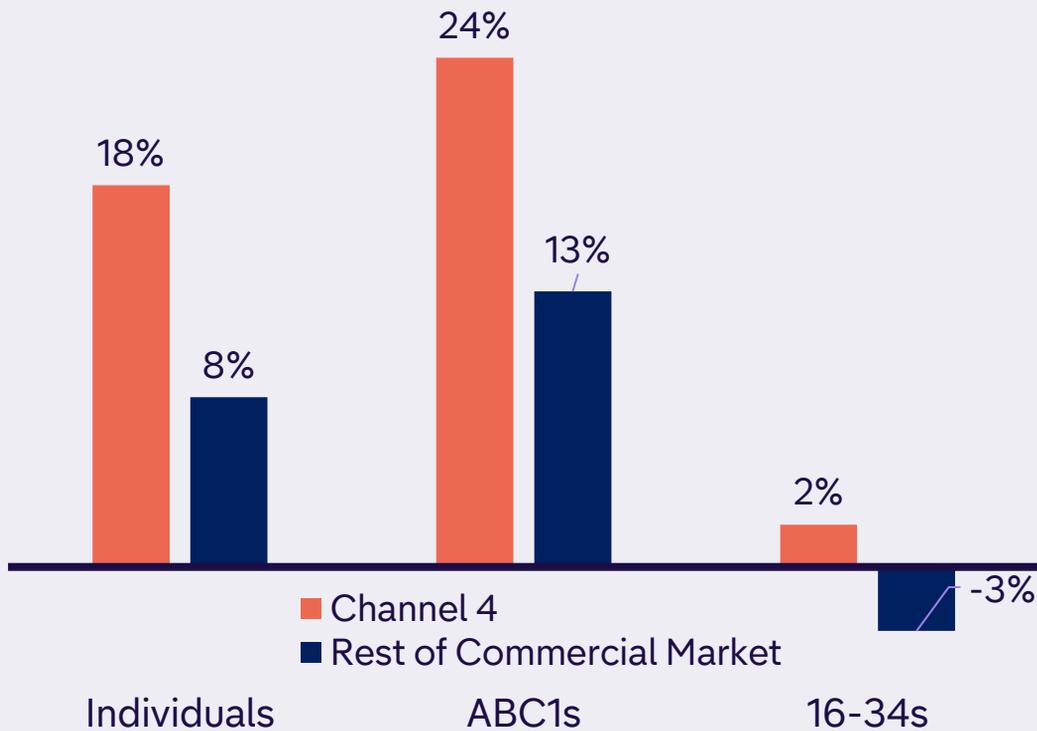


Viewing Report

Thursday 25th March 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.

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



Overview

All 4 Performance Highlights



Week 15.03.21 – 21.03.21

- Views are up 3% week-on-week as Taskmaster returns.
- **Up 74%** vs week 12 of 2020 where Celebs Go Dating was our top title
- **Married At First Sight Australia** remains our top show in the week (driving Archive) despite ending 1st March. The show is 27% bigger than our most watched title of 2020 (Friday Night Dinner) and accounts for 17% of or year-to-date views.
- **The Circle**, biggest launch for the brand, 20% bigger than prev. high of S2 ep1. Up 14% vs S2 (10 ep ave, 0-2days)
- **Gogglebox S17** ep4 (2ndbiggest ep ever!). Up 4% week-on-week. Up 47% on S16 (0-2 days, 2ep ave)
- **Caroline Flack Doc**, 5h of the top shows in the week. 137% bigger than Barrymore: The Body in the Pool's Tx of 6th Feb '20.
- **Below Deck** up 17% week-on-week. Launched Mon 22nd Feb stripped weekly (E4) in MAFS Aus slot of 19:30.

