or alternatively contact [4Sales@Channel4.co.uk](mailto:4Sales@Channel4.co.uk).

Thank you for continuing to support Channel 4 as we keep the nation informed and entertained across this difficult time.

## Keeping Viewers Informed

Our news and current affairs team have been working exceptionally hard to keep viewers well informed around the development of the Coronavirus.



**1.7m viewers**

viewers tuned into Channel 4 News on Monday, its highest overnight audience since 2012



**viewing up 44%**

So far this week average viewing to C4 News at 7pm up 44% versus last week, averaging 1.392million viewers



**35% increase**

of ABC1 viewing of our news broadcasts last week; and a further +11% this week



**109% growth**

1634's viewing of our news broadcasts grew by +17% WoW last week and an incredible +109% so far this week

## Growth in Daytime Viewing

Viewing to our channels through the daytime has increased as more people work from home or isolate.



**20% growth**

Last week, viewing to weekday afternoons grew by a fifth

**1m viewers**

last week to Four in a Bed, its biggest audience since March 2018



**Countdown hits new highs**

On Tuesday this week, Countdown achieved its largest overnight audience in over 2 years



**765k**

weekly audience (its biggest of the year) for A New Life in the Sun

# Entertaining the Nation

We are experiencing strong volume audiences seeking out positive and feel good titles across the 4Sales schedule.

## 4.156m viewers

is the current average consolidated viewers each week for Gogglebox, which is up +12% on 2019. Earlier in March, the third episode in the current series was watched by 4.524m viewers, the programmes largest audience since Nov 2017



## Up YOY

Hollyoaks continues to be up year-on-year for both individuals and 1634's and is the ONLY Soap across all TV to achieve growth



## 4.863m viewers

Last weeks series opener of Celebrity Bake off experienced consolidated viewing up 3% on 2019 making it our biggest show of 2020 so far. Episode 2 aired on Tuesday evening this week, drawing in an overnight audience of 3.4million - its highest for two years



## Up 24%

Last nights episode of The Undateables drew in over 1.4million viewers and a 19% share of 1634 audiences - the biggest since 2018



## Strong Partner Performances

Across our partner UKTV network, we are seeing viewers return to trusted content and familiar programming.



## UKTV's biggest show

since Taskmaster in Nov 2019 is now Meet the Richardsons on Dave



## 20% growth

for week-on-week viewing last weekend, delivered by UKTV's 7 Channels - driven by strong performances on GOLD, Dave and Drama

## Digital Viewing On the Up

Our audiences are increasing their usage of All4 over this period, with viewing up nearly 10% Week on Week last week with 9 of the Top 10 Shows increasing week-on-week.



## 43% growth

week-on-week for archive episodes of Friday Night Dinner. We anticipate this growth to continue in the build up to the new series, launching soon on Channel 4

## +80%

growth for this seasons Gogglebox launch vs. the launch episode last year. It has been gradually growing for the last 4 seasons



## +10% growth

on archive viewing, the biggest growth on the same week last year