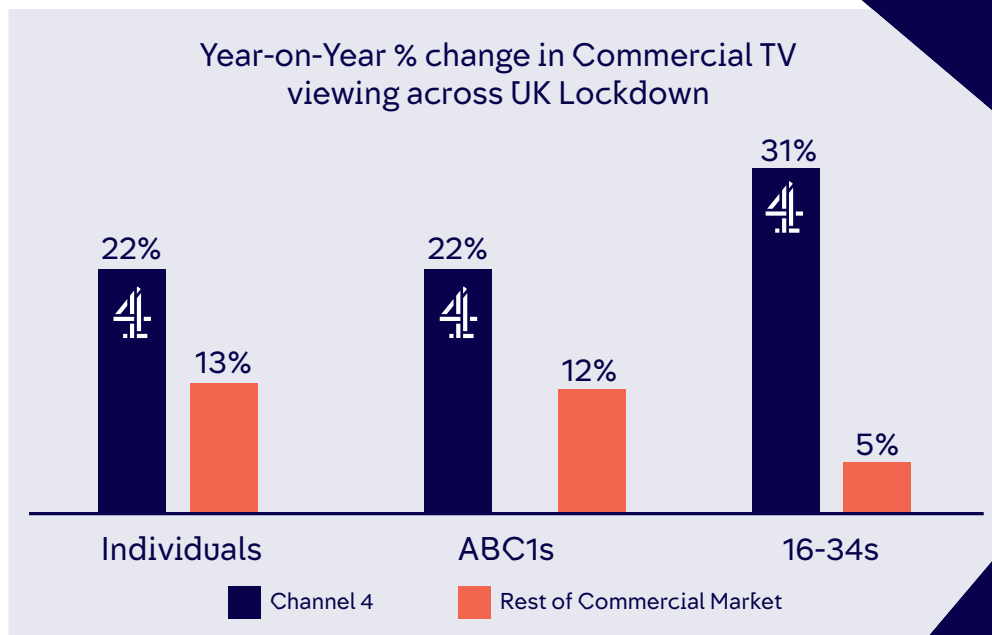


Viewing Report

Wednesday 20th May 2020

Welcome to our latest viewing update, where we continue to share performance highlights from across our linear and digital portfolio.

Its been yet another strong week for TV viewing in general, with uplifts in viewing experienced during the lockdown continuing across the entire TV ecosystem.



As illustrated in the chart, **Channel 4 continues to out-perform its competitors** across the Lockdown period, experiencing significant year-on-year growth in all demographics, above the rest-of-commercial market average. The difference is particularly noticeable for young audiences, where **Channel 4 has secured incredible year on year growth of over 30% during the Lockdown**, versus a rest of commercial market average of just 5%.

As usual, this report is packed full of useful insights into our viewing performance– but if you need any specific information or guidance, please do contact your usual 4Sales representative, or alternatively contact 4Sales@Channel4.co.uk.

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

Incredible Performance for Young Audiences

As the youngest-skewing public service broadcaster in the UK, Channel 4 has always been the place to come for those hard-to-reach younger audiences, and throughout the UK Lockdown period, our strength in this area has become clear.

24%

◀ Up 24%

Since Lockdown began, Channel 4's late peak (2000-2300) share of 1634's is up 24% year-on-year, versus the rest-of-market average of -9%



◀ All Dayparts

All parts of our schedule are resonating with younger viewers, with every single daypart recording year on year uplifts in SOCI during the lockdown

Up 84%

Channel 4 News has seen viewing increase 84% year-on-year across the lockdown for 16-34 year olds



Up 74%

Daytime audiences for C4 over the same period up 74%, versus a commercial average of 39%.

74%

BIGGEST SOCI UPLIFT

Over the Lockdown, Channel 4 has seen the biggest year-on-year 1634 SOCI uplift of any commercial channel

16 / 30

Over the lockdown period, Channel 4 accounted for 16 of the top 30 programmes for 1634 year olds – more than any other broadcaster

Record-Breaking Performances on All 4

Already in 2020, All 4 has broken its own viewing records multiple times, and we're still seeing strong audiences on the platform.



