

Viewing Report

Wednesday 22nd April 2020

Welcome to the sixth edition of this new series of weekly reports, tracking the changes to viewing consumption across the 4Sales linear and digital portfolio during the Coronavirus outbreak.

This week we are reflecting on the viewing figures from last week - plus a sneak peek into this week so far - including some shows delivering their best ever performances. We'll be revealing how the new innovative schedule has grown audiences as well as looking into the rising youth population watching our entire portfolio.

Channel 4 Schedule Grows with Inventive Idea

Throughout this period, it's been of huge importance to us that we keep our viewers entertained and informed across all our channels. Even though the lockdown restrictions are affecting production on some programmes, it doesn't stop us bringing fresh content to your screens every week.

This week saw the start of a brand new series with the queen of DIY, Kirstie Allsopp, filming everything from her own home in *Kirstie: Keep Crafting and Carry On* bringing to our screens craft projects for the whole family. On Monday we also saw the start of firm favourite, *Celebrity SAS: Who Dares Wins*, which reached an amazing 2.56 million viewers and will continue to provide the perfect distraction for viewers during this time. With so much amazing talent looking to help the nation on Channel 4, also look out for *Grayson's Art Club*, *Reasons to be Cheerful* with Matt Lucas, *Spring at Jimmy's Farm* and many more just waiting to be brought to life.

Youth Viewing Remains Strong for Channel 4

A significant rise has been noted amongst all commercial broadcasters in young viewership since lockdown began, Channel 4 is leading the way in this audience with help from the new content mentioned above as well as continuing old favourites.

Last week we saw some amazing statistics showing how well we are performing in the 16-34 demographic TV viewing year on year - Channel 4 is up 45% here compared to a total commercial TV viewing (excluding C4) increase of 12%. In particular, our impressive line-up of laughs on Friday nights is pulling in this audience also which is highlighted later on in the report.

Not only is Channel 4 proving to be a hotspot for the more difficult to reach younger audience, but the increase is shown across the portfolio as E4 still remains the largest digital channel for this group throughout March and April so far.

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 Channel 4 as we keep the nation informed and entertained across this difficult time.

Daytime Viewership Still Surging With New Content

As the lockdown continues and more people are at home than ever during the day, Channel 4's new programming formats are entertaining the nation and bringing in growing audiences as the weeks go on.

Our average year on year viewing last week in daytime was **up 61% overall, up 64% for ABC1s** and a fast-growing younger audience **increase of 95%**, versus a total commercial TV uplift (excluding Channel 4) of 35% for 1634s.

Up 61%

Created in a single weekend, now with extra content filmed by Jamie in his own house, viewers are loving Jamie: Keep Cooking and Carry on as it's seeing audiences up 35% versus the slot average for individuals with ABC1 audiences up a massive 61%



Up 51%

Live from her living room and kitchen, The Steph Show, has proved to be an increasingly popular new addition at 12pm causing a year on year growth in that slot of 22%, specifically 51% for 1634s



Biggest Ever Overnight Audience

Escape to the Chateau DIY is continuing to inspire the nation to get renovating in their own homes and continues to show growing audiences with it's biggest ever overnight audience of 989k last Friday – up a whopping 92% on slot average and Channel 4s biggest overnight audience to the weekday 4pm slot in over 6 years.



Late Peak Going From Strength to Strength

With the UK choosing to turn on the TV as their lockdown entertainment of the evening, Channel 4's audience continues to hit new highs in the late peak.

2.1 Million

A triumph on tuesday night was the in-depth look at the world's largest online retailer in The Truth About Amazon which attracted an overnight audience of 2.1 million



2.56 Million

Series 2 of Celebrity SAS: Who Dares Wins launched on Monday at 9pm hitting 2.56 million viewers which is the biggest overnight volume of both the previous civilian and celebrity series

Up 231%

The Series 2 launch proved extremely popular amongst young viewers as it's up 231% on slot average and is delivering the formats biggest ever overall share including the 1634 share at 25.1%

#1 in Late Peak

With the success of both the Celebrity Bake Off repeat as well as The Truth About Amazon, between 8-10pm on tuesday evening, Channel 4 attracted a bigger overnight share and volume of Individuals (14%), ABC1s (17%) and 1634s (22%) than any other channel across TV

3.8 Million

Celebrity Bake Off's Series 2 ended on a high 2 weeks ago however the series 1 repeats that have since replaced it in the same 8pm Tuesday slot have both reached huge numbers with the 1st episode last week consolidating at 3.8 million and this week's episode coming in at over 3.1 million overnight. Last night's episode in fact, delivered an even bigger share of 1634s at 28% than it's original airing last year, enough to win the slot 2 weeks running



4.49 Million

Yet again Gogglebox is only getting bigger as week 9 delivered its 5th consecutive week on week growth and its largest overnight audience ever for the 3rd week running. Consolidated views at 4.77 million for weeks 1-8 places it up 29% on all episodes in 2019 and it's only getting bigger...

