
Viewing Report

15th – 21st November 2021

NARRATIVE

After the expected strong competition in the summer, portfolio performance has really got back on track with a combination of new series launches and returning favourites

Channel 4 continues to dominate late peak on Tuesdays and Fridays for AD1634's. GBBO pulls in its biggest number of the run so far on Tuesday, whilst Gogglebox on Friday more than holds its own against Children In Need, easily winning the commercial slot for AD1634s

NEW TITLES

Miriam and Alan: Lost In Scotland attracted a 14% share of ABC1ADs. This is the best performance of a new show to launch after GBBO in over two years!

Grand Designs House Of The Year had it's best performing episode for Individual and ABC1AD share of audience (12% share of ABC1ADs)

Overview

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RETURNING/ONGOING

Bake Off consolidated at 8.7m/36% across weeks 1-8. It has been the biggest show across all TV on each of the days it has been on.

Gogglebox S18 has consolidated at a slot winning 4.8m/24% in weeks 1-8. 39% share of AD1634s and 26% share of ABC1ADs

Taskmaster is back on Thursdays at 9pm with a consolidated 2.3m/11% share and 760k/33% share for AD1634's across weeks 1-8. It was won the slot for AD1634's for 8 consecutive weeks

Britain's Best Woodworker; best new 8pm series on Channel 4 this year, in terms of volume, with week's 1-4 consolidating at 1.7m, up +26% on slot average

The Last Leg at 10pm on Fridays is averaging a 13% share and a commercial slot winning 19% share of AD1634's

Escape To The Chateau averaged 11% across first 4 weeks. Averaging a 14% share of ABC1ADs in the process

Episodes 1 and 2 of Close To Me have consolidated at 1.75m, up 9% on slot. ABC1AD share for these 2 episodes is up 16% on slot average

SPORT/FILM

F1 SAT Qualifying Highlights attracted a 9% share of Men; up 95% on slot

F1 Sunday Race Highlights attracted a 10% share of Men; up 48% on slot

The International Rugby match between Ireland and Argentina attracted an 8% share of MEN, share of this audience was up 125% on slot

Overview

All 4 Performance Highlights



15.11.21 – 21.11.21

Views in Week 47 was down -8% week-on-week, with the declines coming from the likes of Married At First Sight Australia finishing on the 17th, **Close to Me** is down as the previous week the series was boxset and Gogglebox is also seeing declines as the previous week was strong due to the linear TX clashing with the football on ITV

Despite Bake Off being down slightly week-on-week Ep9 was up +1% vs the same ep last series (0-5 Days O&O)

Taskmaster was flat week-on-week but Ep9 of S12 was up +4% vs the same ep from the last series (0-3 Days O&O)

Formula 1 has made it into the Top 10 this week, what's driving this (no pun intended) is the Brazil GP highlights which is the biggest race this year on All 4 (0-7 Days O&O), it's also the 2nd biggest F1 race ever on the platform!

Made in Chelsea is down week-on-week but series 22 still coming in as the 2nd biggest series on All 4 (0-6 Days O&O)

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Married at First Sight Australia	Married at First Sight Australia
The Great British Bake Off	Hollyoaks
Hollyoaks	Married at First Sight UK
Made in Chelsea	Gogglebox
Gogglebox	Celebs Go Dating: The Mansion
Close to Me	Below Deck Mediterranean
Taskmaster	The Great British Bake Off
Formula 1 ®	Made in Chelsea
Young Sheldon	The Circle
Escape to the Chateau	24 Hours in Police Custody

5%

Up 5%

Total views are up 5% versus the same week in 2020

25%

Up 25%

Across 2021 to date, we have seen a 25%* year-on-year increase in views

Channel 4 Performance Highlights



The Great British Bake Off



- Week 9 of GBBO saw the Semi Final overnighted with 31% share of Individuals. Ep 9 attracted a 52% share of AD1634's, up +165% on slot average. This was the biggest episode of the run so far, up 0.4m on the episode as we approach this week's final!
- Bake Off consolidated at 8.7m/36% across weeks 1-8. It has been the biggest show across all TV on each of the days it has been on



Channel 4 Performance Highlights



15.11.21 – 21.11.21



Handmaid: Britain's Best Woodworker

- Handmaid: Britain's Best Woodworker has been a pleasing addition to the schedule (best new 8pm series on C4 this year), with the first four episodes up on slot. Episode 5 on Thursday was up 2% week-on-week. With ABC1AD share up +49% on slot average



Gogglebox

- Gogglebox S18 has consolidated at a slot winning 4.8m/24% in weeks 1-8. 39% share of AD1634s and 26% share of ABC1ADs



Escape to the Chateau

- Escape To The Chateau averaged an 11% share across its first 4 weeks. Averaging a 14% share of ABC1ADs in the process



Close To Me

- Episodes 1 and 2 of Close To Me have consolidated at 1.75m, up 9% on slot. ABC1AD share for these 2 episodes is up 16% on slot average



Taskmaster

- Taskmaster on Thursday, did what Taskmaster does; dominating the slot for AD1634's. For the ninth consecutive week, it was the most watched programme in the slot for the ME1634 audience too across all TV (and by some distance too)

Portfolio Performance Highlights



Married at First Sight UK

- Married at First Sight Australia S8 Week 6 averaged an overnight figure of 0.6m/4% Individuals



Last Orders

- The biggest film so far in November is Last Orders with 3% share



Matt Bakers Our Farm In The Dales

- Matt Bakers Our Farm In The Dales launched on Monday the 18th October with the first three episodes consolidating with an average of over 840k viewers. It has been in the top 2 most watched digital programmes for the days it has been on, Only Married At First Sight Australia (E4)has been bigger than it!



The Brookwood Mysteries

- The Brookwood Mysteries (Drama) is the most watched programme across UKTV in October with 655k, up 94% on the slot average for volume

Portfolio Performance Highlights

UKTV Play - Week 15.11.21 – 21.11.21



- Viewing to UKTV Play was -5% week-on-week
- Bad Girls grew 18% week-on-week with the release of a new series
- Hornby: A Model World offering continued week-on-week growth this week +7%
- Classic Eastenders grew +3% week-on-week
- After a high of a series drop onto play last week The Bill fell back 13% week-on-week
- Would I Lie To You also dropped back week-on-week -16%

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
Hornby: A Model World	Bad Girls
Would I Lie to You	Birds Of A Feather
New Tricks	Would I Lie To You?
Taskmaster	Last Of The Summer Wine
Last Of The Summer Wine	Bangers And Cash
Birds Of A Feather	Classic Casualty
Classic Casualty	The Brokenwood Mysteries