

All 4 Performance Highlights



Week Commencing 18.01.21

- **BIGGEST WEEK EVER IN TERMS OF VIEWS!** Bettering the previous high in Week 46, 9th Nov 2020.
- **Up 114% vs same week last year**, the 1st time we've over doubled views of the Same Week Last Year. All content types up!
- **Married at First Sight Australia** up 38% week-on-week, S6 up 92% vs S5 (14ep ave, 0-2days). 136% growth since ep1 of the new series.
- **It's A Sin** launched on Friday with the series available on All4. Resulting in the biggest ever drama launch (0-2days)!
- **Hollyoaks** returned to 5 eps per week from 18th Jan, up 11% week-on-week drawing level with 2020 performance levels.
- **Archive**, up 102% vs same week last year, up 37% year-to-date, contributing the majority 41% of year-to-date views.
- **Exclusives**, up 256% vs same week last year, up 123% year-to-date, contributing to 19% of year-to-date views. One Tree Hill, West Wing and Malcom in The Middle is increasing our bingeworthy offering.

| TOP 10 VOD Week-On-week | TOP 10 VOD Year-To-Date |
|------------------------------------|-----------------------------------|
| SERIES | SERIES |
| Married at First Sight Aus. | Married at First Sight Aus |
| It's A Sin | Hollyoaks |
| Hollyoaks | The Inbetweeners |
| Ackley Bridge | Gogglebox |
| Junior Bake Off | Taskmaster |
| The Inbetweeners | Ackley Bridge |
| Back | 24 Hrs in Police Custody |
| First Dates | One Tree Hill |
| One Tree Hill | The West Wing |
| Taskmaster | Junior Bake Off |

114%

Up 114%

All4 continues to experience huge viewing growth – with total views last week up 114% versus the same week in 2019

61%

Up 61%

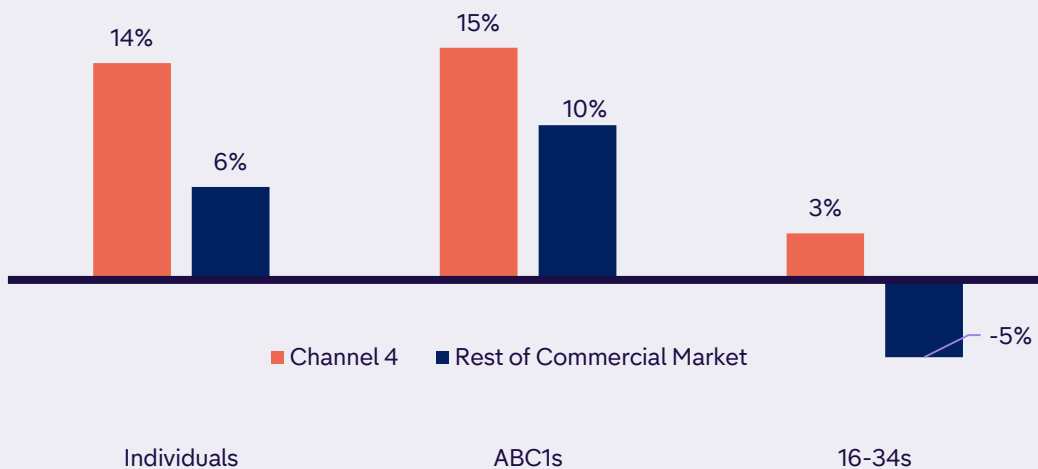
Across 2021 to date, we have seen a 61% year-on-year increase in views

Viewing Report

Thursday 28th January 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



Channel 4 has attracted more younger viewers to its programmes than the rest of the commercial market. Here are a few recent drivers of this:

New Original Drama, *It's a Sin*, launched strongly at 9pm with 1.888 million. A 12% Share of 1634 Ads C4's biggest new drama for 1634's for 3 years!

24 Hours in A&E week 2 at 9pm was Up 5% week-on-week with 1.799 million Individuals and a slot winning 14% 1634 share

While *First Dates* was back at 10pm in its new Manchester home with 1.268 million. Up 89% vs the slot average and the Series biggest overnight since 2018. A 14% 1634 share won the slot

Grand Designs consolidated at 3.293 million. It's biggest audience since Sept 2015. A 13.73% Individual share is the biggest since Oct 2013. A 21.59% 1634 share biggest since March 2009!