Channel 4's Friday Nights Are Leading the Way for Young Audiences

More 1634s are tuning in to TV than ever with a market increase of **27%** compared to this time in 2019 last week, however Channel 4 is ahead of the market here with a young viewing **increase of 45%**.

With a stellar line up of shows, our Friday nights in particular are continuing to lead the market, **winning the prestigious 8pm-10:30pm slot for 1634s**.



▲ **Up 113%**

Our favourite TV watchers on week 9 of Gogglebox continued the series' growing audience, with audiences up 79% versus slot average for all viewers, and a up whopping 113% versus slot for 16-34s

Youngs Share up 123% ▶

The hilarious Hugo Boss with Joe Lycett's Got Your Back Series 2 has had a strong start as week 2 won the slot for 1634s for the second week running, with its 1634 share beating the slot average by 123%



▶ **Up 90%**

Friday Night Dinner at 10pm maintained its huge audience of 1.96 million. It's Channel 4's biggest series for 1634s this year so far with its youngs share up 90% versus the last series



Strong Numbers Across All Genres

Our schedule is showing soaring viewing figures whether it's in informing or entertaining the nation.



◀ **Up 72%**

Audiences continue to gravitate more towards Channel 4 News as last week's audiences were up 51% for ABC1s and up 72% for 1634s, compared to this time in 2019



◀ **1.97 Million**

Last Wednesday's Location Location Location hit its biggest numbers since February 2017 as it was watched by 1.97 million, up 5% week on week – up 52% for ABC1s versus the slot average

▶ **1.3 Million**

Also showing high numbers was the Dispatches special, The Truth About Traveller Crime, last Thursday at 9pm hitting an amazing 1.3 million - up 13% versus the slot for all individuals



▶ **1.65 Million**

Grease was the word last Sunday as a huge 1.65 million TVs tuned in to watch the classic film on Channel 4, with a 18% share of 1634's this makes it more than double the slot average



All 4 Has It's Biggest Week Ever

Along with the increase in linear viewing, the coronavirus crisis has resulted in VOD viewing soaring on our All 4 platform with 73% of people also choosing to watch it on the big screen. This success comes from our extensive range of fantastic first run and archive content.



Up 30%

Last week saw a huge rise in viewing amongst our young audience as viewing was up 30% for 1634s versus last year

Biggest Week Ever

All 4 had it's biggest ever week last week with audiences up 57% compared to this time in 2019



Up 53%

Gogglebox is as popular as ever as views are up 53% series on series



#1 - Again!

The success of it's newest series as well as it's box sets continuing to prove popular amongst viewers, Friday Night Dinner has become All 4's biggest comedy ever!

Biggest Monday

Bank holiday Monday was the biggest Monday ever with archive being up 113% year on year and Shameless, Made in Chelsea and Celebrity Bake Off leading the views here



The 4 Sales Portfolio Showing Growth in All Directions

Our core channel can't take complete credit for an increase in viewing for 4 Sales as figures are flying up across our entire portfolio of channels. Here are some highlights from the last week:

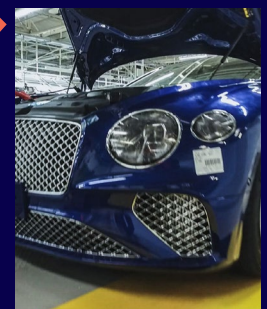


Biggest series for 1634s

Brooklyn Nine Nine on E4 now holds this title just as it's latest episode last week delivered a 10% share of 1634s which is up 100% versus the slot average. Since the new series has launched it's proven to be to the biggest series across all digital channels for 1634s

Up 171%

More 4's new series How To Build British had an extremely successful launch on Monday at 9pm starting with How To Build a Bentley up 171% on slot average for 1634s



Up 34%

Made In Chelsea has had the best start to one of it's series since 2018 and delivered an increase of 34% in viewers week on week

Discovery Views Soaring

April has been a strong month for Really and Discovery so far as the combined 1634 SOCI is up 67% compared to this time last year

▶ **REALLY**

Discovery

▶ 1.67 Million

Dave's sci-fi special, Red Dwarf: The Promised Land, consolidated at 1.67 million viewers – the biggest in UKTV's portfolio since Red Dwarf in 2012 and Dave's 2nd biggest audience ever