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Married at First Sight Australia
The Circle	It's A Sin
Hollyoaks	Celebs Go Dating: The Mansion
Gogglebox	Hollyoaks
Caroline Flack Doc	Gogglebox
Celebrity Bake Off SU2C	The Inbetweeners
Taskmaster	Taskmaster
Below Deck Mediterranean	First Dates
Four in a Bed	The Circle
The Inbetweeners	One Tree Hill

74%

Up 74%

All 4 continues to experience huge viewing growth – with total views last week up 81% versus the same week in 2020

94%

Up 94%

Across 2021 to date, we have seen a 94%* year-on-year increase in views

**Owned and Operated platforms*

Channel 4 Performance Highlights



Linear Performance Highlights from W/C 15th March 2021

The Great Celebrity Bake Off for SU2C



- Celeb Bake Off week 2 was up 9% week-on-week (and +8% vs week 2, 2020) last Tuesday at 8pm with 3.716m (19%)
- For the 2nd consecutive week Celeb Bake Off won the 8pm-9:15pm for volume and share across Individuals, ABC1's and 1634's

Gogglebox



- Gogglebox Series 17 episode 4 at 9pm attracted 4.173m up against Comic Relief
- Despite the stiffer competition Gogglebox still won the 9pm slot for Volume and Share across Inds, ABC1's and 1634's

The Circle



- The debut of the new 3rd Series of The Circle attracted 937k viewers. A slot winning 21% 1634 share is up 58% vs the slot average with a 35% 1634 profile

The Dog House



- At 8pm on Thursday The Dog House week 2 was up 7% week-on-week with 1.266m. A new overnight high for the Series as was the 12% 1634 share

Grayson's Art Club



- Grayson's Art Club week 4 on Friday at 8pm drew 872k viewers up against BBC1's Comic Relief. With a 7% ABC1 Adult Share and 67% Upmarket Profile

Channel 4 Performance Highlights



The Great Pottery Throwdown

- In (part) consolidation Pottery Throwdown averaged 3.2m (14%) with all 10 episodes delivering over 3m. Peaking in week 10 with 3.4m!



Love It or List It: Brilliant Builds

- Love It or List It: Brilliant Builds on Wednesday at 8pm was up 10% week-on-week with 1.824m (10%). Up 36% vs the slot average. A 13% ABC1 share is up 40%



Taskmaster

- Series 11 of Taskmaster launched with 1.6m/9.4% last Thursday at 9pm
- The 16-34 audience of 500k/28.0% was up 127% on the slot average 000s, up 147% for share, and it won the slot for 16-34s!



Jamie: Keep Cooking Family Favourites

- Jamie: Keep Cooking Family Favourites attracted an overnight audience of 797k.



Scotland's Scenic Railways

- On Sunday at 8pm Scotland's Scenic Railways returned with 950k viewers and a 6% ABC1 Adult share



Films

- Saturday night was movie night with **The Hobbit: Battle of the Five Armies** at 9pm delivering 629k viewers and a 6% 1634 share

Portfolio Performance Highlights



Teen First Dates

- Teen First Dates weeks 1-3 have consolidated at 575k viewers and a 9% 1634 share. Peaking in week 1 with 901k (19%)



Jack Ryan: Shadow Recruit

- Film4's biggest film of the week was Jack Ryan: Shadow Recruit on Saturday at 9pm with 377k viewers



Four in a Bed

- More4's highest rating show last week was Four in a Bed on Saturday at 6:25pm with 293k viewers. Up 62% vs the slot average for individual volume and 157% for 1634's



The Last of the Summer Wine

- UKTV's biggest audience of the week was The Last of the Summer Wine on Thursday at 7:20pm on Drama with 493k

Portfolio Performance Highlights

UKTV Play



Week 15.03.21 – 21.03.21

- UKTV Play performance steady on the previous week and up 27% on the same week last year
- **Drama** was 3% week-on-week, mainly driven by **Death in Holy Orders** which moved into the top 10 shows this week +46% week-on-week
- **Meet the Richardsons** on **Dave** +3% week-on-week
- Views on **Yesterday** driven by **Warbird Workshop & Shipwreck Secrets**

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill: The Early Years	The Bill: The Early Years
Classic Eastenders	Classic Eastenders
The Bill	Taskmaster
Taskmaster	The Bill
Bangers And Cash	Would I Lie to You
Would I Lie to You	Bangers And Cash
Last of the Summer Wine	Last of the Summer Wine
Birds Of A Feather	Birds Of A Feather
Death In Holy Orders	Hypothetical
Hypothetical	Abandoned Engineering