

Viewing Report

Wednesday 6th May 2020

As the UK “passes through the peak” of the Coronavirus outbreak, we’re seeing TV viewing stabilise at a new high after several weeks of incredible growth. Across the lockdown period, we’ve seen **total TV viewing increase by a massive 22%** for all individuals versus the same period in 2019 – a huge increase that is helping make TV fantastic value for advertisers at the moment.

Despite some challenges around production, Channel 4 continues to experience strong audiences to its content– illustrated by the fact that so far in 2020, we have seen 22 programmes **delivering audiences of over 4 million viewers**, compared to just 6 in the same period in 2019.

Daytime audiences for Channel 4 are tracking up 40% for individuals across the lockdown, versus the same period in 2019 and, even more impressively, **up a mammoth 71% for young audiences**. That figure becomes even more stark when compared to the rest-of-commercial-tv average for youngs of just 42% in daytime.

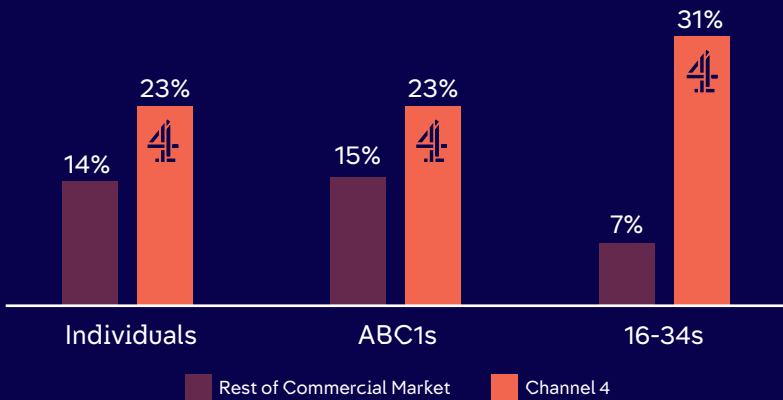
Plus, our news and current affairs output remains as important to viewers as ever – with 16-34 audiences to **Channel 4 News across the lockdown increasing by 80%**, versus the same period in 2019.

As usual, this report is packed full of useful insights into our viewing performance– but if you need any specific information or guidance, please do contact your usual 4Sales representative, or alternatively contact **4Sales@Channel4.co.uk**.

Thank you for continuing to support Channel 4 as we keep the nation informed and entertained across this difficult time.

Channel 4 Outperforming the Market

% Uplift in Commercial TV Viewing Across UK Lockdown



Whilst the whole of commercial television has seen an *uplift in viewing across the UK Lockdown period*, Channel 4 is outperforming the rest-of-market by far, with the difference being most stark for young viewers – *up 31% for Channel 4*, versus a rest of market average uplift of just 7%!

Entertaining the Nation on Friday Night

Last Friday evening, for the 2nd consecutive week, *Channel 4 was the biggest channel for 16-34 year olds between 8pm-1:30am* – and Channel 4 has won the Friday night late peak slot for the entire Lockdown period!

Up 45%

Joe Lycett's Got Your Back continues to pull in strong audiences with an average overnight audience for the series so far of 1.3 million viewers – up 45% versus series 1!



2.2 million

Friday Night Dinner bowed out this series with it's 6th episode delivering an audience of 2.2 million - up 3% versus the week prior.

Up 125%

Episodes 1-5 of the current series have now consolidated an average of 3.9 million viewers – up 125% versus the prior series for 16-34s.

1.7 Million

Weeks 1-3 of the show have already consolidated to an average weekly audience of over 1.7 million viewers!



4.2 million

Gogglebox continues its impressive run, pulling an overnight audience of 4.2million last Friday, up 100% on slot average for 16-34s.

5.8 million

The week prior has now consolidated to a huge 5.8 million viewers – helping the show deliver three of its biggest ever audiences in the last 4 weeks!



17% Share

Channel 4 has begun stacking comedy favourites from our archives on Friday nights into the early hours of Saturday, with strong results – last week was Friday Night Dinner series 1, averaging a 17% Share of 1634's between 10.30pm and 1.30am.



