

Viewing Report

Thursday 28th May 2020

Welcome to our latest viewing update, where we continue to share performance highlights from across our linear and digital portfolio.

Following a gradual lifting of government advice, more people began to return to work last week, and as such we expect the huge viewing increases seen over the last few months to level off and settle into a new pattern.

However, the trend across the total lockdown period remains clear – **total TV viewing across the period is up 19% year-on-year for Individuals**, up **20% for ABC1s** and up **14% for 1634s**.

Across this report, we'll highlight specific pieces of programming performance, and showcase how Channel 4 and our portfolio of channels are performing strongly throughout this period – particularly for those hard-to-reach young audiences.

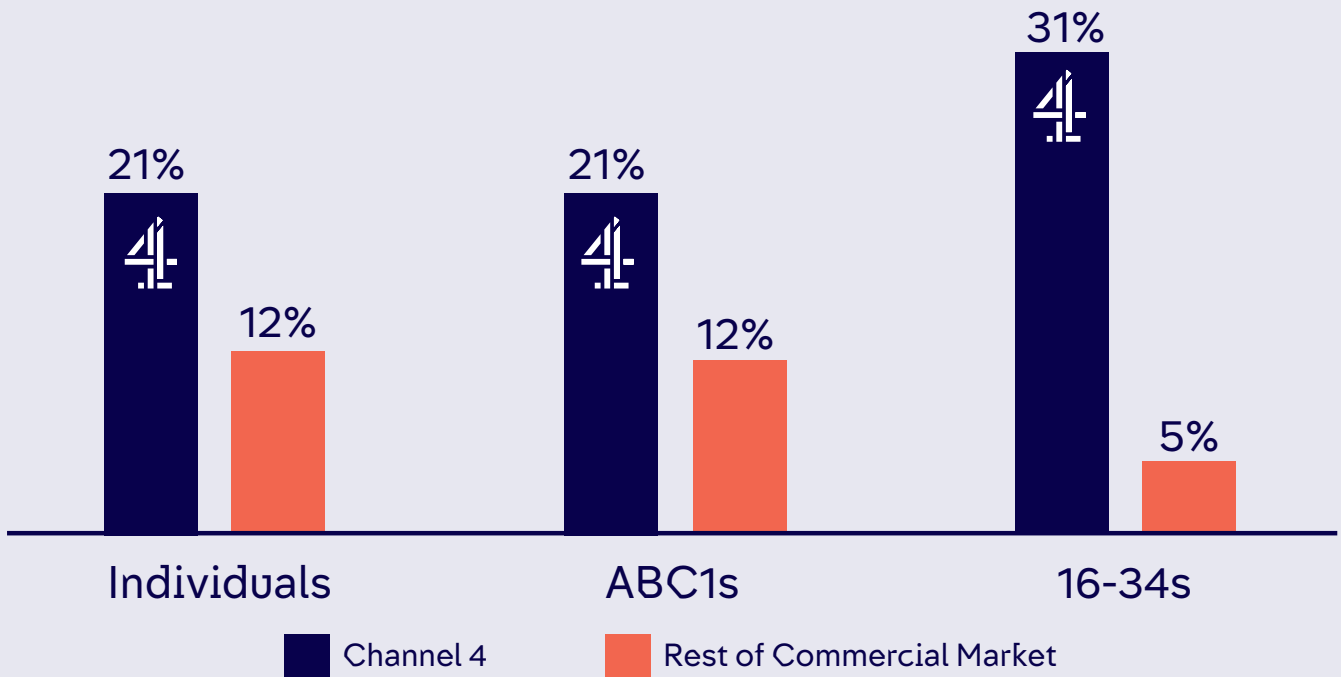
For example, across 2020 so far, **Channel 4 has delivered 26 programmes** which rated **over 4 million viewers** – up from just 7 over the same period in 2019 – and across the lockdown period, **Channel 4 has accounted for half of the top 30 programmes for 1634's across the whole of commercial TV!**

As usual, this report is packed full of useful insights into our viewing performance – but if you need any specific information or guidance, please do contact your usual 4Sales representative, or alternatively contact **4Sales@Channel4.co.uk**.

Thank you for continuing to support 4 Sales as we keep the nation informed and entertained across this difficult time.