◀ Up 15%

Across 2020 to date, views to All 4 are up a huge 15% year on year

72%

◀ Up 72%

Looking specifically at last week, views on All 4 were up over 70% versus the same week in 2019, and it became the third biggest week ever for the platform

Up 47%

Scrubs was recently added to the platform, and delivered a 47% rise in views week on week, helping our archive content perform strongly



Up 77%

Gogglebox is performing exceedingly well on All 4, with views to the latest episode up 77% versus the prior season



OVER 80%

◀ Over 80%

With All4 available on a massive number of platforms and devices, we're still seeing over 80% of views delivered on Big Screen devices

Dominating Friday Nights

Its official - Channel 4 are dominating Friday evenings for young audiences, having won the Friday late peak slot for 1634's every single Friday during the entire Lockdown period among Commercial Channels.

8pm - Joe Lycett's Got Your Back

Up 38%

The first 6 episodes have averaged an overnight audience of 1.17 million, up 38% series on series

Up 24%

Last Friday's episode was up 24% Week-on-week for individuals, and delivered a 16% share of 1634's



9pm - Gogglebox



Up 41%

All episodes in the current run have averaged an overnight audience of 3.96 million, up 41% on all episodes in 2019, with 1634 viewing seeing the largest increase of 64%!

4 Million

Last Friday's episode grew by 6% week-on-week, delivering 4.03 million viewers and winning the slot for 1634s

10pm - The Last Leg: Locked Down Under



Up 14%

Episode 2 of the current run last Friday was up 14% week-on-week, delivering an overnight audience of 1.69 million viewers

Peak Programming Delivering Strong Audiences

Despite production challenges, Channel 4 has been able to maintain a varied schedule of new programming that is resonating strongly with viewers, performing particularly well with young audiences. Since Lockdown began, Channel 4's late peak (2000-2300) share of 1634's up 24% year on year, in stark contrast to the rest of commercial TV as a whole which is down -9% year on year.



◀ Up 171%

Week 5 of Celebrity SAS was watched by over 2.05 million viewers, up 71% versus the slot average and winning the slot for young audiences

◀ Up 84%

The overnight average for all episodes aired so far is up versus the first series by 84% for individuals, up by 102% for ABC1 Adults, and up by 76% for 1634's!

▶ 3.37 Million

The first 4 episodes of Celebrity Bake Off repeats have averaged a consolidated audience of 3.37 million and a 25% share of 1634's



▶ 1.37 Million

The third and final episode of Paul Hollywood Eats Japan was watched by 1.37 million last Tuesday at 9pm, achieving a 16% share of 1634's which was enough to win the slot for youngs



▶ 1.52 Million

Over 1.5 million viewers tuned into the latest episode of Spring at Jimmy's Farm last week, an increase of 11% week-on-week and up 34% versus the slot average



▶ 1.35 million

Last week's First Dates Hotel was watched by 1.35 million viewers, up 18% versus the slot average

▶ Up 9%

On Sunday night episode 2 of The Fantastical Factory of Curious Craft pulled in an audience up 9% week on week



▶ 1.27 Million

Levison Wood's Walking with Elephants attracted 1.27 million viewers for episode 2 last Sunday, up 6% on the slot average



More than 4

4 Sales represents a wide portfolio of TV channels, including the UKTV and BT Sport portfolios, a segment of the Discovery Portfolio, Box TV and the digital channels within the Channel 4 family. Here's a few highlights from around the networks



Biggest Audience of 2020

Ricky & Ralf's Very Northern Road Trip launched last Monday at 8pm on GOLD, pulling in over 700k - GOLD's biggest audience of 2020 so far!

Up 733%

The launch episode for part 2 of Rick & Morty series 4 on E4 consolidated with 729k individuals and a 20.56% share of 16-34s - up versus slot average for share by 733% for 16-34s



Up 47%

Celebrity Gogglebox USA got off to a strong start on E4 last Wed at 9pm with 344k viewers, up 47% versus the slot average



Up 302%

On Friday at 10pm an audience of 108k for Friday Night Dinner delivered 4Music's fourth biggest overnight of the year, securing a 2.4% share of 1634's - up +302% versus the slot average



Up 302%

BT Sport's live coverage of Dortmund vs Schalke was watched by 500k last Saturday, delivering a 12% share of 1634s - BT Sport's biggest ever audience to a German League match!



Up 69%

Last Monday Jack Ryan: Shadow Recruit on Film 4 pulled in over 550k viewers, up 69% versus the slot average for volume and Film 4's fifth biggest film of the year



20% growth

Across the first 9 days of May, all 7 of UKTV's Channels have delivered Adult and ABC1 Adult SOCI growth of over 20% year-on-year



Up 70%

In the Discovery portfolio, to-date in May both Really and HGTV have grown Adult, ABC1 Adult and 1634 Adult SOCI year on year - with 1634 SOCI currently up 70%