

Viewing Report

13th - 19th September 2021

NARRATIVE

- Following a breath taking week of event TV with the US Open Tennis and Black to Front (consolidated details of which below) this week one full of National Treasures
- Jamie Oliver: Together launches as does new 3 part documentary Spice Girls: How Girl Power Changed Britain
- While on Thursday Jodie Comer and Stephen Graham starred in our new Original Drama Help
- On Friday Gogglebox returned for its 18th Series
- Arguably the most important E4 Series this year Married at First Sight UK continued to grow hitting more new highs

NEW TITLES

- Jamie Oliver: Together launched on Monday delivering growth vs slot average share across all key demo's
- On Tuesday at 9pm new 3 part documentary series Spice Girls: How Girl Power Changed Britain debuted with an 11% 1634 Share
- Changing Rooms has consolidated at 1.6m/9% Individuals across weeks 1-4 with a 15% 1634 Share. With Week 5 Up +18% week-on-week. Our biggest new 8pm title this year
- On Thursday at 9pm one-off drama Help doubled the slot average with an 11% Share for the Jodie Comer and Stephan Graham piece. Already part consolidated at 2.4m

RETURNING/ONGOING

- On Monday at 10pm First Dates consolidated with a slot winning 14% 1634 Share in week 1
- Gogglebox returned on Friday at 9pm with a dominant slot winning performance for Volume and Share. As a result C4 won late peak on the night with a 20.06% 1634 Share

Overview

Viewing Report

13th - 19th September 2021, continued...

RETURNING/ONGOING

- Celeb SAS continued on Sunday at 9pm with weeks 1+2 consolidating with 2.3m viewers and a 19% 1634 Share
- Across its 8 week run 24 Hours in A&E consolidated at 1.7m/8% in the Tuesday 9pm slot
- Weeks 1-2 of Grand Designs have averaged 2.1m/11%. Week 3 Up +22% week-on-week
- The first 4 episodes of S3 of Joe Lycetts' Got Your Back have averaged a 14% 1634 Share in the Thu 8pm slot with a 22% Share in week 1

SPORT/FILM

- Live coverage of Emma's Raducanu's incredible US Open Tennis win was watched by a fully consolidated audience of 6m peaking at 9.6m

DIGITAL

- MAFS UK is consolidating at 1.7m Individuals with a 23% 1634 Share. Wk 3 grew again hitting a new overnight high on Monday and a 21% 1634 Share
- E4's Rick & Morty S5 fully consolidated with a 19% 1634 Share with the 10th and final episode hitting a new high with a 29% 1634 Share
- WC 13th Sept Film4 delivered its biggest daily (Sunday) and weekly share of 1634's since Dec 2018 thanks to the likes of Anna, MI-Rogue Nation and The Greatest Showman
- Alibi's original drama Annika continues to deliver the Channel's biggest ever audience. Share Up +1000% v slot

Overview

All 4 Performance Highlights



13.09.21 – 19.09.21

- Views this week were up +3% week-on-week and was the biggest week on All 4 in 23 weeks
- Views compared to the same week last year are up +73%, helped by all content types being up
- *MAFS UK* continues to smash it both on Linear and VoD and it has even made it into the Top 10 year-to-date despite launching just three weeks ago
- The first ep of *Gogglebox S18* delivered is up +18% vs the first ep of the autumn/winter series last year.
- The first three eps of *Celebrity SAS* are up +31% vs the 2019 series (0-7 Days O&O), it's down slightly vs 2020 but that series aired during the first lockdown
- Our new Drama *Help* was the second most watched show on All 4 since Thursday

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Married at First Sight UK	Married at First Sight Australia
Hollyoaks	Hollyoaks
Help	Married at First Sight UK
Celebrity SAS: Who Dares Wins	Celebs Go Dating: The Mansion
Gogglebox	Gogglebox
Rick and Morty	Below Deck Mediterranean
Grand Designs	The Circle
Below Deck Mediterranean	It's A Sin
The Holden Girls: Mandy & Myrtle	The Handmaid's Tale
Celebrity Gogglebox	Made in Chelsea

73%

Up 73%

Total views are up 73% versus the same week in 2020

29%

Up 29%

Across 2021 to date, we have seen a 29%* year-on-year increase in views

Channel 4 Performance Highlights



The Great British Bake Off S12 Launch on 21.09.21



The launch of The Great British Bake off S12 last night resulted in it being our highest rating Channel 4 commission so far this year.

It was the biggest ever Bake Off launch for share of young viewers at an impressive 61.9%!

The episode averaged 5.7 million viewers which is 30.8% share of the viewing audience.

The 30.8% share is the 2nd largest ever launch episode on Channel 4, behind only last year, but it is important to keep in mind that last year's launch followed a Boris announcement [16.9m across numerous channels, including Channel 4 which resulted in a 15 min delay for the Bake Off launch], meaning far more eyeballs on TV at the time.

It peaked at an audience of 6.5million which is 36.8% of the TV viewing audience.

The launch episode was the biggest show on TV for the day!

