

# Viewing Report

Wednesday 29th April 2020

Welcome to the latest edition of our Weekly Viewing Report, tracking the changes in viewing consumption across the 4Sales linear and digital portfolio during the Coronavirus outbreak.

This time, we'll reflect on the viewing figures from last week as well as a slight look into some more incredible numbers from this week so far.

## Biggest Audiences Ever

Throughout March and April, we have seen phenomenal numbers across our shows with many outperforming their previous series to attract their biggest audiences ever. Our new *Lockdown Academy* launches have also provided light relief for many in current times. Where more of us than ever are seeking distraction in entertainment and escapism content, viewers are gravitating towards Channel 4 as a trustworthy broadcaster that can educate now when it's most necessary. So far in 2020, we have delivered **20 shows with over 4 million viewers** compared to 6 in the same period in 2019, proving that we are providing the nation with exactly what's needed during the lockdown period.

Whilst we can see that there are improvements across all TV with **total viewing up 13%** for commercial TV for individuals and **15% for ABC1s year on year**, Channel 4 are clearly outperforming these numbers. We have seen an impressive **increase of 26% for individuals** and **26% for ABC1s**, significantly outperforming the market average.

To look forward to over the next week we have launches of *First Dates Hotel Series 3*, *Mo Gilligan's All Star Happy Hour* and *Spring at Jimmy's Farm*. We can only expect these audience levels to continue.

## Young Viewers Drawn to Our Schedule

Across April, Channel 4 is (again) ahead of the rest of the market **up 31% for 16-34s**. This is leaps and bounds ahead of the total commercial TV viewing increase of just 7% (excluding Channel 4)!

In particular, our Friday Night line-up full of laughs and all round entertainment is pulling in vast amounts of young viewers, rising with each week in April. Last Friday, Channel 4 brought in its **biggest late peak share of 1634s** for the year so far (details shown later in the report), winning the slot against our competitors. Alongside this, the SOCI for UKTV and Discovery is both providing **huge increases for youngs** compared to this time in 2019, demonstrating that 4Sales is the place to go for the hardest to reach audiences.

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](mailto:4Sales@Channel4.co.uk).

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

# Leading the Way for Young Audiences

Compared to a commercial TV market average (excluding C4) of just 7%, **Channel 4's 16-34 viewing increased 31% last week**, versus the same week in 2019, putting us way ahead of the market. Here are select few of the many shows proving popular with younger viewers.

## Biggest share of young adults

Week 2 of **Celebrity SAS: Who Dares Wins** pulled in a 28% share of 1634s, up 282% versus the slot average – winning the slot and giving the series its biggest ever share of young adults.



## Up 172%

**Joe Lycett's Got Your Back** had a great third week up 28% versus the slot average for individuals and for 1634s up by a staggering 172%.



## Up 21%

Our Sunday films have been pulling in strong young audiences, with the premiere of **Teenage Mutant Ninja Turtles: Out of the Shadows** outperforming the slot average by 21% for 1634s.



## Repeats growing year on year

Weeks 1 and 2 of the **Celebrity Bake Off** repeats have averaged a massive consolidated audience of 3.7 million with a 27% share of 1634s.

# Channel 4's Late Peak Achieving Phenomenal Numbers

Our wonderful schedule of evening programming has delivered strong volume audiences throughout the lockdown period, breaking records in all areas with our biggest ever numbers across a variety of shows...

## 4.3 Million

**Celebrity SAS: Who Dares Wins** continued on Monday night, maintaining its enormous 2.5 million overnight viewers and bringing the first 2 weeks of overnight audience up 61% versus the same episodes in series 1 - Episode 1 consolidated at 4.3 million making it the biggest SAS episode in either of the formats.



## 2.7 million

The **Celebrity Bake off Repeats** on Tuesdays have continued to attract strong audiences in week 3 with 2.7 million viewers tuning in - winning the slot for volume and share for individuals at 15%, ABC1s at 18% and 16-34s at 22%.



## 1 million

As part of our **Lockdown Academy** to banish boredom across the nation, **Grayson's Art Club** launched on Monday with an impressive 1 million viewers overnight.



## 2.1 million

The documentary looking into the biggest online retailer, **The Truth About Amazon**, attracted an amazing audience of 2.1 million – up 24% versus slot average for individuals and up 31% for ABC1s.