Overview

Channel 4 Performance Highlights



It's a Sin

- New Original Drama It's a Sin launched strongly at 9pm with 1.888 million. (Part consolidated at 2.5m). A 12% Share of 1634 Ads C4's biggest new drama for 1634's for 3 years!!!



A New Life in the Sun

- For the second consecutive week A New Life in the Sun delivered its biggest ever audience on Wed at 4pm with an incredible 1.060 million viewers



Junior Bake Off

- Junior Bake Off delivered its biggest ever overnight audience on Wednesday with 1.335m viewers. Up 103% vs the slot average!
- Junior Bake Off week 2 was Up 20% week-on-week averaging 1.236 million viewers and delivering its BIGGEST WEEK EVER for both Individuals and ABC1 Volume



24 Hours in A&E

- 24 Hours in A&E week 2 at 9pm was Up 5% week-on-week with 1.799 million Individuals and a slot winning 14% 1634 share



First Dates

- While First Dates was back at 10pm in its new Manchester home with 1.268 million. Up 89% vs the slot average and the Series biggest overnight since 2018. A 14% 1634 share won the slot



Grand Designs

- Grand Designs episode 3 drew 2.261 million. Up 5% week-on-week and the series biggest overnight since October 2015!
- Week 2 of Grand Designs consolidated at 3.293 million. It's biggest audience since Sept 2015. A 13.73% Individual share is the biggest since Oct 2013. A 21.59% 1634 share biggest since March 2009!

Channel 4 Performance Highlights



The Great Pottery Throwdown

- On Sunday at 8pm week 3 of Pottery Throwdown was up 8% week-on-week with 2.154 million (11%). Up vs slot average for Volume and Share across all Trading Demo's peaking with a 13% ABC1 Share
- Week 1 of Pottery Throwdown consolidated at 3.106 million and a 15% Share. The Series 3rd biggest audience ever behind two BBC2 TX's back in 2017



Love It or List It

- Week 3 of Love It Or List It consolidated at 2.579 million. The Series 2nd biggest audience ever and biggest since April 2015
- Week 4 of Love It or List It on Wednesday at 8pm drew 1.875 million. Up 44% vs slot average. A 12% ABC1 share is up 35%



Cats Does Countdown

- Cats Does Countdown week 2 at 9pm delivered 863k. A 12% 1634 share was up 12% on the slot average.



Jamie & Jimmy's Friday Night Feast

- Friday Night Feast continued on Friday at 8pm with its 3rd episode attracting 1.079 million. Delivering an 8% 1634 share



The Last Leg

- The Last Leg was back in its usual Friday 10pm slot attracting 1.480 million viewers. Up 21% on the slot average. A slot winning 23% Share of 1634 Adults was up 26% vs the slot average



Films

- Saturday night was movie night with **Indiana Jones and the Kingdom of the Crystal Skull** at 7:10pm delivering an overnight audience of 1.571m. Up 83% vs slot average
- Followed at 9:30pm by the premiere of **Maze Runner: The Death Cure** which drew 661k viewers and an 8% 1634 Share. Up 12% vs slot average

Portfolio Performance Highlights



Married at First Sight Australia

- Week 3 of MAFS Australia averaged 712k. Up 13% week-on-week and the Series BIGGEST WEEK EVER in terms of overnight average
- Peaking on Friday with yet another new high of 779k viewers. Up 261% vs slot average. An 8.4% 1634 Share up 168%. The biggest show across all Digital Channels on the day!
- In consolidation week 2 set a new high averaging 1.073 million. Peaking with 1.185m for episode 9. Weeks 1+2 average of 991k up 21% vs all eps in 2020



Wind River

- Film4's biggest film of the week was Wind River on Friday at 9pm with 500k viewers. Up 51% against the slot average, a 3% 1634 Share is up 53%!
- Last week 4 films delivered over 400k viewers in the overnights including Wind River, The Equalizer, The Bone Collector and The Bank Job



Escape to the Chateau

- More4's highest rating show of last week was Escape to the Chateau DIY on Tuesday at 6:55pm with 285k viewers



QI XL

- UKTV's biggest audience of the week was QI XL on Monday at 9pm on Dave with 473k viewers