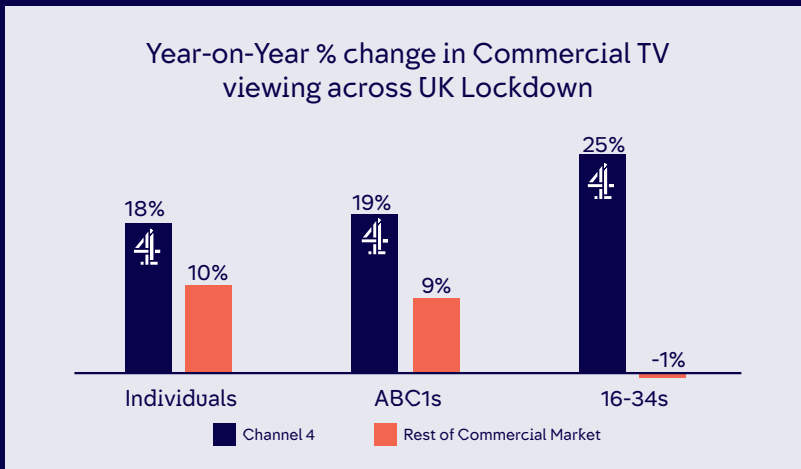


# Viewing Report

Thursday 2nd July 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](mailto:4Sales@Channel4.co.uk).



This week, the nation marked 100 days since the start of the UK COVID lockdown – the moment when many aspects of normal life were significantly changed for us all. Since the start of that lockdown, TV viewing has seen increases in viewing – *with Channel 4 seeing a greater increase than the rest of the commercial marketplace – rising 18% for all individuals versus the market rise of 10%.* For young audiences, *Channel 4's growth above the market is most significant* – with a rise over lockdown in 1634 audiences of a quarter – versus a slight reduction for the

rest of the commercial marketplace – clearly indicating Channel 4's enduring appeal to younger viewers. This appeal spans much of the schedule, *with 1634 viewing in C4 daytime up 58% in lockdown and 1634 viewing to C4 News up a massive 80%!*

## All 4 Performance Highlights



**UP 56%**

All4 continues to experience huge viewing growth – with total views last week up 56% versus the same week in 2019

**UP 23%**

Across 2020 to date, we have seen a 23% year-on-year increase in views

## Channel 4 Performance Highlights



**Bake Off: The Professionals - Tuesday 8pm**

- Episode 6 earlier this week pulled in an overnight audience of 2.16 million viewers – up 16% versus last week
- Episodes 1-5 have now consolidated at a very impressive 2.71 million viewers – up 35% versus the prior series



**Celebrity Gogglebox – Friday 9pm**

- Episode 4 last Friday delivered an overnight audience of 3.18 million viewers – the biggest audience (News aside) in late peak of any channel that evening
- The first three episodes of the series have consolidated to a huge 5.47 million viewers, up 42% versus the prior series for individuals and up 58% for 1634s.

# Channel 4 Performance Highlights



24 Hours in A&E – Tuesday 9pm

- Week 3 hit a series high attracting 1.99 million overnight viewers, up 9% week-on-week, and the series biggest overnight since 2018



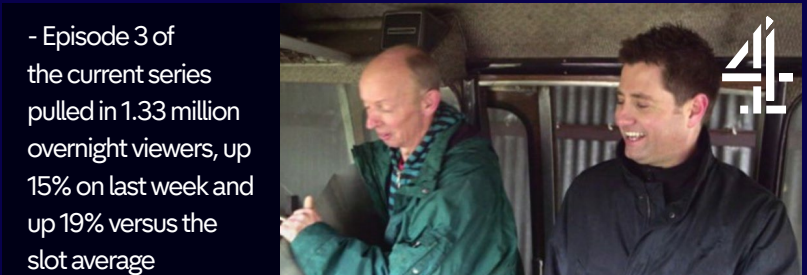
Location Location Location  
Wednesday 8pm

- This weeks episode was up 9% versus last week, drawing in 1.43 million viewers and an 11% ABC1 Share



The Inbetweeners Box-Set – Friday Night

- Late on Friday night, Channel 4 presented the entire series 1 boxset of this cult comedy, attracting an average 16% share of youngs, up 50% on the slot average



George Clarke's Amazing Spaces  
Wednesday 9pm

- Episode 3 of the current series pulled in 1.33 million overnight viewers, up 15% on last week and up 19% versus the slot average



School that tried to end Racism  
Thursday 9pm

- Last Thursday saw this fascinating new series launch with an average of 959k viewers, winning an 11% share of young audiences



Devon & Cornwall  
Monday 8pm

- Week four was up 43% week on week, delivering an incredible audience of 2.05 million viewers - a whopping 88% up on slot average



The Mountain Between Us – Sunday 9pm

- This blockbuster attracted an overnight audience of 1.71 million viewers – up 96% on the slot average and the biggest overnight to a film on Channel 4 since New Years Day



Celebrity Snoop Dogs - Friday 8.30pm

- This brand new innovative format pulled in an average overnight audience of 950k viewers, with a 12% share of 1634 audiences

## Portfolio Performance Highlights



- The first full week of Big Brother: Best Shows Ever consolidated to 746k viewers – up 114% on slot average
- Married at First Sight Australia launched strongly with 403k viewers on Monday – up 101% on the slot average



- Since Lockdown began, Film4's share between 9pm-11pm is up 18% year on year, with average volume up 25%



- On Sunday night 999: On the Frontline: Trauma was watched by 325k viewers – a 4.5% share of 1634s, up 219% versus slot average



- Last week, Really achieved its highest ABC1 weekly Share of Viewing since Christmas 2016



- Across the first 20 Consolidated days of June, UKTV's 7 Channels combined Adult Share of Commercial Impacts was up 14.5% year on year – and up 22.6% for 1634 audiences