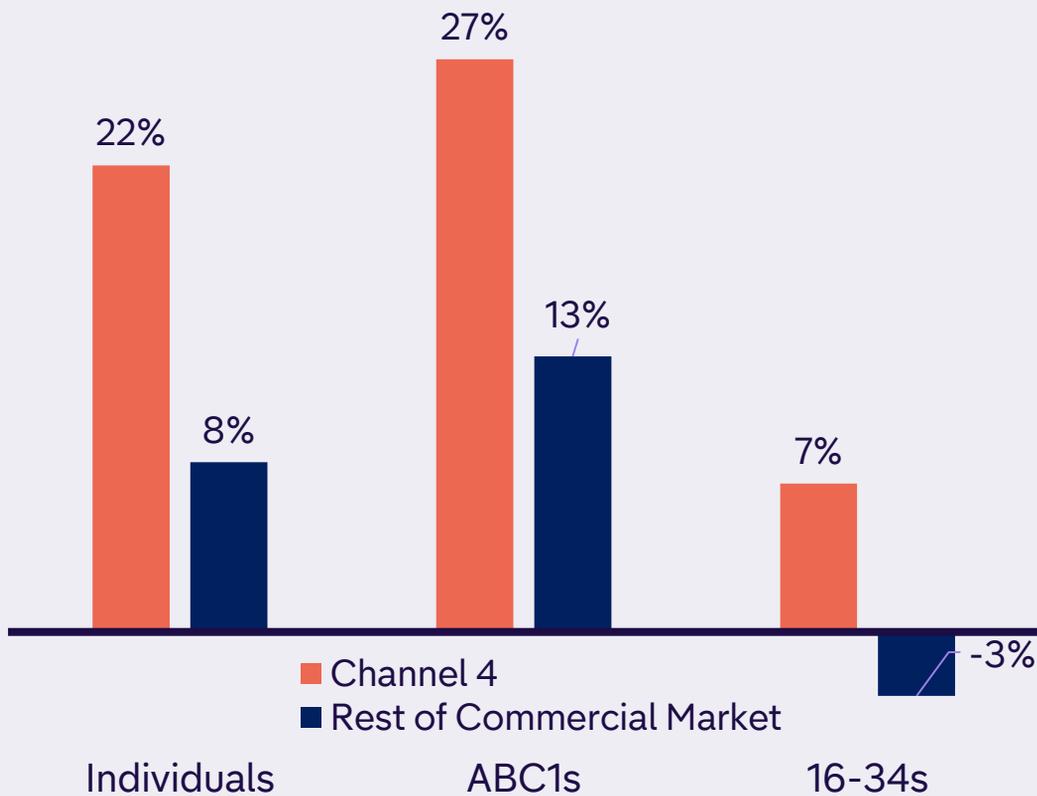


# Viewing Report

Thursday 25<sup>th</sup> February 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](mailto:4Sales@Channel4.co.uk).

## Year-on-Year % change in Commercial TV viewing since UK Lockdown



Overview

# All 4 Performance Highlights



## Week Commencing 15.02.21

- All 4's third biggest week ever
- Views are up 175% vs same week last year. Hollyoaks was our top show of Wk8 of '20. For scale, this year its up 14% year-on-year, but in 4<sup>th</sup> place behind Married At First Sight, Celebs Go Dating & It's A Sin
- Married At First Sight Australia continues astonishing growth up 9% week-on-week! Biggest ep ever on Thu 18thFeb; 262% growth since ep1 of S6. Archive eps account for 31% of views
- Celebs Go Dating: The Mansion, up 6% week-on-week, drew the biggest launch ep views ever for the brand. The new format's series average is up +111% vs CGD S8 (0-14 eps, 0-2days)
- All demos up over +50% year-on-year
- All 4 binge watching at a record 8.26 (Views per Viewer)

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Married at First Sight Australia
CGD: The Mansion	It's A Sin
It's A Sin	CGD: The Mansion
Hollyoaks	Hollyoaks
First Dates	The Inbetweeners
One Tree Hill	Ackley Bridge
The Inbetweeners	Gogglebox
The O.C.	First Dates
The West Wing	Taskmaster
Ackley Bridge	One Tree Hill

# 175%

### Up 175%

All 4 continues to experience huge viewing growth – with total views last week up 175% versus the same week in 2020

# 107%

### Up 107%

Across 2021 to date, we have seen a 107%\* year-on-year increase in views

*\*Owned and Operated platforms*

# Channel 4 Performance Highlights



## Linear Performance Highlights



### It's a Sin

- It's a Sin's final episode (week 5) at 9pm drew 979k viewers. An 8% ABC1 Adult Share (62% ABC1 Profile)
- Weeks 1-4 of It's a Sin have consolidated at 2.5m (11%). With a 15% share of 1634 Adults and 14% for ABC1 Adults



