

# Viewing Report

20th - 26<sup>th</sup> September 2021

## NARRATIVE

- All buns blazing this week as our Autumn Schedule welcomes back the nation's favourite show, The Great British Bake Off along with Extra Slice
- In a blockbuster week we also saw the return of Taskmaster and The Last Leg
- A return to our dominant schedule on Friday nights with Extra Slice, Gogglebox and The Last Leg all winning their respective slots for 1634 Share
- While the nation's most talked about show MAFS UK continued on E4 hitting more incredible HIGHS!

## NEW TITLES

- Jamie Oliver: Together consolidated at 1.3m/7% in week 1
- Sex Actually with Alice Levine debuted on Wednesday at 10pm up vs slot for Ind Volume and Share
- Changing Rooms continues to be our Highest Rating new 8pm title this year averaging 1.5m Individuals and a 14% 1634 share
- One-off original drama Help fully consolidated at just over 3m viewers!

## RETURNING/ONGOING

- S5 of The Great British Bake Off launched on Tuesday at 8pm with an incredible 62% 1634 Share. The BIGGEST EVER for a launch episode on C4
- While Extra Slice on Friday was watched by a slot winning 17% 1634 Share on its return Friday 8pm
- Gogglebox consolidated at 4.9m Individuals and a 44% 1634 Share in week 1 of Series 18 and grew by +6% week-on-week in week 2
- Celeb SAS continued on Sunday at 9pm with weeks 1-3 now consolidated at 2.2m/9% Individuals and an 18% 1634 Share

Overview

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# Viewing Report

20th - 26<sup>th</sup> September 2021, continued...

## RETURNING/ONGOING

- First Dates continued in the Monday 10pm slot with weeks 1+2 consolidating at 1.3m/11% Individuals with a 13% ABC1 Share and a 14% 1634 Share
- Grand Designs weeks 1-3 consolidated at 2.1m/10% Individuals and a 12% ABC1 Share
- Taskmaster was back on Thursday at 9pm with a slot winning 26.5% 1634 Share
- While The Last Leg returned at 10pm on Friday delivering a slot winning 18% 1634 Share
- After 5 consolidated weeks Joe Lycett is averaging a 14% 1634 Share peaking with 22% in week 1
- In Daytime last week S2 of BAFTA Winner The Great House Giveaway at 4pm averaged an 11% 1634 Share. Its biggest week ever for the demo
- While Steph's Packed Lunch set a new high last Wednesday with a 13% 1634 Share!

## SPORT/FILM

- F1 was back with the Russian Grand Prix and Sunday's Race Highlights attracting 1.5m Individuals. A 14% Share Men Up +141% v slot

## DIGITAL

- Married at First Sight UK hit another new overnight high last Monday with 1.3m viewers and a slot winning 24% 1634 Share
- Original drama Annika on Alibi continues to be the Channel's biggest ever show averaging 1m viewers and Up +1000% v slot

Overview

# All 4 Performance Highlights



## 20.09.21 – 26.09.21

- Week 39 views are up +5% week-on-week and it was the fourth consecutive week All 4 has seen week-on-week growth
- Views compared to the same week last year are up +53%, helped by all content types being up
- **Married at First Sight UK** is down slightly week-on-week by 3% however Week 39 was the biggest week the show has had for linear viewing
- **Bake Off** takes the second spot in the Top 10 in week 39 with Ep1 being the second biggest episode on All 4 (0-5 Days O&O), beaten only by the launch ep from last series
- Ep2 of **Gogglebox S18** was up +2% vs Ep1 of S18 (0-2 Days O&O)
- Series 3 of **Celebrity SAS** is currently up +27% vs Series 1 (0-7 Days O&O)

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Married at First Sight UK	Married at First Sight Australia
The Great British Bake Off	Hollyoaks
Hollyoaks	Married at First Sight UK
Gogglebox	Gogglebox
Help	Celebs Go Dating: The Mansion
Celebrity SAS: Who Dares Wins	Below Deck Mediterranean
Grand Designs	The Circle
Come Dine with Me	It's A Sin
Taskmaster	The Handmaid's Tale
The Holden Girls: Mandy & Myrtle	Made in Chelsea

### 53%

#### Up 53%

Total views are up 53% versus the same week in 2020

### 30%

#### Up 30%

Across 2021 to date, we have seen a 30%\* year-on-year increase in views

# Channel 4 Performance Highlights



## The Great British Bake Off S12 E2 on 28.09.21



- Episode 1 consolidated at 9.3m/37% Share.
- A 66% Share of 1634 Adults the Series Biggest Ever on C4 for a Launch Episode and 2nd Highest Ever on C4. Only beaten by week 4 last year!
- The second episode of The Great British Bake Off Series 12 was more than double the slot average for share across all demos
- It is our second biggest overnights 000s for a non-sport title so far this year, behind last week's launch episode
- The audience was upmarket (61% ABC1) and far older (43% 55+) than the same episode last year
- 19% of the audience was 16-34
- The episode had a 1 min peak of 6.1m at 8.47pm



