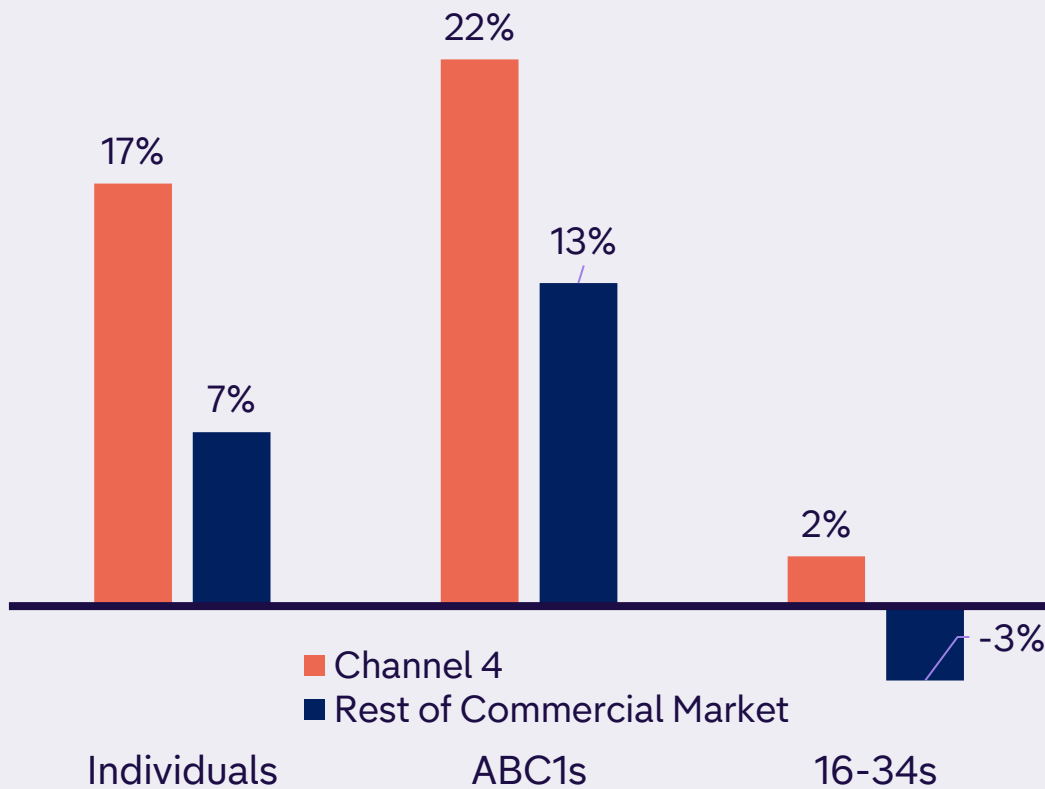


Viewing Report

Thursday 1st April 2021

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.

Year-on-Year % change in Commercial TV viewing since UK Lockdown



Overview

All 4 Performance Highlights



Week 22.03.21 – 28.03.21

- **Married at First Sight Australia** continues to draw the most views in the week with an expected week-on-week drop since ending 1st March
- Views are up 42% vs week 13 of 2020 where **Friday Night Dinner** topped the charts
- **Married at First Sight Australia** All 4's top show year-to-date, makes up 17% of total views to date. The show is 31% bigger than our most watched title of 2020 (**Friday Night Dinner**)
- **The Circle**, our top First Run and S'cast title, up 7% week-on-week. Up 7% S2 (0-2day 16ep ave)
- **Gogglebox** S17 flat week-on-week. Up 43% on S16 (0-2 days, 5ep ave)
- **Taskmaster** up 12% week-on-week flat vs S10 of 2020 (0-2 day 2ep ave)
- **Below Deck** has consistent week-on-week growth, up +9% week-on-week with S2 up 8% on S1
- **24 hours in Police Custody**, the 3rd biggest episode for the brand (0-5days)

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Married at First Sight Australia
The Circle	It's A Sin
Gogglebox	Celebs Go Dating: The Mansion
Hollyoaks	Hollyoaks
Taskmaster	Gogglebox
Celebrity Bake Off SU2C	The Inbetweeners
Below Deck Mediterranean	The Circle
First Dates Hotel	Taskmaster
24 Hours in Police Custody	First Dates
The Inbetweeners	One Tree Hill

