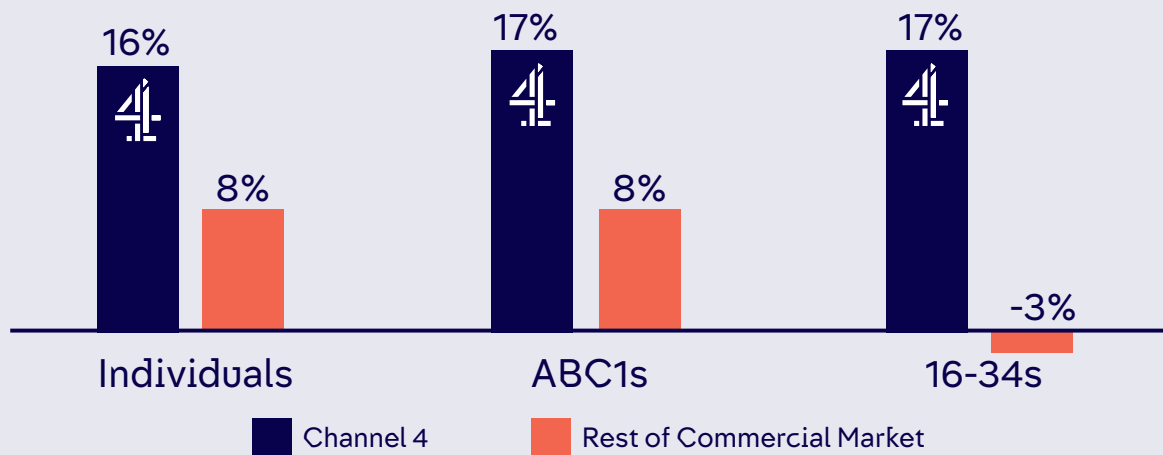


Viewing Report

Thursday 3rd September 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



Across the Lockdown period C4 have seen *significantly greater increases* in its share of 1634 viewers than the rest of the commercial channels. C4 daytime has seen a 24% uplift in 1634 viewers VS total commercial TV.

The uplift in 1634 viewership can in part be attributed to *Channel 4 News* which has seen a whopping 71% increase since lockdown commenced on the 16th of March. Monday's 7pm News took a 15.7% 1634 share which was the 2nd highest ever for the 7pm show and the biggest since 2005!

Additionally, *Lodgers for Codgers, Cats Does Countdown, Food Unwrapped Does Snacks* and *Call the Cops* all won their slot for 1634s last week. Since Lockdown began Channel 4's late peak (2000-2300) share of 1634's is up 30% year-on-year which is in stark contrast to Commercial TV (exc. C4) which is down -8%.

All 4 Performance Highlights

8%

Up 8%

Across 2020 to date, we have seen a 8% year-on-year increase in views.



Channel 4 Performance Highlights



Location: 20 Years and Counting – Thursday 8pm

- The series launched with 1.5 million. Up 38% against the slot average. 14% ABC1 Share was up 85% on the slot average

- Across the lockdown period year-on-year viewing among 1634s increased a whopping 71%

- Monday's 7pm Channel 4 News was watched by 868k. Up 21% against the slot average. A 15.7% 1634 share was THE 2ND HIGHEST EVER for the 7pm show and biggest since Aug 2005



Channel 4 News Weekdays 7pm

- At 9pm on Thursday week 3 of Crime and Punishment served up an audience of 1.1 million. Up 22% on the slot average

Crime and Punishment Thursday 9pm



Cats Does Countdown – Friday 9pm

- At 9pm on Friday Cats Does Countdown also won the slot for 1634s with an 11% share



Lodgers for Codgers – Friday 8pm

- Lodgers for Codgers launched last Friday at 8pm with 1.091 million. Up 5% on the slot average. A 10% 1634 share was up 5% and enough to win the slot

- C4's Friday dominance among younger viewers continued with Ghostbusters at 10pm with a 16% share

Ghostbusters Friday 10pm



Channel 4 Performance Highlights

- Qualifying Highlights of The Belgian Grand Prix delivered an audience of 1.1 million between 6:30pm-8pm on Saturday. Up 12% on last year's Belgian Quali highlights



F1 Belgian Grand Prix (Qualifying Highlights) – Saturday 6.30pm



F1 Belgian Grand Prix (Race Highlights) – Saturday 6.30pm

- Race Highlights on Sunday between 6:30pm-9pm were watched by 1.4 million, our most watched show of the day. Share and volume were up year-on-year for ABC1s and 1634s. Individual viewing was up 35% against the slot average; ABC1 Viewing up 45% and Men 65%



Dirty Secrets of Britain's Takeaways – Monday 7.30pm

- On Monday at 7:30pm Dirty Secrets of Britain's Takeaways with 840k was up 10% against the slot average. A 12% 1634 share was up a huge 160%



Food Unwrapped Does Snacks Monday 8pm

- Aired with 1.2 million viewers. Up 8% week-on-week and delivered a 12% 1634 share, winning the slot



Supersoppers Monday 8pm

- At 8pm on Monday week 3 of Supersoppers delivered an 11% 1634 Share. Up 78% on the slot average



Call the Cops – Tuesday 9pm

- Call the Cops returned to C4 on Tuesday at 9pm with 1.5 million. A 18.2% 1634 share was up 23% on the slot average, once again beating all other Channels

Portfolio Performance Highlights



- Series 4 of **Married at First Sight Australia** consolidated at 810k across its 6-week run. Up 187% on the slot average. An 11% 1634 share was up 182%. On Monday, Tuesday, Wednesday and Thursday last week MAFS Australia was the most watched show across all Digital Channels on the day
- On Saturday at 9pm **Pitch Perfect 2** was watched by 322k. Up 26% on the slot average. A 7.2% 1634 share was up 126% on the slot average
- On Wednesday at 9pm last week **Celebrity Gogglebox** hit a new high on E4 with 428k viewers. Up 73% on the slot average. An 8% 1634 Share Up 174%



- Since Lockdown began Film4's share between 9pm-11pm is up 13% year-on-year for individuals with average volume up 17%. ABC1 Share and Volume are up 17% and 22% respectively
- Film4 has now delivered over 500k viewers on 43 occasions this year compared to 33 across the whole of 2019
- Film4's biggest film in the last 7 days was **Big Game** on Saturday at 9pm with 442k. Up 38% on the slot average



- More4's highest rating show of the week was **999: On the Front Line** on Sunday at 9pm with 320k. A 3% 1634 share was up 56%



- On Sunday at 10pm on Really **Dr Pimple Popper** delivered the Channel's 5th biggest overnight audience of the year with 333k viewers