### Extraordinary Escapes

- Extraordinary Escapes with Sandi Toksvig week 2 attracted 1.161m. An 8% ABC1 Adult share is up 7% on the slot average. Week 1 consolidated at 2.1m (12% ABC1 Share)



### 24 Hours in A&E

- 24 Hours in A&E week 6 was up 2% week-on-week with 1.284m and a 9% 1634 share



### First Dates

- While First Dates at 10pm grew 8% week-on-week with 1.154m. Up 61% on the slot average. A slot winning 15% 1634 share is up 39% on the slot average
- First Dates weeks 1-4 have consolidated at 1.8m and a 21% 1634 share. Last year new episodes averaged 1.5m and a 13% 1634 share



### Devon & Cornwall

- Devon and Cornwall week 5 on Monday at 8pm attracted 1.252 million and a 6% ABC1 Adult Share

# Channel 4 Performance Highlights



## The Great Pottery Throwdown

- On Sunday at 8pm week 7 of Pottery Throwdown attracted 2.008m viewers (10%). Up 42% on the slot average. A 13% ABC1 Adult share is up 56% on the slot average



## Love It or List It

- Week 8 of Love It or List It on Wednesday at 8pm attracted 1.546 million viewers and an 11% ABC1 Adult share



## Cats Does Countdown

- Cats Does Countdown week 6 at 9pm was up 3% week-on-week with 1.121 million viewers and a 15% 1634 Share. Weeks 1-5 have averaged a 14% 1634 share



## Jamie & Jimmy's Friday Night Feast

- Friday Night Feast continued on Friday at 8pm and was up 7% week-on-week with 959k viewers and a 7% 1634 share



## The Last Leg

- The Last Leg drew 1.370 million viewers (10%) delivering a slot winning 19% 1634 share. A 22% Share of 1634's in consolidation for the Series up 10% year-on-year



## Films

- Saturday night was movie night with **Star Trek** at 6:35pm with 719k viewers
- Followed at 9pm by **Mission Impossible: Fallout** with 1.034m

# Channel 4 Performance Highlights



## Cricket – England’s Tour of India



### 1<sup>st</sup> Test Average

- Viewing avg. 542k (12%) peaking with 1.8m (21%) on Sun (Day 3) at 11:29
- Up 92% on the slot average for Individuals; 183% ABC1's, 267% Men and up 422% for ABC1 Men
- C4's live coverage of the First Test reached a total of 5.8m people
- This compares to reach of 1.8m for Sky Sports 1st Test Sri Lanka v England
- All 4 has seen a combined 1.96m views across the watch live and highlights
- Days 1 to 4 of the First Test feature in the top 10 days of the last 10 years for C4 share in the 6am to 12noon slot



### 2<sup>nd</sup> Test Average

- Viewing averaged 518k (14%) peaking with 1.6m at 10:57am on Sun (Day 2)
- There was a cumulative reach of 5.6m across the 4 days of coverage
- The highlights on More4 averaged 91k at 1.15pm and 27k at 12.10am
- All 4 saw 1.2m views to our Live & Highlights coverage
- Ind Volume Up 203% vs slot / 1634's +76% / ABC1's +347% / Men +410%



# Portfolio Performance Highlights



## Married at First Sight Australia

- Week 7 of MAFS Australia set another new high averaging 963k viewers across the week. Up a further 2% week-on-week!
- Peaking on Wednesday with another new overnight high of 1.024m viewers. Up 259% vs slot with a 9% 1634 share
- Last week, for the 2nd consecutive week it was the **most watched show across all Digital Channels** on every weekday!



## Hunter Killer

- Film4's biggest film of the week was Hunter Killer on Tuesday at 9pm with 391k. Up +27% vs slot
- Film4 has already delivered over 800k viewers on 3 occasions this year thanks to **Kingsman 2** (1m); **Equalizer** (945k); and **Murder on the Orient Express** (822k)
- Film4 has delivered over 500k viewers 10 times this year compared to twice in the same period last year



## The Great British Dig

- More4's highest rating show of last week was the launch of The Great British Dig on Wednesday at 9pm with 400k viewers. Up 76% vs slot average



## Summer Wine & Unforgiveable

- UKTV's biggest audience of the week was Last of the Summer Wine on Drama on Thursday at 7:20pm with 502k viewers
- Mel Giedroyc: Unforgiveable week 2 consolidated at 579k viewers. UKTV's biggest audience of the year so far!