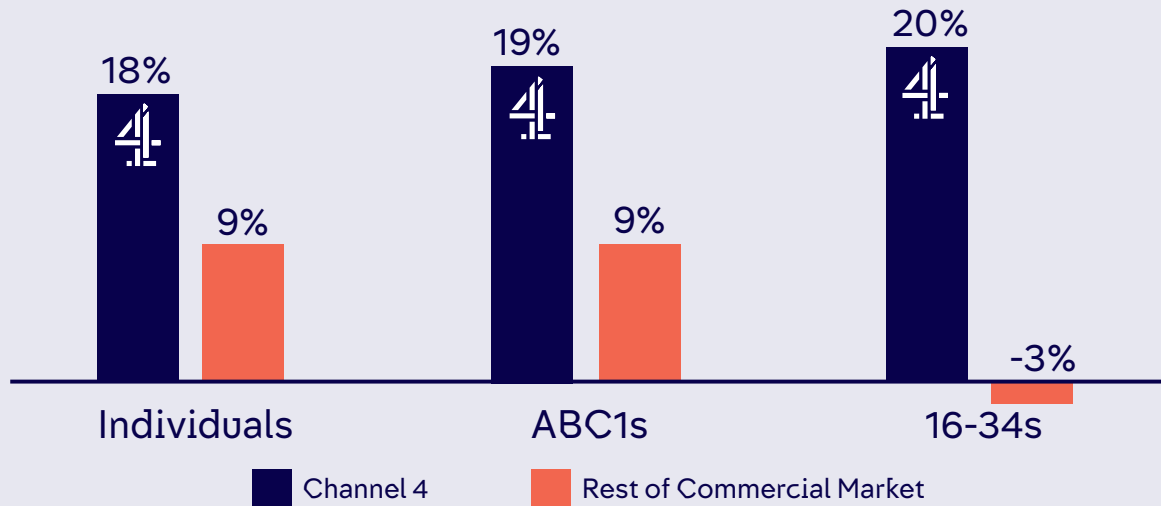


Viewing Report

Thursday 20th August 2020

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 across UK Lockdown



Across the Lockdown period C4 have seen *significantly greater increases in its share of 1634 viewers* than the rest of the commercial channels. C4 daytime has seen a *24% uplift in 1634 viewers* VS total commercial TV. An especially strong week for 1634s last week with *C4 winning the 9pm slot on Monday, Tuesday, Thursday, Friday and Sunday*. The slots won for share of 1634s can be attributed to: *Cats Does Countdown* (20%), *Derren Brown: 20 Years of Mind Control* (17%), *Crime & Punishment* (13%), *24 Hours in A&E* (13%). Through the Lockdown Period Channel 4 accounts for 15 of the Top 30 Shows for 1634's across Commercial TV.

All 4 Performance Highlights



UP 8%

All4 continues to experience huge viewing growth – with total views last week up 8% versus the same week in 2019.

UP 24%

Across 2020 to date, we have seen a 24% year-on-year increase in views.

Channel 4 Performance Highlights

Channel 4 News

- Across the lockdown period year-on-year viewing among 1634s increased a whopping 73%!
- On Friday night C4 News at 7pm delivered a 12.3% 1634 share, the 2nd biggest of the year and the biggest since lockdown began on the 16th of March.

- Episode 1 consolidated at 2.95 million. A 14% share of individuals, 15% ABC1s and a 24% share of 1634s. Our our 3rd biggest new title this year.

- Episode 2 was watched by 1.57 million last Wednesday at 10pm. A 16% 1634 Share was up 130% on the slot average, beating all other Commercial Channels in the slot.



Lose A Stone in 21 Days with Michael Mosley Wednesday 10pm



Inside Missguided Wednesday 10pm

- Episode 1 launched last Wednesday at 10pm with a 10% 1634 share, up 15% against the slot average which was enough to beat ITV.



Escape to the Chateau: Make Do and Mend - Thursday 8pm

- Episode 3 aired on Thurs at 8pm with 1.54 million. A 10% Share was up 55% against the slot average. A 12% ABC1 Share won the slot among Commercial Channels.



Cats Does Countdown Friday 9pm

- On Friday at 9pm Cats Does Countdown was up a 14% week-on-week with 999k viewers. A 20% 1634 Share won the slot across the Network.



Crime & Punishment Thursday 9pm

- Crime & Punishment returned on Thursday at 9pm with 1.44 million viewers. Up 22% against the slot average. A 13% 1634 Share was up 57% against the slot average and won the slot across all Channels.



F1 Spanish Grand Prix (Race Highlights) - Sunday 6.30pm

- Race Highlights on Sunday attracted an overnight audience of 1.57m. Individual viewing was Up 45% against slot average; ABC1 Viewing up 53%, 1634 Viewing up 17%, and Men up 74%.

- On Sunday at 9pm Derren Brown: 20 Years of Mind Control was watched by 1.26 million, up 38% on the slot average. A 17% 1634 Share between 9pm and 11:10pm won the slot and ensured C4 were the biggest Channel for 1634s across the whole of late peak on Sunday.



Derren Brown: 20 Years of Mind Control- Sunday 9pm



F1 Spanish Grand Prix (Qualifying Highlights) - Saturday 6.30 pm

- Viewed by 1.29 million. Up 39% week-on-week and 11% on last year's Spanish Qualifying highlights.



24 Hours in A&E - 9pm

- Week 10 of 24 Hours in A&E at 9pm on Tuesday attracted an overnight audience of 1.2 million. A 13.2% 1634 share was enough to win the slot.



Jamie: Keep Cooking Family Favourites - 8.30pm

- At 8:30pm Jamie: Keep Cooking Family Favourites was watched by 1.307m. A 10.2% 1634 Share was up 44% against the slot average, beating ITV.

- Our new look Monday night kicked off Supersoppers at 8pm attracting 1.013 million. A 6.3% 1634 share was up 7% against the slot average.



Supersoppers Monday 8pm

Portfolio Performance Highlights



- Series 4 of Married At First Sight Australia consolidated at 810k across its 6 week run. Up 187% against the slot average. An 11% 1634 Share was up a huge 182%.
- On Sunday afternoon Transformers: Age of Extinction delivered E4's 4th biggest overnight to a film this year with 484k. Up 115% against the slot average and E4s biggest audience of the week.
- On Monday at 9pm week 5 of Supernanny USA was watched by 371k viewers. Up 3% week-on-week and its biggest audience since week 1.



- Since Lockdown began Film4's share between 9pm-11pm is up 13% year-on-year for Individuals. ABC1 Share and Volume are Up 17% and 22% respectively.
- Film4 has now delivered over 500k viewers on 40 occasions this year compared to 33 across the whole of 2019.
- Film4's biggest film in the last 7 days was Wind River on Sat at 9pm with 374k viewers. Up 22% on the slot average.



- More4's highest rating show of the week was Come Dine with Me on Sunday at 6:55pm with 425k viewers. Up 102% on the slot average. A 7% 1634 share was up a mammoth 322%!



- The highest rating show across the UKTV Network of 7 Channels in the last 7 days was QI XL on Dave, Monday at 9pm with 480k viewers. Dave's 2nd biggest overnight of the year.