
Viewing Report

Thursday 1st July 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.

Scale

- Year-to-date Channel 4 has delivered **over 6m** viewers **6 times** (2 last year); and **5m viewers** on **19 occasions** (14 last year)

Share

- Year-to-date Channel 4's late peak (2000-2300) **share of 1634's** at 12.22% is up an impressive **+12%** year-on-year Vs Commercial TV (exc. C4) as a whole which is Down -1% year-on-year
- Last week **C4 won late peak for 1634's** on Friday with a 20% share thanks to slot winning performances from Celeb Gogglebox (34%) and The Last Leg (19%)

Overview

All 4 Performance Highlights



Week 21.06.21 – 27.06.21

- **Views**, +8% week-on-week, with the Euros on BBC and ITV All 4 has benefitted with more people using the platform to catch up on shows they've missed
- Views in comparison to the **same week last year** are up +14%, this is due to the likes of *The Handmaid's Tale's* strong performance and us having more *Hollyoaks* eps at this point than last year
- *The Handmaid's Tale* remains in the number one spot with S1-3 boxset and the new eps of S4 helping the show deliver over 2M+ views
- *Rick & Morty* enters the Top 10 with the launch of series 5
- *Celeb Gogglebox* sees growth for another consecutive week, up +18%
- **All Content Types are up** year-on-year with the exception of Archive, due to strong performance of *Friday Night Dinner*, *The Inbetweeners* and *Shameless* this time last year

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
The Handmaid's Tale (Boxset)	Married at First Sight Australia
Hollyoaks (First Run Catch Up)	Hollyoaks
Celebrity Gogglebox (First Run Catch Up)	Celebs Go Dating: The Mansion
The Handmaid's Tale (First Run Catch Up)	Gogglebox
Before We Die (First Run Catch Up)	The Circle
Rick and Morty (First Run Catch Up)	It's A Sin (First Run Catch Up)
Bake Off: The Professionals (First Run Catch Up)	It's A Sin (Not Tx'd)
Made in Chelsea (First Run Catch Up)	Made in Chelsea
Formula 1 (First Run Catch Up)	Below Deck Mediterranean
999: What's Your Emergency? (First Run Catch Up)	24 Hours in Police Custody

14%

Up 14%

Total views are up 14% versus the same week in 2020

36%

Up 36%

Across 2021 to date, we have seen a 36%* year-on-year increase in views

Channel 4 Performance Highlights



Linear TV



Bake Off: The Professionals

- Weeks 1-4 of Bake Off: The Professionals S4 in its Tuesday 8pm slot have consolidated at 2.5m/14%. Up +4% vs S3. A 17% ABC1 share is up 2% with a 17% share of 1634's



Celebrity Gogglebox

- Weeks 1-3 have consolidated at 4.8m/24% Individuals. A 25% ABC1 share and a 37% 1634 share. Individual volume was down -13% vs S2



999 What's Your Emergency?

- In the 9pm slot on Tuesdays Weeks 1 & 2 of 999: What's Your Emergency? have averaged 1.5m/8% Individuals in consolidation with a 9% 1634 share



Before We Die

- Weeks 1-4 of original drama and Instant Boxset Before We Die have consolidated at 1.9m/9% in the Wednesday 9pm slot. Peaking in week 1 with 2.8m/12%



In the Footsteps of Killers

- Weeks 1+2 of new factual crime doc In the Footsteps of Killers have consolidated at 1.3m/10% in the 10pm slot. Only Carry on Glamping bigger at 10pm this year for new Series

Channel 4 Performance Highlights



24 Hours in A&E

- Weeks 1-3 have consolidated at 1.6m/8% Individuals with a 9% 1634 share



We Are Lady Parts

- Weeks 1-5 of the Instant Boxset original comedy We Are Lady Parts have averaged 429k/3% Individuals. With a 6% Share of BAME audiences
- The Series represents the 2nd highest profiling title among BAME audiences in late peak this year. Only beaten by an instalment of Dispatches



The Last Leg

- Weeks 1-3 in consolidation 1.6m/13% Individuals with an 18% 1634 share (with a 21% Share in week 2)



SAS: Who Dares Win

- SAS: Who Dares Win Series 6 consolidated at 2.2m/11% Individuals. Up +11% for Individual share vs S5. An 11% ABC1 share is up 10%. A 23% 1634 share is up 35% vs S5



The Handmaid's Tale

- Handmaid's week 1 is part consolidated at 1.8m/10%

Portfolio Performance Highlights



Made in Chelsea

- MIC S21 fully consolidated at 573k/3% across its 12 week run. Individual share is up +2% vs S20 with an 8% 1634 Share up +3%. A 14% 1634 share in week 11 the biggest since 2014



Never Go Back & Hancock

- 2 of the Top 5, 9pm films this year for 1634 share have aired in June with Jack Reacher: Never Go Back (6%) and Hancock (5%)
- 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 last year



Car SOS & Most Beautiful Landscapes

- Car SOS (280k/2%) and Most Beautiful Landscapes (267k/1%) are More4's 2 highest rating Originals this month



Smother

- Weeks 1+2 (episodes 1-4) of new drama Smother on Alibi have consolidated at 294k/2%

Portfolio Performance Highlights

UKTV Play - Week 21.06.21 – 27.05.21



- **Milestone! The service hit 5m registered users**
- UKTV Play views +4% week-on-week
- All channels saw increases week-on-week Dave +2%, Drama +4% and Yesterday +9%
- **A Place To Call Home** has come back into the linear schedule & was driven up 18% week-on-week
- **Would I Lie to You** +6% week-on-week
- **Qi XL** + 13% week-on-week
- **World At War** +17% week-on-week

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Birds Of A Feather	Taskmaster
Taskmaster	Bangers And Cash
Last Of The Summer Wine	Last Of The Summer Wine
Would I Lie To You?	Birds Of A Feather
Classic Casualty	Would I Lie To You?
A Place To Call Home	Meet The Richardsons
Classic Holby City	Classic Casualty
Happy Valley	Hypothetical