

Viewing Report

Newcastle take early lead

New hospital documentary series, Geordie Hospital launched well on Monday 17th January, with Individuals and ABC1AD viewers up on the slot average by +13% and +14% respectively for volume and up +17% and +16% for audience share. All episodes are available to view on ALL4 as part of our Future 4 strategy

999 What's Your Emergency, gets off to slot winning start

The latest series of 999 What's Your Emergency gets off to a strong start, winning the 9pm slot on Monday 17th January for AD1634 viewers across all TV. Share of viewing was up on slot audience by +23% for Individuals, +17% for ABC1AD's and +45% for AD1634's

Sue's road trip drives growth

Episode 1 of Sue Perkin's Big American Road Trip is an instant hit with viewers, attracting an average audience of 1.9million Individuals, which represents an uplift of +25% on volume and +40% for share compared to the slot average. In this extremely competitive Sunday night slot, ABC1AD viewers were up +30% for volume and +40% for share on the slot average.

Junior Bake Off continues to be a hit with viewers

The latest series of Junior Bake Off continues to be a hit with AD1634 viewers averaging an audience share of 19% across its first seven episodes. The launch episode of this series attracted a 26% share of the AD1634 audience; the biggest share of this audience for any episode of Junior Bake Off (C4 and BBC). The series is currently tracking up on slot significantly by +110% for Individuals, +90% for ABC1AD's and +130% for AD1634's.

The Great Pottery Throwdown grows for the second consecutive week

Episode 3 of The Great Pottery Throw Down displayed WOW growth, attracting a consolidated audience of 2.8m/12% share of audience in its new 75 minute slot. Volume of viewing vs slot average is up +70% for Individuals, +80% for ABC1AD's and +100% for ABC1WO across the first three weeks

Overview

Viewing Report

The Dog House continues with its record breaking start

The new series of The Dog House has got off to its best ever start for a series for Individual viewing share and ABC1AD volume and share. Viewing to the series is up +25% for Individual and ABC1AD volume, whilst viewing for ABC1WO is up on the slot average by +44% for volume and +35% for share

I Literally Just Told You proves a hit with young viewers

New Jimmy Carr fronted quiz show continues to be a hit with younger audiences averaging a 15% share of AD1634's and ME1634's across its first five weeks. The programme has been the most watched programme in its slot for the ME1634 audience all commercial TV channels in the slot for four of these five weeks.

Screw is Channel 4's best launch to a drama series since It's A Sin

Episode 1 of new darkly comic drama Screw, launches with 3million viewers and 15% share of audience, making this Channel 4's best launch to a drama series since It's A Sin nearly 12 months earlier. The performance of episode 2 means that this series is currently consolidating at 2.35 million viewers; up on slot by over +50% for volume and share. Instantly box-setted as a series as part of Channel 4's Future 4 strategy, Screw has been the most watched new title on ALL4 so far in 2022

Britain's Most Expensive Homes

The first three episodes of this newly commissioned series have consolidated at a very healthy 1.4million viewers. A n11% share of AD1634's means this series is up on slot by +20% for this audience

George Amazes in new Friday slot

The familiar George Clarke's Amazing Spaces returned in the not so familiar Friday night slot on the 7th January at 8pm. However this 'house move' was no problem, as the first two episodes have returned a viewing figure which is up on the slot average by +20% for Individuals and ABC1AD's.

Overview

Viewing Report

Kirstie & Phil's Love It Or List It

The evergreen property gurus continue to outperform the slot average. 5 weeks into their latest series both Individual and ABC1AD share of viewing are up Vs the Wednesday 8pm average by +17% and +10% respectively. The series has grown throughout the weeks, with episode 5 the biggest of the run so far with 2million viewers.

Sarah Beeny's New Life In The Country

After 7 episodes this series is currently outperforming the previous series (at the same point in the run) by a very impressive +30% for ABC1AD audience share and +25% for ABC1WO audience share. Series on series volume is flat for individuals and all efficient trading audiences, which is impressive given that the first series played throughout a lockdown period

Celebs Go Dating E4

The latest series of Celebs Go Dating launched on E4 on the 17th January. When comparing performance to the same part of the run last year AD1634 share is flat, while WO1634 share is up by +3%

Dark Woods More4

Dark Woods, a moody German thriller, is the first offering from Walter Presents on More4 in 2022. Episode 1 has consolidated at 317k individuals. Volume for both Individuals and the key ABC1AD audience is up +50% on the 9pm Friday night channel average

Box Hits Celebrates Record Breaking Week For AD1634's

With a weekly average audience share of 0.6%. Box Hits had it best ever week for share of this audience in week 2 2022. This was up +300% on the viewing average of last year

Overview

All 4 Performance Highlights



17.01.22 – 23.01.22

Week 4 views are up +1% week-on-week but down -27% vs the same week last year, however we knew the first few months of 2022 would always be tough due to us missing some big titles such as ***It's a Sin*** and ***Married at First Sight Australia*** (although this will launch near the end of Feb) but also the fact that it was lockdown for the first few months of 2021

Celebs Go Dating returned last week with the series down year-on-year but that aired during lockdown so if we compare it to the 2020 series it is currently up +61% Despite being down week-on-week ***Hollyoaks*** is still up vs the first four weeks of last year by +15%

The first 11 eps of ***Celebrity Coach Trip*** are currently up +22% vs the first 11 of the previous series (0-7 Days O&O)

Ep3 of ***The Great Pottery Throwdown*** was the biggest ever for the show on All 4 with views up +14% vs Ep2 and the series as a whole up +19% vs last year (0-7 Das O&O)

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Celebs Go Dating	Hollyoaks
Hollyoaks	Screw
Junior Bake Off	24 Hours in Police Custody
Celebrity Coach Trip	The Killer Nanny: Did She Do It?
Screw	Celebrity Coach Trip
The Great Pottery Throw Down	Celebs Go Dating
The Killer Nanny: Did She Do It?	Junior Bake Off
First Dates	The Great Pottery Throw Down
Kirstie and Phil's Love It or List It	Gogglebox
A Place in the Sun	First Dates

Portfolio Performance Highlights

UKTV Play - Week 17.01.22 – 23.01.22

- Week on week viewing grew 3% on the service
- Bangers and Cash views are up +73% week-on-week and No 8 in the Top 10 programmes
- Last Of The Summer Wine +16% week-on-week
- Birds of Feather +7% week-on-week



TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Bad Girls	Bad Girls
Last Of The Summer Wine	Jonathan Creek
Would I Lie To You?	Would I Lie To You?
Taskmaster	New Tricks
New Tricks	Last Of The Summer Wine
Bangers & Cash	Taskmaster
Tenko	Classic Casualty
Jonathan Creek	Bangers & Cash