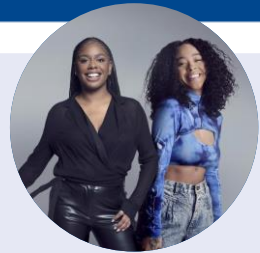


Channel 4 Performance Highlights



The Black To Front Project

10.09.21



- Friday the 10th September was our biggest day for Black Viewers since 2012 with a 16.2% daily share (since London 2012)
- Black to Front consolidated highlights included our biggest daily share for Black audiences for 9 years
- Celebrity Gogglebox at 9pm on the day with a consolidated 3.5m/18% Inds and a 37% 1634 Share. A 32% Share of Black Viewers Up +149% v slot
- New commissions High Life (10pm), Big Age (11pm) and Unapologetic (11pm) with 37%, 44% and 40% Shares of Black viewers Up an incredible +504%, +667% and +588% v slot
- Ethnically diverse audiences attracted their fourth biggest daily share of the year with an average 9.3% share across the day



Channel 4 Performance Highlights



Linear TV 13.09.21 – 19.09.21



The Spice Girls: How Girl Power Changed Britain

- The Spice Girls: How Girl Power Changed Britain launched a 3 week run on Tuesday at 9pm with a part consolidated 840k/5% Individuals. With an 11% Share of 1634 Ads



Gogglebox

- At 9pm Gogglebox returned for its 18th Series winning the 9pm slot for Volume and Share across Individuals, ABC1's (24%) and 1634's (36%)



Joe Lycett's Got Your Back

- Series 3 of Joe Lycett's Got Your Back on Thursday at 8pm consolidated at 1m/6% across weeks 1-4 with a 14% 1634 Share peaking at 22% in week 1



Grand Designs

- On Wednesday at 9pm Grand Designs consolidated at 2.1m/11% across weeks 1+2. With a 13% ABC1 Share and 10% for 1634's. Week 3 Up +22% week-on-week



24 Hours in A&E

- At 9pm 24 Hours in A&E has consolidated at 1.7m/8% across its 8 week run



Changing Rooms

- Changing Rooms on Wednesdays at 8pm consolidated at 1.6m/9% Individuals across weeks 1-4. With a 15% 1634 Share. Week 5 Up +18% week-on-week

Channel 4 Performance Highlights



Help



- New one-off Original Drama Help aired on Thursday between 9pm-11pm with an 11% ABC1 Share Up +70% v slot. Part consolidated 2.4m

First Dates



- At 10pm First Dates was back consolidating in week 1 with 1.3m/11% Individuals and a 14% 1634 Share

Secret Life of the Zoo



- At 8pm on Tuesday Instant Boxset Secret Life of the Zoo has returned with episodes 1-5 consolidating at 1.4m/9% Individuals with a 12% 1634 Share

Celeb SAS



- On Sunday at 9pm Celeb SAS S3 consolidated at 2.3m/9% Individuals across weeks 1-2. With a 19% 1634 share (2.4 Individuals/22% 1634 Share in week 1)

US Open Tennis Final



- C4's live coverage of the US Open Tennis Final was watched by a consolidated audience of 6m/38% Individuals peaking with 9.6m/59% watching at 11:11pm
- With 4.2m ABC1 Ads/48% and 744k/45% 1634 Ads
- It ranks as our highest peak for live coverage in five years. Six times the slot average. Helping C4 attract its best daily share since the 2012 London Paralympics!

Portfolio Performance Highlights



Married at First Sight UK

- In part consolidation Married at First Sight UK is averaging 1.7m/9% Individuals and 522k/23% 1634's. Peaking with Ep 8 attracting 1.9m on Day 8 and a 25% 1634 Share for Day 5
- Biggest ever launch for a non-scripted series on E4 for all individuals and biggest launch on the channel since Young Sheldon in 2018 for both Individuals and 16-34s!



Film4

- To date the biggest film in September is Raiders of the Lost Ark with 585k/4%
- Film4 has already delivered over 800k viewers on 3 occasions this year thanks to Kingsman 2 (1m); Equalizer (945k); and Orient Express (822k).



Great Canal Journeys

- More4's highest rating show this month brand new original returning series Great Canal Journeys with 363k/2% in week 1. A 2% ABC1 Share Up +32% vs slot



Annika

- UKTV's highest rating show this month continues to be Alibi's original drama Annika averaging 1m/5% across 4 consolidated eps with a 6% ABC1 Share

Portfolio Performance Highlights

UKTV Play - Week 13.09.21 – 19.09.21



- UKTV Play viewing was up +1% week-on-week with all channels delivering that growth
- *The Brokenwood Mysteries* +21% WoW
- *A new series of bad Girls* drove the brand + 21% WoW
- *Late Night Mash* continues to show WoW growth +22%
- *A Place To Call Home* +28% WoW
- *Hypothetical* +6% WoW

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Bad Girls	Classic Eastenders
Classic Eastenders	Taskmaster
The Brokenwood Mysteries	Birds Of A Feather
Taskmaster	Would I Lie To You?
Birds Of A Feather	Last Of The Summer Wine
A Place To Call Home	Bangers And Cash
Would I Lie to You	Bad Girls
Last Of The Summer Wine	Classic Casualty
Alan Davies: As Yet Untitled	Classic Holby City