## Our Friday Night Line-Up Remaining on Top

Last Friday night, our epic line up of entertainment and comedy delivered our biggest ever late peak share of the year so for *individuals* (14%), *ABC1s* (16%) and *1634s* (31%), and won the slot the slot for 16-34s.



### ◀ 4.5 million

Gogglebox continues to deliver huge viewing figures as it maintained its 4.5 million overnight viewers, and delivered the shows biggest share of individuals in its 15 series history at 23%.



### ◀ Up 87% for 16-34s

Week 3 of Joe Lycett's Got Your Back attracted an overnight audience of 1.3 million. The first two episodes of the series have consolidated their audiences at a huge 1.8 million viewers - up 39% with a youngs share up 87% series on series.

### ▲ 5.9 million

Episode 9 of Gogglebox consolidated to an incredible 5.9 million viewers - the programmes biggest ever audience - and weeks 1-9 were up 32% versus all episodes in 2019, after consolidating at an average 4.9 million viewers.



### ◀ 2.1 million

Week 5 of Friday Night Dinner was up week on week, watched by an impressive 2.1 million viewers - viewing for the first 5 episodes versus the yearly slot average was up 66% for individuals, 57% for ABC1s and a whopping 140% for 1634s.

## Informing and Entertaining at its Finest

Thanks to our innovative new additions as well as continuing old favourites, we've experienced strong audiences across our schedule this past week.

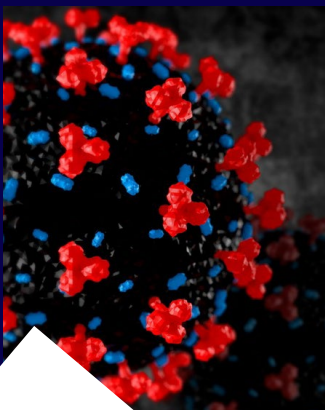
### ▶ 20 over 4 million

So far this year, Channel 4 has seen incredible numbers drawn to our platform, with 20 shows attracting over 4 million viewers compared to 6 in the same period last year - with an episode of Celebrity Bake Off episode achieving over 6 million.



### ▶ 1.4 million

On Tuesday, we were led on a culinary adventure with the launch of Paul Hollywood Eats Japan, the 3 week series began on a high with the first episode delivering 1.4 million viewers overnight and an 11% share of 16-34s.



### ◀ Up 66%

Keeping us informed on all the latest news on COVID-19 across the world, Channel 4 News is continuing to grow - year on year viewing across April is up 42% for individuals and up an astounding 66% for 1634s.



### ◀ 1 million

The newest series of Escape to the Chateau DIY with the ever popular Dick and Angel drew to a close, with views consolidating to 1 million in its 4pm slot - up 15% on all episodes in 2019.



### ◀ Biggest since 2013

On Tuesday this week, the much-loved Countdown had its biggest episode since December 2013.

# The 4Sales Portfolio Shows Growth in All Areas

The diversity across our owned and partner channels ensures that we reach hugely diverse audiences across the UK. April has proved to be yet another strong month for our portfolio and here are a few examples of this:



## Up 79% for ABC1s

On More4, the newest Aston Martin instalment of *How to Build British* on Monday at 9pm was up 16% compared to its performance last week – up a massive 79% for ABC1s.



## Up 413%

*Four in a Bed* on More4 delivered a 10% share of 1634s last Sunday, bringing it up an amazing 413% versus the slot average.

## Up 56% for 1634s

Throughout April so far, Discovery's commercial share of views for 1634s is up 56% compared to April last year.



## Up 44%

UKTV has had a strong start to April for youngs as their share of views in commercial tv for 1634s is up 44%.



## All4 Views Escalating

Nostalgia has been on the menu for viewers during this period as old favourites such as *The Inbetweeners* and *Shameless* have proved extremely popular in the last few weeks on our VOD platform. From this, as well as viewers wanting to catch up on newer additions, *audiences on All4 were up 44% last week* compared to the same time in 2019.

## Record breaking

All4 has seen its numbers rising week on week ever since lockdown began and last week was no exception as we've seen record breaking numbers yet again.



## Up 89%

Along with the forever popular shows on All4, *Celebrity SAS* has experienced its biggest ever VOD viewing – the current series is up a huge 89% on the last series here.



## Big Numbers in the Archives

With 19 series on All4, *Made In Chelsea's* archive content has seen a big uplift in the last week.