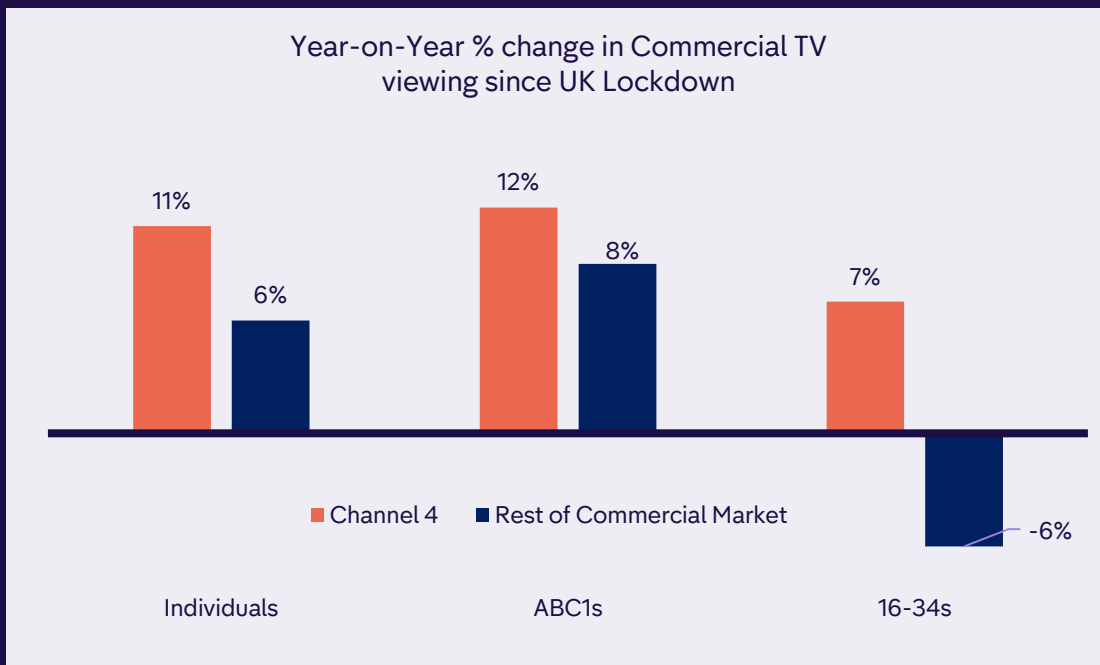


Viewing Report

Thursday 26th November 2020

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.



C4 delivered 2 of the Top 10 shows across the Network for 1634 Volume in the week thanks to **Bake Off** and **Gogglebox**

A whopping 9.2million viewers (39.7% share) tuned in last night to watch Peter be crowned the youngest ever winner of **The Great British Bake Off!**

This is our biggest volume on record, beating the previous best volume that has stood since 2002 for the Big Brother Final [9.21m]! The 16-34 share of 63.5% is the best since Big Brother in 2006 [63.9%]!

Episodes 1-11 of **Gogglebox** had an overnight average of 4.385 million (23.6% share) up 41% and 33% respectively vs S14 this time last year. 1634 Volume and Share is up 55% and 47% respectively while ABC1 Adults are Up 41% and 28%.

Weeks 1-5 of **Taskmaster** have consolidated at 2.637 million (11.66%). A 30.33% 1634 Share is the biggest for a new 9pm title since Leaving Neverland in March 2019!

These shows have been instrumental in Channel 4 outperforming the rest of the commercial market for young's.

