

# Viewing Report

Wednesday 8th April 2020

Welcome to the fourth edition of this new weekly viewing report from 4Sales, as we continue to track the incredible viewing uplifts experienced across our channel portfolio through the Coronavirus crisis. This time, we look back at last week as a whole - the second full week of UK lockdown, plus a few snippets from this week so far.

## Channel 4 leading the market for young audiences

Last week commercial TV viewing was up 16% for individuals, 18% for ABC1s and 12% for 1634s, versus the same week in 2019 – huge audience increases across the whole of the TV marketplace – but Channel 4 is outperforming the market shifts when it comes to the important 16-34 demographic, with those audiences on our main channel up 19% year-on-year. Across the whole 4Sales portfolio, we're also experiencing young viewing growth ahead of the wider market, last week up 15% year on year.

## The impact of Covid-19 on UK consumers

Late last week we released a major new audience research project, exploring the impact of the Coronavirus outbreak on our viewers, and examining what consumers want to see from brands in this time of crisis. It found that TV was the most trusted source of news during the crisis, 8 in 10 respondents wanted to see brands continue to advertise, and 57% would welcome more relevant ads at this time. You can read the full report at [4sales.com/covidinsight](https://4sales.com/covidinsight).

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](mailto: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 Leading the Increases in Young Viewing

16-34 audiences are turning to TV in huge numbers – up 12% across commercial TV last week – but Channel 4 is leading the market with our young viewing increasing a massive 19% versus the same week in 2019.



## ◀ Top Dog

Across March and April to date, E4 remains the number 1 Digital Channel for 1634 audiences

## Up 98%

Channel 4 News continues to cut through for young audiences, with viewing last week up 98% for 16-34 audiences versus the same week in 2019



## Biggest of the Year ▶

Last Fridays Gogglebox had the biggest 16-34 share at 9pm delivered by any PSB channel this year



## ◀ 3 of the top 4

Across March, Channel 4 accounts for 3 of the top 4 programmes on commercial TV for young audiences, with Celebrity Bake Off, Gogglebox and Friday Night Dinner making an appearance



## ◀ Top For Youngs

Friday Night Dinner is now the biggest series for 1634 volume this year across all Channel 4 and competitor channels



## Up 52%

During Daytime, we're experiencing year-on-year uplifts of over 50% for young viewers

# Record-Breaking Week for All4

Whilst linear viewing has seen significant increase through the coronavirus crisis, demand to our VOD platform, All4, has also grown massively as viewers seek out new and archive content to entertain themselves.



## ◀ Biggest Week Ever

Last week, All4 experienced its biggest week ever – with viewing increasing 5% week-on-week, and up a massive 38% year-on-year

## Up 21%

It was the best week of 2020 for 16-24 viewing on All4, with views from that demographic increasing 21% versus the same week in 2019



## ◀ Up 11%

Views to first-run content were up last week 11% year-on-year, with both Gogglebox and Friday Night Dinner pulling in strong audiences



## ◀ Hollyoaks on All4

Despite having 40% less new episodes due to production constraints, views to Hollyoaks on All4 were only down 20% week-on-week

## Views Doubled

Views to our mammoth archive of brilliant Channel 4 content have doubled versus the same week in 2019

## Up 54%

The current series of Gogglebox is experiencing VOD viewing up 54% versus the last season



# Daytime Audiences Up 103% for Young Viewers

With millions more people spending all day at home, Channel 4 continues to innovate with new daytime programming formats alongside long-standing daytime shows, all contributing to massive increases in daytime audiences – last week viewing in weekday daytime (12-6pm) increased 51% for all individuals, 46% for ABC1s and a massive 103% for 16-34 audiences.



## Up 95%

The Steph Show, live from her living room, launched last week with average ABC1 audiences up a massive 95% versus the slot average. Viewing peaked on Wednesday, with the ABC1 audiences reaching 125% above slot average!



## Up 52%

Jamie Oliver's fast turnaround Keep Cooking and Carry On, returned for a second week, averaging 775k viewers – up 52% for young audiences versus the first week of the show

## Biggest Ever Overnight

Escape to the Chateau: DIY was back for a second week with average audiences up 19% versus week one - and it pulled in its largest ever overnight audience of 968k viewers on Wednesday – up 94% on the slot average



## Up 41%

Four in a Bed delivered its biggest audience in 12 months last Friday, and enjoyed average audiences across the week up versus the week prior by 18% for all individuals, up 22% for ABC1s and up 41% for 1634s



## Up 24%

Channel 4's longest-running show, Countdown, continues to grow with audiences up 24% on the week prior

# Entertaining the Nation in Late Peak

Our hugely popular returning entertainment formats continue to experience massive growth, as viewers seek out light relief from the crisis.

## Biggest 1634 Volume

The episode delivered the largest 16-34 volume for any commercial PSB at 9pm this year



## 6.2 Million

Last week's 4th episode of Celebrity Bake Off grew by 9% week-on-week and has since consolidated to a massive 6.2 million viewers – the show's biggest ever audience!



## Up 98%

The final episode of the series aired on Tuesday this week, pulling in 4.3million viewers overnight, up versus the slot average by 98% for Individuals, 84% for ABC1s and 94% for 1634s!



## Up 152%

Week 2 of Friday Night Dinner attracted an overnight audience of over 2 million viewers – up on the slot average for young audiences by 152%

## 4.3 Million

Episode 1 consolidated to an incredible 4.3 million viewers, beating the previous show record by over 60% - our biggest ever audience for a comedy series

## Strength Across the Schedule

We're seeing viewing uplifts in every part of the schedule, and in all genres;



◀ Up 20%

On Sunday night, Homeland pulled in an audience which had increased 20% versus the week prior



◀ Up 40%

Location Location Location grew its audience week-on-week, delivering an audience up 40% on slot average for ABC1 audiences



◀ Up 40%

Last week's Five Guys a Week was up 26% week-on-week with the biggest audience in the run so far

Up 30%

The Undateables outperformed its slot average once again, with 16-34s volume up by 30%



1.2 million

On Saturday night the film premiere of War for The Planet of the Apes drew in over 1.2 million viewers - up 66% versus the slot average



## Growth Across the 4 Sales Portfolio

March was a particularly strong month for Portfolio SOCI with us experiencing 1634 year-on-year growth for More4 (+29.1%); Film4 (+6.7%); and 4Music (+37.1%)



◀ Up 101%

On E4, episode 3 of Brooklyn 99 more than doubled its slot average for 1634 Volume

Biggest Ever

More4 has seen strong viewing, with both Car SOS and Building the Dream delivering the biggest audiences of their current runs



◀ 1.2 Million

E4's Biggest Audience – Week 1 of Batwoman consolidated at 1.2million viewers – the largest E4 audience since May 2018 and E4's best drama launch since 2016.

Up 1217

Unbelievably, last Friday 4Music's daily share of viewing for 1634's was up an incredible 1217% year-on-year



◀ Consistent Growth

Made In Chelsea has grown each week across the 3 episodes so far, following a series launch which was up 34% on the series before



◀ Dave Flying High

Last week Dave delivered its biggest weekly share of the year for both individuals and 1634's

Network Growth

Across the first 28 days of March, UKTV's 16-34s SOCI is up 11% year-on-year, across its 7-channel portfolio

Biggest Weekly Share

Discovery-owned channel Really delivered its biggest weekly share of the year for ABC1 Adults last week

