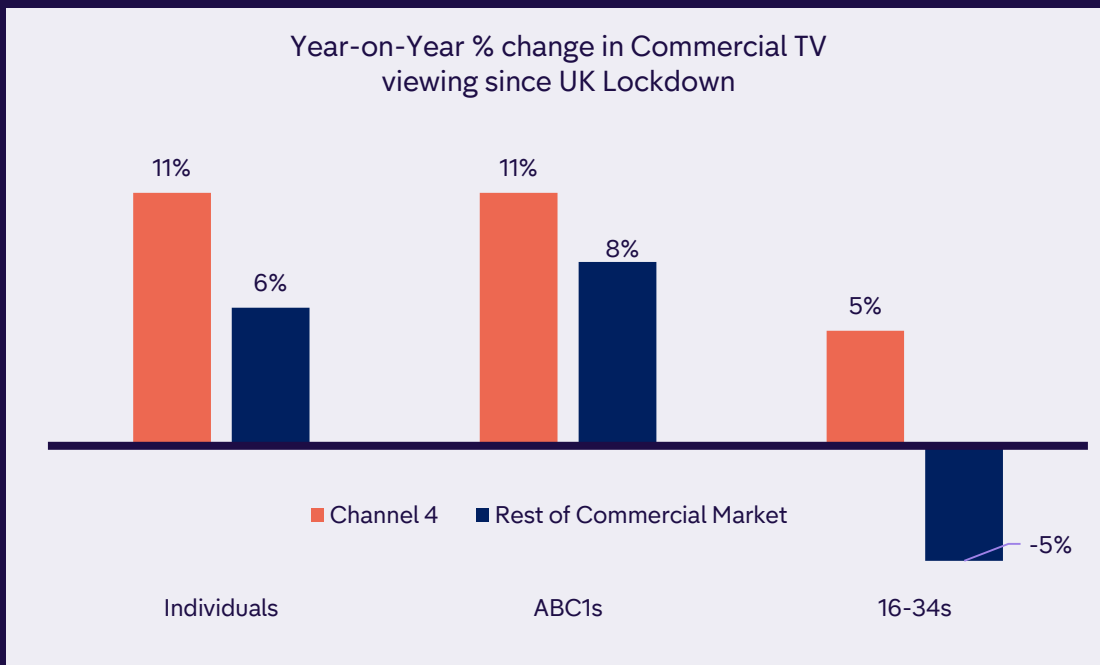


Viewing Report

Thursday 29th October 2020

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.



C4 delivered the 3 of the 4 Biggest shows across the Network for 1634 Volume in the week again thanks to Bake Off, Gogglebox and Taskmaster!

The sixth episode of **The Great British Bake Off Series** 11.7 million viewers with a 33 share. This was up +1.5 million viewers on last year's Ep 6 making it the third biggest ever overnight Bake Off on Channel 4 and the biggest for a non-final episode. The 1.6 million and 58.9% share of 16-34s was up 25% year-on-year for viewers and 28% year-on-year for share - our second biggest episode of Bake Off for 16-34s!

Gogglebox won the 9pm slot once again by a huge margin for share and volume against all key demo's (in fact we won every clock hour for 1634 Share in LP). Ep 7 was watched by 4.3 million with a respectable 26.13% for AD1634s.

At 9pm on Thursday **Taskmaster** week 2 was watched by 1.403 million and an 8% share. Up 18% on the slot average. A 34.39% 1634 share makes it our 4th biggest 9pm title this year for Youngs!

Our share of young viewers are up in comparison to the rest of the commercial market since lockdown began and this position is being reinforced by the performance of these programmes.

