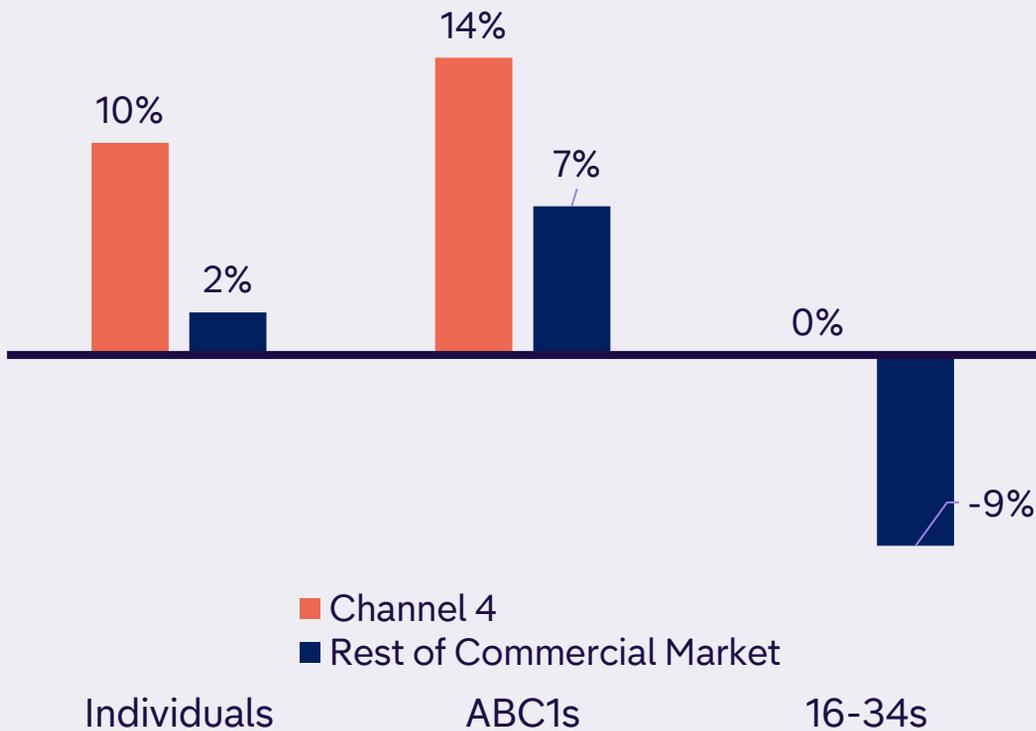


Viewing Report

Thursday 29th April 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



Overview

All 4 Performance Highlights



Week 19.04.21 – 25.04.21

- Views are up 7% week-on-week as *Ackley Bridge* launches with all eps available on All 4
- Up 17% vs week 17 of 2020 where *Friday Night Dinner* and *The Inbetweeners* drove Archive views
- *Ackley Bridge*, S4 launched on the 19th with all eps available. Significantly boosting week views. S1&2 were available on Netflix through Q1, pushing Archive views of S3 up. S4 biggest launch ep up +29% on previous high of S1. S4 up +21% on S3
- *Gogglebox* S17, up 27% on S16 (0-3 days, 9ep average). Remains on course to be our best season ever and the 7th consecutive season on season growth (0-30days)!
- *Taskmaster* S11 consistent vs S10
- *Made In Chelsea* S21, up 5% vs S20. S21 launched on Mon 29th with the biggest launch ep since S13 of 2017 (0-6days)

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
Ackley Bridge	Married at First Sight Australia
Gogglebox	It's A Sin
Hollyoaks	Hollyoaks
Made in Chelsea	Gogglebox
Taskmaster	Celebs Go Dating: The Mansion
Married at First Sight Australia	The Circle
Below Deck Mediterranean	Taskmaster
Four in a Bed	The Inbetweeners
The Inbetweeners	Ackley Bridge
The Circle	Made in Chelsea

7%

Up 7%

All 4 continues to experience huge viewing growth – with total views last week up 7% versus the same week in 2020