42%

Up 42%

All 4 continues to experience huge viewing growth – with total views last week up 42% versus the same week in 2020

90%

Up 90%

Across 2021 to date, we have seen a 90%* year-on-year increase in views

*Owned & Operated and Sky up to most recent data load 07/03/21

Channel 4 Performance Highlights



Linear Performance Highlights from W/C 22nd March 2021



The Great Celebrity Bake Off for SU2C

- Celeb Bake Off week 3 aired last Tuesday at 8pm with 3.411m (17%). Up 18% on the slot for Individual Volume and 9% share.



Gogglebox

- Gogglebox Series 17 episode 5 at 9pm was up 5% week-on-week with 4.371m (21%). Winning the slot for 1634 Volume (802k) and share (34.6%)
- Weeks 1-4 of Gogglebox have consolidated at 6.2m (27%) with a 30% share of ABC1's and 45% for 1634's



The Circle

- The Circle at 10pm was Up 15% week-on-week with 880k viewers. An 18% 1634 share the biggest among all Commercial Channels in the slot



The Dog House

- At 8pm The Dog House week 3 was Up 13% week-on-week with 1.434m (7%). Its biggest ever overnight audience for Inds/ABC1's!



Grayson's Art Club

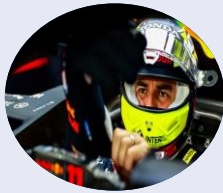
- Grayson's Art Club week 5 on Friday at 8pm was up 4% week-on-week with 903k viewers. A 6% ABC1 share and a 67% upmarket profile

Channel 4 Performance Highlights



The Great Pottery Throwdown

- Pottery Throwdown fully consolidated at 3.2m (14%). With a 17% ABC1 share and 14% 1634. All 10 episodes delivered over 3m viewers peaking in week 10 with 3.702m!



F1

- On Sunday Highlights of the F1 Race from Bahrain delivered 1.381m viewers (8%)!



Taskmaster

- At 9pm week 2 Taskmaster drew 1.261m. A 17% 1634 share is up 45% on the slot average for 16-34s
- Week 1 of Taskmaster consolidated at 2.915m (13%). The Series 3rd biggest audience to date and 2nd biggest share!



Jamie: Keep Cooking Family Favourites

- On Monday at 8:30pm Jamie: Keep Cooking Family Favourites attracted an overnight audience of 972k. Up 22% week-on-week with a 7% share of 1634's. Up 3% on the slot average



First Dates Hotel

- The First Dates Hotel S6 returned at 9pm on Wednesday with a respectable 1.320m



Passengers

- Saturday night was movie night with Sci-fi **Passengers** at 9pm delivering 693k viewers

Portfolio Performance Highlights



Teen First Dates

- Teen First Dates weeks 1-3 have consolidated at 575k viewers and a 9% 1634 share. Peaking in week 1 with 901k (19%)



The Equalizer

- Film4's biggest film of the week was The Equalizer with 506k on Sunday at 9pm



Four in a Bed

- More4's highest rating show of last week was 24 Hours in A&E on Saturday at 10pm with 351k viewers



The Last of the Summer Wine

- UKTV's biggest audience of the week was Summer Wine on Monday at 7:20pm with 499k viewers. The most watched show across all Digital Channels on the day!

Portfolio Performance Highlights

UKTV Play



Week 22.03.21 – 28.03.21

- UKTV Play performance remain steady on the previous week and up 16% on the same week last year
- **Yesterday** +4% week-on-week, the top 6 titles on the channel all showing significant week-on-week growth
- **Meet the Richardsons** and **Room 101** on **Dave** both up 47% week-on-week
- New on **Drama** last week delivering 3% of views was **The Murder Room**

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill: The Early Years	The Bill: The Early Years
Classic Eastenders	Classic Eastenders
The Bill	The Bill
Taskmaster	Taskmaster
Bangers And Cash	Would I Lie to You
Last of the Summer Wine	Bangers And Cash
Would I Lie to You	Last of the Summer Wine
Birds Of A Feather	Birds Of A Feather
The Heart Guy	Hypothetical
Hypothetical	Abandoned Engineering