Overview

Channel 4 Performance Highlights



The Great British Bake Off, S11 Final, Tuesday 8pm

- A whopping 9.2million/39.7% tuned in last night to watch Peter be crowned the youngest ever winner of The Great British Bake Off
- This is our biggest volume on record, beating the previous best volume that has stood since 2002 for the Big Brother Final [9.21m]!
- The All Inds share is the best since Celebrity Big Brother in 2007 [40.3%], while 16-34 share of 63.5% is the best since The Big Brother in 2006 [63.9%]
- This is the 4th biggest non-News/address title of the year so far for all Inds volume and share [I'm A Celeb, Strictly, Ant & Dec Saturday Night Takeaway] while the 16-34 share is second only to I'm A Celebrity.
- Last night was up 33% for volume and 19% for share on the S10 Final. All demos except BAME audiences saw year-on-year double-digit gains.
- The episode had a 1 minute peak of 10.8m at 9pm
- This is 1.5m up on the previous best C4 Bake Off Final [S8]
- The 16-34 share of 63.5% is the biggest ever for a Final across all channels!
- Series 11 concluded with an overnight average of 7.2 million/34.1%; up 22% for volume and 16% for share against last year [5.9m/29.4%]
- This is the biggest series to have aired on Channel 4, beating the previous best volume [S8] by 1.0m [6.2m]



Gogglebox, Friday 9pm

- Week 11 of Gogglebox S16 attracted an overnight audience of 3.549 million. Its biggest ever Volume vs I'm a Celebrity
- Volume was up on the slot average by 16% for Individuals; 1634 Volume 5% and ABC1 Volume 15%
- Episodes 1-11 overnight average at 4.385 million 23.6% up, +41% and +33% respectively vs S14 this time last year



Taskmaster, Thursday at 9pm

- At 9pm on Thursday Taskmaster week 6 was watched by 1.066 million. 1634 Volume is up 48% on the slot average with a 10% 1634 Share.
- Weeks 1-5 of Taskmaster have consolidated at 2.637 million (11.66%). A 30.33% 1634 Share is the biggest for a new 9pm title since Leaving Neverland in March 2019!



The Last Leg, Friday 10pm

- The Last Leg week 5 was Down -29% week-on-week with 1.346 million (8.2%). Against I'm a Celeb it was still Up 15% on the slot average for Individuals and 12% for ABC1's
- Week 4 consolidated with a 32.40% 1634 Share. The Series BIGGEST EVER!
- Weeks 1-4 average Individual volume to the series of 2.114m (14.22%) Up 40% and 42% year-on-year respectively



Portfolio Performance Highlights



Made In Chelsea

- Week 9 of Made In Chelsea delivered a current series high on Monday at 9pm with 334k. Up 17% on the slot average with a 4% 1634 Share



White Christmas

- Film4's biggest film in the last 7 days was White Christmas on Saturday at 4:30pm with 396k. Up 102% on the slot average. ABC1 Volume up 214% on the slot average
- Film4 has now delivered over 500k viewers on 48 occasions this year compared to 33 across the whole of 2019



24 Hours in A&E

- More4's highest rating show in the last 7 days (overnights) was 24 Hours in A&E on Saturday at 9pm with 320k. Up 42% on the slot average



The Last of The Summer Wine

- Across the UKTV Portfolio of Channels in the last 7 days the highest rating show was The Last of the Summer Wine on Drama on Thu at 7:20pm with 418k

All 4 Performance Highlights



Week Commencing 16.11.20 viewing figures

Views up 65% vs same week last year, all content types up, Bake Off continues into Nov this year alongside strong Exclusive and Archive trends through lockdown

GBBO growth throughout series. Up 30% vs S3 (9ep ave, 0-5days)

Gogglebox's biggest ever episode. S16 up 38% vs S15 (11ep ave, 0-2days)

Naked Attraction Season 7 is 78% bigger than Season 6 (2ep ave 0-5 day)

Exclusives up 114% vs same week last year, 3 titles in the Top 10 as views to One Tree Hill pick up with young female profile

Reach +44%, all demos up vs SWLY

All Platform groups up, Big Screens, double last years views contribution. Accounting for over half of the week's total views.

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Great British Bake Off	Friday Night Dinner
Gogglebox	Hollyoaks
Taskmaster	The Inbetweeners
Made in Chelsea	Married at First Sight Aus.
Hollyoaks	Gogglebox
The West Wing	Made in Chelsea
Malcolm in the Middle	The Great British Bake Off
Naked Attraction	Four in a Bed
One Tree Hill	Shameless
The Inbetweeners	Celebs Go Dating

65%

Up 65%

All4 continues to experience huge viewing growth – with total views last week up 65% versus the same week in 2019

20%

Up 20%

Across 2020 to date, we have seen a 20% year-on-year increase in views