

All 4 Performance Highlights



Week Commencing 11.01.21

- **Our second biggest week ever**, behind wc 9th Nov 2020. Views are up 9% week-on-week as Married at First Sight Australia more than doubles it's audience week-on-week.
- **Views are up 76% vs same week last year**, all content types up, with strong Archive and Exclusive contributions drawing the majority 62% of views this week.
- **Married at First Sight Australia** S6 up 65% vs S5 (10ep ave, 0-2days). Growth since ep 1 has near doubled for this series with ep13 up 96% from ep1.
- **Archive**, up 84% vs same week last year with Married at First Sight Australia, Ackley Bridge, The Inbetweeners, Taskmaster and Gogglebox drawing viewers to explore previous eps.
- **Exclusives**, up 148% One Tree Hill, West Wing and Malcom in The Middle increasing our views per viewer count.
- **Simulcast** up 122% vs same week last year lead by Come Dine, Married at First Sight Australia and Hollyoaks.

TOP 10 VOD Week-On-week	TOP 10 VOD Year-To-Date
SERIES	SERIES
Married at First Sight Aus.	Married at First Sight Aus.
Hollyoaks	Hollyoaks
Ackley Bridge	The Inbetweeners
The Inbetweeners	Gogglebox
Taskmaster	24 Hrs in Police Custody
Gogglebox	Taskmaster
Junior Bake Off	One Tree Hill
One Tree Hill	Ackley Bridge
The West Wing	The West Wing
Malcolm in the Middle	Made in Chelsea

76%

Up 76%

All4 continues to experience huge viewing growth – with total views last week up 76% versus the same week in 2019

33%

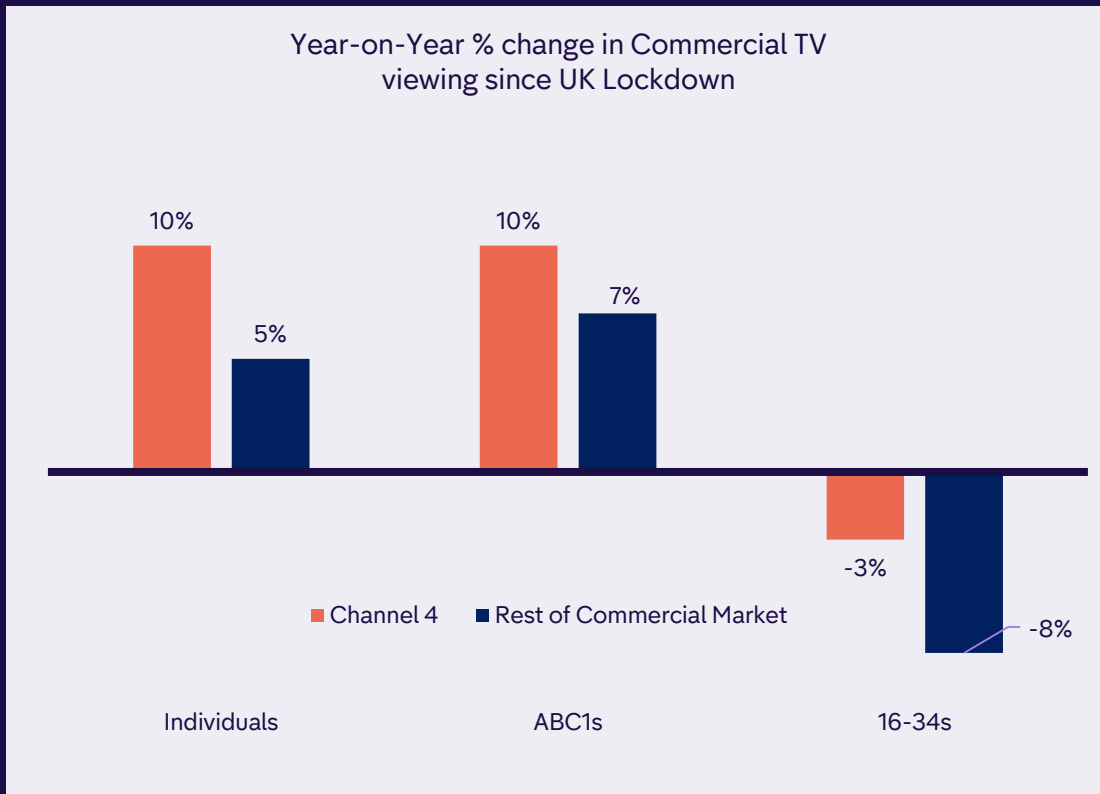
Up 33%

Across 2021 to date, we have seen a 33% year-on-year increase in views

Viewing Report

Thursday 21st January 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.



2021 Total TV viewing year-on-year is +6% Individuals; +8% ABC1's; -6% 1634's. Among Commercial Channels (excluding Channel 4) this is +5%; +7%; -8% respectively. While for C4 viewing is +10%; +10%; -3%.

Year-to-date Channel 4 has delivered over 5 million viewers once with **Gogglebox** (none in this period last year); and over 4m viewers on 3 occasions with **24 Hours in Police Custody**; **Black Widow** and **Festive Bake Off**.

