

Viewing Report

Thursday 22nd July 2021

With penalties a mere memory it was time to get back to some proper TV last week

- We made history with live coverage of the **British Grand Prix** (and first ever sprint qualifying) and without a doubt one of the sporting moments of the year
- We also showed live coverage of the **W Series** from Silverstone as well
- New original comedy **This Way Up** returned with Aisling Bea
- 8pm & 9pm slots grew week-on-week across Mon-Thu
- Dominated 9pm on Friday once again!

New Series

- Week 1 of **Kathy Burke: Money Talks** is our biggest title in the Monday 10pm slot this year
- Series 2 of original comedy and instant boxset **This Way Up** returned on Wednesday at 10pm with 57% of viewers Women
- While **Can I Improve My Memory?** was up vs slot for Upmarkets and grew share from the one-off last year

On Going

- Counter-scheduling against a summer of reality and live sport continues to reap rewards with significant series on series growth for **The Handmaid's Tale**
- **Devon & Cornwall** consolidating strongly in the Monday 8pm slot and this weeks episode up +30% wow
- **24 hours in A&E** also grew wow as the schedule began to settle as did **Bake Off: The Professionals** and **999 : What's Your Emergency?**
- **Grand Designs** on wed at 9pm was up +220% week-on-week with 1m/6%
- **Celeb Gogglebox** drew the biggest audience of the week winning the Fri 9pm slot for individuals and abc1's
- **The Last Leg** delivered a slot winning 1634 share at 10pm
- Saturday evening's **Lake District Farm Shop** with over 1m for the 2nd consecutive week with week 1 attracting the biggest share in the slot for 4 years

Sport

- Live coverage of the **British GP** drew the biggest audience of the season with the **W Series** also hitting a new High

Digital

- Rick & Morty is still delivering a huge share of 1634's on E4 with week 3 a new high of 21%. while week 4's live 7% was up +100% vs slot
- My Floating Home on More4 returned up almost +100% vs slot for ABC1 share
- While Deadpool 2 was the biggest film of the week on Film4. Up over +100% vs slot for 1634 share

Overview

All 4 Performance Highlights



Week 12.07.21 – 18.07.21

- Views are up 12% week-on-week this is most likely due to the Euro's & Wimbledon finishing but also benefitting from new shows like **This Way Up** and the live coverage of the **British F1**
- Views compared to the same week last year** is up +6%, growth from all content types except Archive but the most noticeable growth is from Simulcast (+48%) which is mainly driven by the **F1** which makes it into the Top 10 this week
- The Handmaid's Tale** remains the number one show on All 4 week-on-week for its fifth consecutive week despite the show launching on Wednesday night
- This Way Up** sees it take third place in the Top 10 shows this week with impressive views
- Rick & Morty** is up +26% week-on-week with the most recent episode (Ep5) delivering the most views of any episode in the current series (0-7 days O&O)
- The return of **Below Deck** on E4 sees it make a return to the Top 10 on All 4 this week

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Hollyoaks	Married at First Sight Australia
The Handmaid's Tale	Hollyoaks
Rick and Morty	Celebs Go Dating: The Mansion
Celebrity Gogglebox	Gogglebox
Below Deck Mediterranean	The Circle
Formula 1®	It's A Sin
Bake Off: The Professionals	Made in Chelsea
Kathy Burke: Money Talks	Below Deck Mediterranean
This Way Up	24 Hours in Police Custody
999: What's Your Emergency?	Taskmaster

6%

Up 6%

Total views are up 6% versus the same week in 2020

31%

Up 31%

Across 2021 to date, we have seen a 31%* year-on-year increase in views

*Owned & Operated and Sky up to most recent data load 11/07/21

Channel 4 Performance Highlights



Linear TV



Bake Off: The Professionals

- Weeks 1-7 of Bake Off: The Professionals S4 have consolidated at 2.2m/11% Individuals in the Tuesday 8pm slot with a 14% ABC1 Share and 11% for 1634's



Celebrity Gogglebox

- Weeks 1-6 of Celebrity Gogglebox S3 have consolidated at 4.7m/23% on Fridays at 9pm. A 27.5% ABC1 Share in week 4 the Series Biggest Ever



999 What's Your Emergency?

- At 9pm on Tuesday weeks 1-5 of 999: What's Your Emergency? have consolidated at 1.3m/6%



This Way Up

- On Wednesday at 10pm This Way Up debuted with a part consolidated 616k/5% in week 1 of Series 2. Up +3% vs S1 Live average. 57% of the audience were Women



Chateau: Make, Do and Mend

- At 9pm on Thursday weeks 1-3 of Series 2 of Chateau: Make, Do and Mend consolidated at 1.3m/7% Individuals with an 8% ABC1 Share

Channel 4 Performance Highlights



24 Hours in A&E

- At 9pm weeks 1-5 of 24 Hours in A&E have consolidated at 1.7m/8% Individuals.



The Supervet

- Weeks 1-7 of The Supervet (Instant Boxset) consolidated at 1.4m/7% Individuals on Thursdays at 8pm with an 8% ABC1 Share



The Last Leg

- Across the first 6 weeks The Last Leg on Fridays at 10pm has averaged 1.8m/14%. Week 4's 16% Share the Series Biggest Ever!



The Handmaid's Tale

- Weeks 1-3 of Season 4 of The Handmaid's Tale have consolidated at 2m/10% Individuals. Up +4% and +32% vs S3 respectively



Devon and Cornwall

- Devon and Cornwall (Instant Boxset) weeks 1-3 have consolidated at 1.6m/9% Individuals in the Monday 8pm slot.

Portfolio Performance Highlights



Rick and Morty

- The first 3 episodes of Rick & Morty S5 have averaged 641k in consolidation in the Monday 10pm slot and a 15% 1634 Share (Up +240% vs slot!)



Deadpool 2

- Last week Deadpool 2 topped the charts for Film4 with a part consolidated 384k/2% on Monday at 9pm. A 4% Share of 1634's Up 110% vs the slot average
- **As a result Film4 delivered its biggest week of the year for 1634 Share (1.66%)**



My Floating Home

- S3 of My Floating Home returned last Tuesday at 9pm with a part consolidated 297k/2% Individuals. A 2% ABC1 Share is up 98% vs slot. M4's biggest Original Title this month!



Last of the Summer Wine

- Last of the Summer Wine (Drama) now accounts for the 5 biggest volumes delivered across the UKTV network of 7 Channels in July.

Portfolio Performance Highlights

UKTV Play - Week 12.07.21 – 18.07.21

UKTV Play grew 2% week-on-week, with all channels contributing to the growth

Death On The Tyne +83% week-on-week

Would I Lie To You +12%

Happy Valley +3%

The World At War +30%

Alan Davies: As Yet Untitled +27%



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	Birds Of A Feather
Would I Lie To You?	Last Of The Summer Wine
Last Of The Summer Wine	Bangers And Cash
Classic Casualty	Would I Lie To You?
Classic Holby City	Classic Casualty
A Place To Call Home	Meet The Richardsons
Happy Valley	Red Dwarf