Late Peak Programming Performing Strongly

Since the UK Lockdown, Channel 4 has seen it's late peak (2000-2300) *share of 1634's increase by 22%*, versus the same period last year. This is in stark contrast to the rest of Commercial Television, which, as a whole, saw a it's share decline by 12% versus the same period in 2019.



◀ 2.6 million

Celebrity SAS delivered it's biggest ever overnight on Monday this week – up 3% versus last week to reach 2.6 million viewers & winning the slot for all audiences.

◀ Up 275%

The episode delivered the series biggest ever share of young audiences – 28.6% - up 275% versus the slot average share!



Up 38%

First Dates Hotel returned last Thursday at 9pm with 1.4 million viewers, up 38% on slot average for 16-34 year olds.

1.5 million ▶

Brand new series Spring at Jimmy's Farm launched strongly last Thursday at 8pm with an audience of 1.5 million viewers – up 38% versus the slot average for individuals – the biggest overnight audience to a new Channel 4 series this year!



68% ABC1 ▶

Week 2 of Grayson's Art Club maintained its pure ABC1 Profile of 68% ABC1s, with audiences up 11% versus the slot average for this demographic.



◀ Up 28%

Mo Gilligan's All Star Happy Hour launched on Monday at 10pm, with an audience up 28% versus slot average for 16-34 volume, and with an 8% share of 1634 year olds.

2.4 million ▶

The current run of Celebrity Bake Off repeats on Tuesday evenings continue to deliver strong audiences – this week's episode delivering over 2.4 million viewers, winning the slot and delivering a 20% share of 1634s!

1.4 Million ▶

Episode 2 of Paul Hollywood Eats Japan delivered a tasty overnight audience of 1.4 million viewers and won the slot for 1634s.



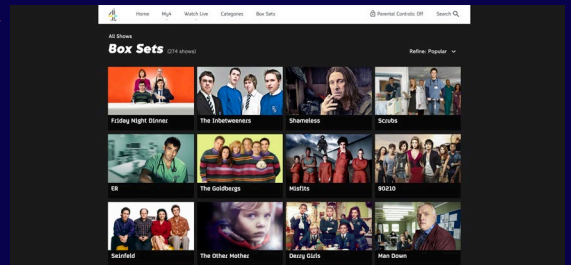
All 4 Views

For the fourth consecutive week, All 4 has broken its own viewing records, *delivering more views than ever before!*



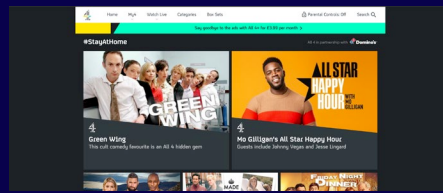
Up 148%

We saw year-on-year growth in all types of content across All 4, up 9% for All 4 exclusive content, up 20% for first-run content, and up a huge 148% for archive content.



Up 69%

Last week, views to All 4 were up 10% week-on-week, delivering a new record for the platform and beating the same week in 2019 by a massive 69%!



Up 44%

But its not just views which are performing well, the reach of the platform also broke records, increasing 44% versus the same week in 2019!

More than 4

Up 62%

On E4, Celebrity Gogglebox pulled in over 370,000 viewers, up 62% on the slot average – with the new USA version due to land on the channel from next week.



Up 66%

Young Sheldon was watched by over half a million viewers last Thursday at 8:30pm on E4, up 66% versus the slot average for 1634's.



Up 91%

E4 classic Misfits made a nostalgic return last Sunday, attracting a 5% share of 16-34s – up 91% versus the slot average!



Up 108%

How to Build British launched last week with an episode focused on Bentley, consolidating up 108% versus the slot average for ABC1's.

Strong Performance

Film4 has now delivered over half a million viewers on 16 different occasions this year compared to 10 across the same period last year.



Up 35%

So far in 2020, 4Music has grown its 1634 Adult SOCI by an incredible 35% versus last year - thanks to the likes of The IT Crowd and Tattoo Fixers performing well across the schedule.



Up 34%

Over the first 25 days of April, UKTV's 1634 share of commercial impacts is up 34% year on year, with 6 of their 7 channels also up year on year!