Year-to-date Channel 4's year-on-year average viewing to weekday daytime (12pm-6pm) is +46% Individuals; +42% ABC1's; +8% 1634's. **A New Life in the Sun** has produced its biggest ever audience and **Sunday Brunch** its biggest ever 1634 audience! **Junior Bake Off S2** launched a new 3 week run averaging 1.026m (7%) and peaking with 1.144m on Wednesday. These have been key drivers in the uplift to daytime.

Overview

Channel 4 Performance Highlights



The Gogglebox Festive Special

- The Gogglebox Festive Special hit a new high for a Xmas/New Year episode consolidating with 5.138 million Individuals and a 38% 1634 Share



Sunday Brunch & A New Life in the Sun

- Sunday brunch (18th Jan) delivered 635k viewers and a 19.3% 1634 share. The series BIGGEST EVER 1634 share in its 10 year on air!!!
- While on Thursday at 4pm A New Life in the Sun was watched by 1.041 million. The Series biggest ever audience since its launch back in 2016!!!



Junior Bake Off

- Junior Bake Off S2 launched a new 3 week run last week in a weekday 5pm slot. Averaging 1.026 million (7%) and peaking with 1.144 million on Wednesday. This is Up 6% vs week 1 of Series 1 for Individual viewing



Police Custody: Black Widow

- Police Custody: Black Widow episode 2 delivered the series biggest ever Volume and Share for both Individuals (4.455m/18%) and 1634's (1m/33% Share) (Episode 1 4.106m).



How to Lose Weight Well

- Series 6 of How To Lose Weight Well launched last Tuesday at 8pm with 1.281m. Up 2% on last year's debut overnight audience



Grand Designs

- Week 1 of Grand Designs consolidated at 3.184 million. The Series biggest audience since September 2015. ABC1 Share (17%) and 1634 Share (16%) the highest since 2011!
- Grand Designs episode 2 with 2.145 million at 9pm. Up 9% week-on-week and 93% on the slot average volume. Delivering a 19% 1634 share and 15% ABC1
- This represents Grand Designs biggest overnight audience since September 2016 but the 19% 1634 share its biggest since October 2012!

Channel 4 Performance Highlights



999: What's Your Emergency?

- 999 returned at 9pm with 1.545m viewers. Up +20% vs slot for Individuals and 85% for 1634 Volume. A 17% 1634 Share the Series 3rd biggest ever and highest since 2017



Love It or List It

- Love It or List It on Wednesday at 8pm was Up +27% WoW with 2.026m. Up +56% vs slot. Delivering a 15% Share of both 1634's and ABC1's
- This represents Love It's 2nd biggest ever overnight audience and the highest since Feb 2019. However, the 15% 1634 Share (+64% vs slot) is a new HIGH for the Series



Cats Does Countdown

- Cats Does Countdown returned on Thursday at 9pm with 919k viewers. Delivering a 10% 1634 Share



Jamie & Jimmy's Friday Night Feast

- Friday Night Feast continued on Friday at 8pm with its 2nd episode attracting 1.117 million



The Last Leg

- The Last Leg was back at 9pm in a 90 minute slot on Friday delivering an overnight audience of 1.652 million Individuals and a 16% Share of 1634 Adults



Films

- Saturday night was movie night with **Indiana Jones and the Last Crusade** at 6:30pm up 53% vs Temple of Doom with 1.960 million. Up 139% vs the slot average for Individual Volume and 211% for 1634's
- Followed at 9pm by the premiere of **The Equalizer 2** which drew 1.877 million (12%). Up 105% vs slot for Individual Volume

Portfolio Performance Highlights



Married at First Sight Australia

- Week 2 of MAFS Australia averaged 628k (3%). Up 41% week-on-week.
- Viewing hit a new HIGH on Wednesday (660k) and grew further on Thursday with 713k. Up 166% vs the slot average for Individual Volume
- On both Monday, Wednesday and Thursday MAFS Australia was the most watched show across all Digital Channels on the day
- In consolidation the first 5 days of MAFS Australia have averaged 915k. Up 12% vs all episodes in 2020



The Equalizer

- Film4's biggest film of the week was The Equalizer on Friday at 9pm with 805k. A 6% 1634 share up 234% on the slot average
- The 2nd film to deliver over 800k in the overnights this year. 2018 was the last year Film4 achieved this across the whole year
- As a result Film4's Daily share of viewing for 1634 Adults of 4.27% was the Channel's highest since August 2015!



Emergency Heli Medics

- More4's highest rating show of last week was Emergency Heli Medics on Wednesday at 9pm with 380k viewers. Up 46% vs slot average Volume
- The new Series of The Yorkshire Dales and the Lakes launched last Monday at 9pm on More4 with 318k viewers. Up 40% on the slot average for Individuals and 126% for ABC1 Volume



Last of the Summer Wine

- UKTV's biggest audience of the week was Last of the Summer Wine on Drama on Wednesday at 7:20pm with 426k viewers