# Channel 4 Performance Highlights



## The Black To Front Project

### 10.09.21



- Friday the 10<sup>th</sup> September was our biggest day for Black Viewers since 2012 with a 16.2% daily share (since London 2012)
- Black to Front consolidated highlights included our biggest daily share for Black audiences for 9 years
- Celebrity Gogglebox at 9pm on the day with a consolidated 3.5m/18% Inds and a 37% 1634 Share. A 32% Share of Black Viewers Up +149% v slot
- New commissions High Life (10pm), Big Age (11pm) and Unapologetic (11pm) with 37%, 44% and 40% Shares of Black viewers Up an incredible +504%, +667% and +588% v slot
- Ethnically diverse audiences attracted their fourth biggest daily share of the year with an average 9.3% share across the day



# Channel 4 Performance Highlights



## Linear TV 20.09.21 – 26.09.21



### The Spice Girls: How Girl Power Changed Britain

- The Spice Girls: How Girl Power Changed Britain launched a 3 week run on Tuesday at 9pm with a consolidated 1.1m/5% Individuals in week 1 and a 9% 1634 Share



### Gogglebox

- At 9pm Gogglebox S18 consolidated at 4.9m/24% Individuals in week 1 with a 26% ABC1 Share and a 44% Share of 1634's



### Joe Lycett's Got Your Back

- Series 3 of Joe Lycett's Got Your Back on Thursday at 8pm consolidated with a 14% 1634 Share across weeks 1-5. Peaking at 22% in week 1



### Grand Designs

- On Wednesday at 9pm Grand Designs consolidated at 2.1m/10% Individuals in weeks 1-3 with a 12% ABC1 Share



### Taskmaster

- Taskmaster S12 debuted last Thursday at 9pm with a part consolidated 1.4m/9% Individuals. A slot winning 26.5% 1634 Share Up +119% v slot



### Changing Rooms

- Changing Rooms on Wednesday at 8pm consolidated at 1.5m/9% Individuals in weeks 1-5 and a 14% 1634 Share

# Channel 4 Performance Highlights



## Help

- New one-off Original Drama Help consolidated at 3m/19% Individuals in its Thursday 9pm-11pm slot. With a 19% ABC1 Share and a 27% 1634 Share
- In terms of Scripted this year on C4 only episode 1 of It's a Sin has been bigger



## First Dates

- At 10pm First Dates consolidated at 1.3m/11% Inds across eps 1+2 with a 13% ABC1 Share and 14% for 1634's



## Sex Actually

- At 10pm new 3 parter Sex Actually with Alice Levine launched with a part consolidated 753k/8% Individuals. Up +19% and +49% v slot respectively



## Celeb SAS

- On Sunday at 9pm Celeb SAS S3 consolidated at 2.2m/9% Inds across weeks 1-3 with an 18% 1634 Share. Peaking in week 1 with 2.4m Inds and a 22% 1634 Share)



## F1 Russia Race Highlights

- F1 Race Highlights from Russia were watched by 1.5m/11% Inds. A 14% Share Men Up +141% v slot

# Portfolio Performance Highlights



## Married at First Sight UK

- In part consolidation MAFS UK is averaging 1.8m/9% Inds and 542k/23% 1634's. 30% 1634 Profile.
- Biggest ever launch for a non-scripted series on E4 for all individuals and biggest launch on the channel since Young Sheldon in 2018 for both Inds and 16-34s!



## Film4

- To date the biggest film in September is Raiders of the Lost Ark with 585k/4%
- Film4 has already delivered over 800k viewers on 3 occasions this year thanks to Kingsman 2 (1m); Equalizer (945k); and Orient Express (822k). Compared to once in the same period last year



## 999: On the Frontline

- More4's highest rating show this month brand new original returning series 999: On the Frontline and Great Canal Journeys a close second



## Annika

- UKTV's highest rating show this month continues to be Alibi's original drama Annika averaging 1m/5% across 4 consolidated eps with a 6% ABC1 Share
- Alibi's biggest ever show with share up almost +1000% v slot!



# Portfolio Performance Highlights

## UKTV Play - Week 20.09.21 – 26.09.21



- The Architecture the Railways built is up 5% week-on-week
- Bad Girls overtook The Bill as the most viewed title of the week

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
<b>SERIES</b>	<b>SERIES</b>
Bad Girls	The Bill
The Bill	Classic Eastenders
Classic Eastenders	Taskmaster
The Brokenwood Mysteries	Birds Of A Feather
Birds Of A Feather	Would I Lie To You?
Taskmaster	Last Of The Summer Wine
Would I Lie to You	Bad Girls
A Place To Call Home	Bangers And Cash
Last Of The Summer Wine	Classic Casualty
Classic Casualty	Classic Holby City