Incredible Performance for Young Audiences

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



Channel 4 has delivered a strong performance in all the major demographics across the lockdown, with our year-on-year change in viewing tracking ahead of the rest-of-commercial-market by some margin. But, the difference is most notable for 1634s, where Channel 4 outpaced the market significantly, delivering a year-on-year rise of 31%, versus a rest of market average of just 5%

SOCI UPLIFT Across the Lockdown period, Channel 4 delivered the biggest year-on-year uplift to 1634 SOCI among all Commercial Channels

55%

Up 55%

The UKTV portfolio has seen a huge 55% increase in 1634 audiences across the lockdown period

STRONG FRIDAY NIGHT

Channel 4 has won the Friday late peak slot for 1634's during the entire Lockdown period among Commercial Channels

BIGGEST SHARE OF VIEWING

Last week Channel 4 and the Channel 4 portfolio delivered their biggest weekly share of viewing for 1634's since week 1 2020

80%

Up 80%

Across the lockdown period year-on-year viewing among 1634 Adults to Channel 4 News is up a huge 80%

Big Formats Performing Strongly



◀ **Up 87%**
The final episode of Celebrity SAS won the slot with 2.28 million viewers, up 11% week-on-week and up a massive 87% versus the slot average Volume



▲ **2.29 Million**
Bake Off: The Professionals returned with its biggest overnight audience ever – 2.29 million viewers, winning the slot and up 56% on the previous series launch for 1634 audiences



◀ **Up 38%**
The first 7 weeks of Joe Lycett's Got Your Back have averaged an overnight audience of 1.17 million viewers - up 38% versus the prior series

▶ **Up 7%**
Week 14 of Gogglebox achieved an overnight audience of 4.34 million - up 7% week on week and Gogglebox's 3rd biggest overnight ever



◀ **5.13 Million**
Weeks 1-13 have now consolidated at 5.13 million viewers, up 38% on all episodes in 2019, making this Gogglebox series the biggest ever



◀ **Up 39%**
The Last Leg: Locked Down Under was watched by 1.58 million viewers last Friday, up 39% versus the slot average for individuals volume

More than 4

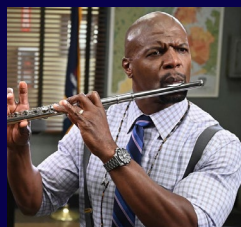


◀ **Football Returns**
On Saturday afternoon on BT Sport 1 the Bundesliga Match between Dortmund and Wolfsburg was watched by 166k. Bayern Munich v Frankfurt delivered a 5% share of 1634's

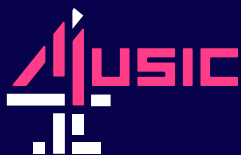


◀ **Up 31%**
On Wednesday, E4's latest episode of Celebrity Gogglebox USA was up 31% versus the slot average

▶ **Up 139%**
E4's Brooklyn Nine Nine delivered an audience over 400k viewers, including an 11% share of 1634's. This performance was second only to Channel 4 in the slot and up 139% versus the slot average



▶ **Share of Viewing**
Last week Film4 attracted its second-largest weekly share of viewing of the year for both individuals and ABC1's



▶ **Biggest Weekly Share**
Last week 4Music delivered its biggest weekly share of the year for both 1634's and ABC1's



▶ **Record Breaking**
Last week Drama delivered its biggest weekly share of viewing since 2016 and its second biggest since launch in July 2013

Peak Programming Delivering Strong Audiences



◀ 1.1 Million

A Very British Hotel Chain - Inside Best Western pulled in 1.1million on Tuesday night



◀ 1.3 Million

Channel 4 staple Location Location Location pulled in 1.3 million viewers on Wednesday evening this week

▶ Up 54%

With 1.36 million viewers last Thursday, Spring at Jimmy's Farm attracted an 11% share of 1634's, up 54% versus the slot average



▶ Up 63%

Last week's First Dates Hotel was watched by an audience of 1.23 million, pulling a 12% share of 1634's, which was the biggest among commercial channels and up 63% vs slot



▶ Up 29%

On Sunday, The Fantastical Factory of Curious Craft delivered a 9% share of 1634's with an audience up 2% week on week and up 29% versus the slot average



▶ Up 13%

On Sunday the final episode of Walking with Elephants delivered 1.44 million viewers, up 13% week on week

Record-Breaking Performances on All 4



▶ Up 17%

Across 2020 to date, views to All 4 are up by 17% year on year

OVER 83%

▶ 83% big screens

The vast majority, 83%, of views on All 4 are delivered on big screen devices, with mobile views accounting for just 10%

▶ New Content

All 4's content offer continues to grow, with recent additions including the entire box set of Scrubs and Buffy The Vampire Slayer



▶ Up 123%

Views to Channel 4's impressive archive of content, including classic comedies and compelling documentary box sets, is up 123% year on year

