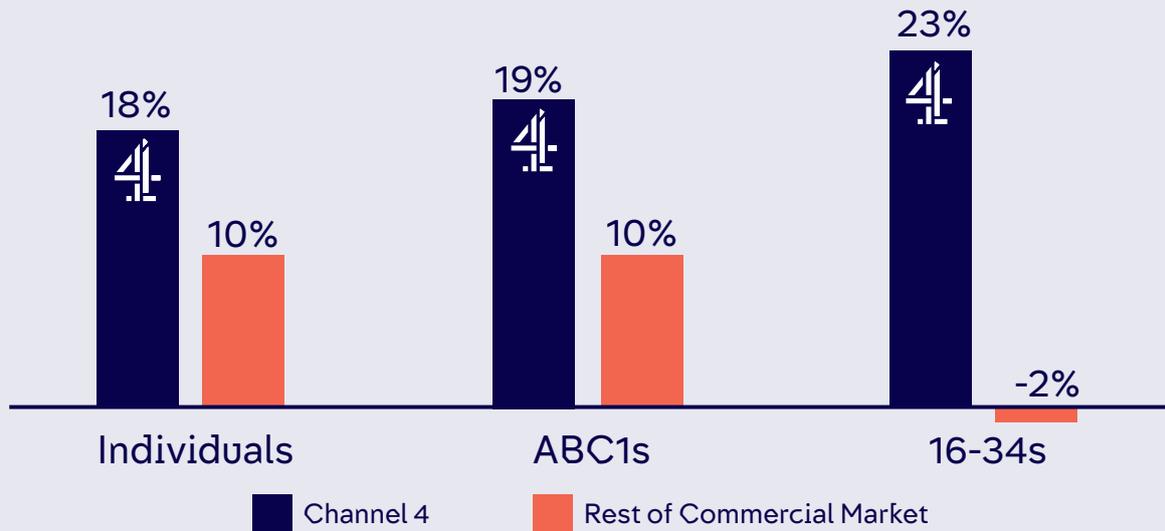


Viewing Report

Thursday 30th 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.

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



Channel 4's 1634 *viewership has significantly outperformed the rest of the commercial market* seeing an impressive *23% uplift* since the start of the pandemic. For the 19th consecutive week, representing the entire Lockdown period, Channel 4 *won the Friday late peak slot for 1634s* with a *15.34% Share*. Through the Lockdown Period Channel 4 has accounted for *15 of the Top 30 Shows for 1634* viewership across Commercial TV. This increase has been *driven by a 76% increase in 1634 viewers* watching Channel 4 News. Additionally, *Bake Off: The Professionals* on Tuesday saw its *biggest share of 1634 viewers at 25.8%*, winning the slot. All 4 has also seen a mammoth *25% year-on-year increase in views* so far in 2020.

All 4 Performance Highlights



UP 64%

All4 continues to experience huge viewing growth – with total views last week up 64% versus the same week in 2019

UP 25%

Across 2020 to date, we have seen a 25% year-on-year increase in views

Channel 4 Performance Highlights



Bake Off: The Professionals - Tuesday 8pm

- The 10th and final episode was watched by an overnight audience of 2.22 million viewers, making this the biggest ever final episode to the series beating last year's audience by 45%
- Episodes 1-9 have consolidated at an impressive 2.7 million viewers – up 36% versus the prior series
- The final also delivered the series biggest ever share of 1634s at 25.8%, winning the slot



Celebrity Gogglebox – Friday 9pm

- Celebrity Gogglebox S2 Consolidated at 5.17 million
- Series on Series this represents a volume growth of 38% for individuals
- 1634 share at 42.39% is up an incredible 125%
- It was unbeaten in its 7-week run at 9pm for both share and viewing for individuals, ABC1s and 1634s
- On Friday at 9pm a Celeb Gogglebox compilation from 2019 was watched by 2.1 million (13%)
- A 27.7% 1634 share was enough to win the slot for the 8th week running



Channel 4 News

- Across the lockdown period year-on-year viewing among 1634s increased a whopping 76%



- Week 7 delivered an overnight audience of 1.62 million viewers. A 23% 1634 share was its biggest since it launched in 2011

**24 Hours in A&E
Tuesday 9pm**



- 1.04 million viewers put the Hitman's Bodyguard 22% above slot average. A 10% 1634 share was also up 22%

**The Hitman's Bodyguard –
Sunday 9pm**



**Paramedics: Britain's Lifesavers
Monday 9pm**

- Episode 3 pulled in its biggest audience to date with 1.71 million viewers, up 23% week-on-week, 37% up against slot average



Supervet – Wednesday 8pm

- Week 4 of this series of specials pulled in 1.5 million viewers - up 35% versus the slot average



**Devon & Cornwall
Monday 8pm**

- Episode 8 of Devon & Cornwall was up 5% week-on-week with 1.97 million viewers. Up 69% against slot average, winning the slot with an ABC1 Share of 12.5%

Portfolio Performance Highlights



- The first 3 weeks of Married at First Sight Australia consolidated at 796K, up an incredible 247% against slot average drawing a 10% share of AD1634s, up 210%!
- Supernanny USA week 1 consolidated at 866k viewers. In terms of new acquisitions only the Batwoman launch episode and MAFS Australia have been bigger this year



- Since Lockdown began Film 4's share between 9pm-11pm rose 19% year on year for individuals with average volume up 25%
- Film 4's biggest title last week was Chaos on Saturday at 9pm with 409k viewers - up 36% on the slot average



- More4's best performing show of the week was Four in a Bed on Sunday with 333k at 4:50pm. Up 33% on slot average



- UKTV's highest rating show of last week, Drama's highest rating show of the year and UKTV's second biggest overnight of the year was delivered by Inspector George Gently on Thursday night



- Really's biggest show of the week was Antiques Road Trip last Monday at 8pm with 243k viewers
- HGTV's highest rating show was Escape to the Country on Saturday at 9pm with 124k viewers