61%

Up 61%

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

*Owned & Operated and Sky up to most recent data load 18/04/21

Channel 4 Performance Highlights



Linear Performance Highlights from w/c 19th April 2021



The Great Celebrity Bake Off for SU2C

- Celeb Bake Off aired last Tuesday at 8pm with a **repeat** episode attracting 1.650m (10%). Flat week-on-week. It also delivered a 10% share of 1634's and a 12% Share of ABC1ADS



Gogglebox

- Gogglebox Series 17 week 9 at 9pm was up 3% week-on-week with 4.110m (22%). Winning the slot for Volume and Share across Individuals, ABC1s and 1634s once again



Lucy The Human Chimp

- Lucy The Chimp at 9pm was watched by 876k (6%). With a 6% share of 1634s and ABC1s



The Dog House

- At 8pm on Thursday The Dog House week 8 was watched by 1.302m viewers (8%). A 12% 1634 share is up 27% vs slot and enough to win the slot among Commercial Channels



Location, Location, Location

- Ep 3 on Wednesday at 8pm was up 13% week-on-week with 1.730m (9%). Up 29% vs slot for both. A 13% ABC1 share is up +37%

Channel 4 Performance Highlights



Jamie: Keep Cooking Family Favourites

- Jamie: Keep Cooking Family Favourites at 8pm attracted an overnight audience of 941k (5%). Up 20% week-on-week



Taskmaster

- At 9pm week 6 of Taskmaster was watched by 1.279m (8%) and up 8% week-on-week. A slot winning 24.15% 1634 share is up 91% vs slot



Cats Does Countdown

- Cats Does Countdown week 2 on Friday at 10pm with 1.161m was up 6% week-on-week. A slot winning 20% 1634 share is up 6% vs slot average



Guy Martin: Battle of Britain

- At 9pm Guy Martin: Battle of Britain was up 13% week-on-week with 974k viewers. Up +13% vs slot for Men (Volume)



Jumanji

- At 6:45pm on Sunday the premiere of Jumanji attracted 1.413m viewers (8%). A 15% 1634 Share up 120% vs slot and enough to bear all other Commercial Channels

Portfolio Performance Highlights



Gogglebox

- E4's Highest Rating show of the week was Gogglebox on Saturday at 10pm with 564k/5%. Up 101% vs slot average. A 7% 1634 share is up 72%
- As a result E4 delivered its highest late peak share on a Saturday this year for Individuals (3.3%); ABC1s (3.1%); and 1634s (5.3%)



The Girl in the Spider's Web

- Film4's biggest film of the week was the network premiere of The Girl in the Spider's Web on Friday at 9pm with 384k (3%). Up 14% vs slot average. A 3% 1634 share is up 35%



Matt Baker: Our Farm in the Dales

- More4's highest rating show of last week was Matt Baker: Our Farm in the Dales with 736k (4%) viewers. Up 16% week-on-week and 210% vs slot. A 4% ABC1 share is up 236%
- The most watched show across all Digital Channels on the day!



Last of the Summer Wine

- UKTV's biggest audience of the week was Last of the Summer Wine on Drama on Tuesday at 7:20pm with 463k viewers

Portfolio Performance Highlights

UKTV Play

Week 19.04.21 – 25.04.21



- Week-on-week UKTV Play views fell backwards -4%, **Yesterday & Drama** channels remain up vs the same week last year +13% and +1% retrospectively
- **The Bill** is up 10% for views week-on-week
- **Fast Justice** is up 595% week-on-week & enters the **Dave** top 10 shows
- **Warbird Workshop** is up +145% for views week-on-week
- We added 18k new users to the service

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill: The Early Years	The Bill: The Early Years
Classic Eastenders	Classic Eastenders
The Bill	The Bill
Taskmaster	Taskmaster
Bangers And Cash	Bangers And Cash
Meet The Richardsons	Would I Lie to You
Last of the Summer Wine	Last of the Summer Wine
Birds Of A Feather	Birds Of A Feather
Would I Lie to You	Hypothetical
Classic Casualty	Abandoned Engineering