Overview

Channel 4 Performance Highlights



The Great British Bake Off, S11 E6, Tuesday 8pm

- Ep 6 averaged 7 million viewers and a 33% share
- Up 27% (+1.5 million views) on last year's Ep 6 and up 24% for share [S10 Ep 6: 5.5m/26.6%]
- It is the third biggest ever overnight 000s for Bake Off on Channel 4 and the biggest for a non-final episode!
- The 1.6 million/58.9% 16-34 audience was up 25% year-on-year for 000s and up 28% year-on-year for share [S10 Ep 6: 1.3m / 45.8%]; and was also our second biggest episode of Bake Off for 16-34 share, behind S11 Ep 4



Taskmaster, Thurs 9pm

- At 9pm on Thursday Taskmaster week 2 was watched by 1.403 million and an 8% Share. Up 18% on the slot average.
- A 22.8% 1634 Share was up 161% vs the 52 Week average
- Week 1 of Taskmaster consolidated at 2.954 million (14% Share). A 34.39% 1634 Share makes it our 4th biggest 9pm title this year for Youngs behind Celeb Gogglebox, Gogglebox and Celeb SAS
- Our biggest launch for 1634's since Bake Off in 2017!



Married at First Sight, Tue 9:15pm

- Married at First Sight week 4 was up 10% week-on-week with 1.408 million viewers. An 18% 1634 share was up 43% and enough to win the slot!



First Dates, Wed 10pm

- On Wednesday at 10pm First Dates was up 12% week-on-week with 1.048 million viewers. The series biggest overnight audience this year! A 9% share was up 106% on the slot average.



Ugly House to lovely house, Thursday 8pm

- On Thursday at 8pm week 2 of Ugly House was watched by 1.784m. Up +52% vs slot. A 13% ABC1 Share Up +72%

Portfolio Performance Highlights



Big Bang Theory

- E4's highest rating show of the week was The Big Bang Theory on Tue at 6pm with 354k followers.



Home Alone 2

- Film 4's biggest film in the last 7 days was Home Alone 2 on Saturday at 4:30pm with 521k. Up 170% vs the slot average. A 5.4% 1634 share was up 217% on the slot average.



Four in a Bed & Billion Pound Cruise

- More4's highest rating show in the last 7 days (overnights) was Four in a Bed on Sunday at 4:50pm with 365k. Up 41% on the slot average.
- Billion Pound Cruise launched last Thursday at 9pm with 332k. Up 64% on the slot average. A 2% 1634 Share was up 145% on the slot average.



Last of the Summer Wine

- Across the UKTV Portfolio of Channels in the last 7 days the highest rating show was Summer Wine on Thu on Drama at 7:20pm with 483k

All 4 Performance Highlights



Week Commencing 19.10.20 viewing figures

Views are up 10% week-on-week, All4's second biggest week on record!!! Top 6 titles all up week-on-week.

Up 44% vs same week last year, 5 titles over 1 million vs 2 same week last year. Eclipsing lack of the Circle, The Accident & Hunted

Bake Off ep5 up 23% vs S3 ep5. S4 up 28% vs S3

Gogglebox up 10% week on week, up 41% vs Season 15

Taskmaster up 121% week-on-week with 55% of views from back catalogue. S10 C4 Tx accounts for 37% of views since launch

Hollyoaks 25th anniversary week up 12% week-on-week, series views above 2019 levels (+2%) for the first time since Wk13

Made in Chelsea S20 up 26% week-on-week, up 8% vs Season 19

Exclusives up significantly due to Malcom in the Middle, Taskmaster (seasons 1-9) and West Wing

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Great British Bake Off	Friday Night Dinner
Gogglebox	Hollyoaks
Made in Chelsea	The Inbetweeners
Hollyoaks	Married at First Sight Aus.
Taskmaster	Gogglebox
Malcolm in the Middle	Made in Chelsea
Married at First Sight	Shameless
The Inbetweeners	Four in a Bed
Married at First Sight Aus.	Celebs Go Dating
Four in a Bed	Scrubs

44%

Up 44%

All4 continues to experience huge viewing growth – with total views last week up 44% versus the same week in 2019

20%

Up 19%

Across 2020 to date, we have seen a 20% year-on-year increase in views