

Viewing Report

Wednesday 1st April 2020

Welcome to this weeks' viewing report from 4Sales. In this edition, we reflect on viewing figures from last week – the first full week of the UK lockdown, complete with millions juggling WFH and home-schooling their children – plus a few highlights from this week so far as well.

Continued Growth in TV Viewing

We continue to see large growth in TV viewing, driven partly by circumstance – more people spending more time in their homes – and partly by viewers seeking out trusted sources of information or seeking escapism in our entertainment content.

Last week was phenomenal. Total TV viewing across all commercial channels in the UK increased 20% for individuals, versus the same week in 2019 – remarkable growth which was reflected in Channel 4's increase over the same period of **18%**.

Surge in Young Viewers

The biggest increases in viewing have come from the hard-to-reach 16-34 year old audiences. After numerous years of small declines in linear viewing from this demographic, commercial TV has experienced these young viewers returning in droves, with viewing up 20% versus the same week in 2019.

And as the youngest-skewing PSB, Channel 4 has experienced the largest growth in young viewing, with last week up a massive **38%** versus the same week in 2019.

We've selected some viewing performance highlights in this document – but if you need any specific information or guidance, please contact your usual 4Sales representative, or alternatively contact 4Sales@Channel4.co.uk.

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

Young Viewers Driving Portfolio Growth

As the youngest-skewing PSB in the UK, Channel 4 is seeing the largest growth in young viewers, last week up 38% year on year, versus a commercial market average of 20%. Plus, Channel 4 currently has 3 of the top 5 programmes for 1634s across all the commercial broadcasters in March, with Gogglebox, Friday Night Dinner and Celebrity Bake Off all making an appearance.

Up 86%

The Undateables experienced an uplift of 86% vs the slot average for Young Adult audiences



E4 #1 for Youngs

Thanks to several strong launches, throughout March E4 is the No. 1 digital channel for 1634's and No. 3 among all commercial channels



15% share

Brand new animated comedy Duncanville debuted on Friday night, delivering an audience up 9% versus the slot average and with a 15% share of 1634 audience



Biggest Comedy

Cult Comedy Friday Night Dinner returned last week, delivering the largest youngs share for any comedy from any of the commercial broadcasters over the last decade!

All 4 Viewing Rising Sharply

Despite the launch of new streaming services in the UK last week, we've seen no sign of the growth in viewing on All 4 slowing down.



Biggest Day Ever

Last Saturday saw the platform deliver its biggest day ever, with views up 10% versus the previous highest day in 2019



Biggest Week Ever

Last week, viewing was up over 34% year-on-year and became the biggest week ever for All4



Comedy Driving Viewing

Whilst we've seen viewing increase across the board, the biggest gains have been seen in comedy programmes – including Friday Night Dinner, The Inbetweeners and The Simpsons

Up 55%

All 4's vast archive of content has seen large increases in demand, with views up 55% last week, versus the same week last year

Putting a Smile on the Nations face

Our primetime entertainment formats across the week are providing welcome relief for audiences seeking escapism from the reality of the world today.



Biggest ever

Friday Night Dinner put a smile on audiences faces, pulling in 2.4million viewers – its biggest overnight audience ever. At time of publication, the episode has consolidated at over 3.6 million viewers



4.4 Million

Celebrity Bake Off served up another slice of fun on Tuesday, with over 4.4 Million viewers tuning in – it's biggest ever overnight audience for the programme, up 9% versus last week, and up a huge 108% versus the slot the 2019 series average

Up 278%

This series opener was up 90% for 1634s versus the series 5 launch episode, and its audience was 278% above the slot average for young audiences!

39.6%

The episode pulled in an impressive 39.6% share of young viewers

5.1 Million

Last week's episode has now consolidated to over 5.1 million viewers

Up 39%

Despite the royals being bumped off the main news agenda, our comedy series The Windsors saw viewing increase 39% week on week



Series High

Friday Night's Gogglebox was up a further 11% week on week, pulling an overnight audience up 70% on the slot average



Up 89%

Kirstie and Phil returned with Location Location Location, pulling in an 89% rise in 16-34 audiences versus the slot average

4.9 Million

At time of publication, the episode has part-consolidated to an audience of over 4.9 million, its best performance since 2016

Up 21%

Across the whole series, Gogglebox has experienced overnight audiences up an average of 21% versus all episodes in 2019

Trusted to Inform and Educate the Nation

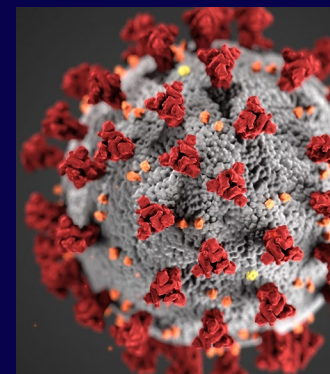
TV has long been considered as the most trusted source of news by viewers, and we continue to see massive appetite for news and current affairs programming across the Channel 4 schedule.

1.2 Million

Across last week, Channel 4 News' nightly bulletins pulled in an average audience of over 1.21 million – up a massive 59% versus the same week in 2019

Up 104%

Like the rest of our portfolio, the largest gains were amongst young viewers, with the bulletins experiencing a 104% uplift in viewing from 16-34 year olds, versus the same week in 2019



Biggest Documentary

At 8pm on Friday, Coronavirus: How Can You Avoid It? delivered Channel 4's biggest audience to a single documentary this year with over 1.7 million viewers – up 76% versus slot average audiences

Entertaining Viewers Throughout the Daytime

With increased audiences furloughed or working / schooling from home, TV content is providing a source of entertainment across the day, and we're experiencing huge growth in daytime viewing figures as a result.

Up 104%

Viewing to Channel 4 weekday daytimes was up last week by 39% for individuals, and over 104% up for 16-34 audiences, versus the same week in 2019



Up 36%

Brand new Jamie Oliver show Keep Cooking and Carry On started last week, outperforming the slot average by 36% for ABC1 audiences in its daytime slot, and pulling in over a million viewers in its late peak repeat slots. So far this week, overnight audiences have been up 48% versus last week



Up 85%

Escape to the Chateau DIY launched last week in a 4pm daytime slot. It increased its audience throughout the week, peaking on Friday with viewing up versus the slot average by 64% for Individuals and 85% for ABC1 audiences

Up 79%

The Steph Show launched on Monday this week, live from Stephs front room! Its growing its audience across the week, but has outperformed the slot average by 79% for ABC1 audiences



6 Year High

Countdown hit a 6-year high on Monday this week, reaching over 660k viewers, its highest since December 2014

More than 4 – Growth Across 4 Sales

The growth in viewing is not just limited to our core channel – we're seeing increased across the breadth of the portfolio



14% Share

Series 7 of Brooklyn 99 launched on E4 last Thursday, pulling in 12% more audience than the series 6 debut, and securing a 14% share of 16-34 audiences – beating Channel 4, ITV and BBC on young's share

Up 40%

At time of publication, Really's Blended SOCI in March is up almost 40% versus the 2019



E4's Biggest launch

Batwoman debuted on Sunday, delivering E4's biggest late peak overnight since May 2019 and E4's biggest launch since March 2018



E4's Biggest Film

With 650k viewers, Independence Day on Sunday is the Channel's biggest film since March 2018

Biggest SOCI

On UKTV, driven by original comedy Sandylands, GOLD's highest rating show of the year, the Channel is on target to deliver its biggest Adult SOCI (December aside) since Sept 2017