
Viewing Report

Thursday 8th July 2021

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.

Highlights from last week

- Counter-schedule proving effective in June and July to date
- Both **Devon & Cornwall** and **Handmaid's Tale** proving worthy opponents for the EURO's delivering strong shares
- While both **Celebrity Gogglebox** and **The Last Leg** hit new share highs in June
- Who says 1634's don't watch TV any more!? **Rick & Morty** attracted a 20% 1634 share and E4's biggest in late peak for over a year!!!
- While Denzel Washington Action Thriller **The Equalizer** delivered Film4's 4th biggest audience of the year on Thursday at 9pm!
- **Celebrity Gogglebox** week 4 of 5 consolidates at a new share high for both Individuals and ABC1's
- **The Last Leg** week 4 of 5 consolidates at a new share high in its 10th year
- Strong week of sport on C4 with Live coverage of the **W Series**, **International Rugby** and **F1 Highlights**

Overview

All 4 Performance Highlights



Week 28.06.21 – 04.07.21

- **Views** are down -11% week-on-week however the previous week was the strongest since early May so week 27 always had tough competition
- Views by comparison to the **same week last year** are down -5%, however there has been growth from First Run, Exclusives and Simulcast but Archive which is down -24% is bringing down the set
- **The Handmaid's Tale** is down slightly week-on-week however it has still managed to bring in an impressive 2M+ views week-on-week
- **Rick & Morty** sees the most growth week-on-week within the Top 10, up +51%. Ep 2 was up +3% 0-6 Days owned & operated vs the same ep from last series
- The first 5 eps of **Bake Off: The Professionals** are up +18% vs the same eps last series (0-7 Days O&O)

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
The Handmaid's Tale (Boxset)	Married at First Sight Australia
Hollyoaks (First Run Catch Up)	Hollyoaks
Celebrity Gogglebox (First Run Catch Up)	Celebs Go Dating: The Mansion
The Handmaid's Tale (First Run Catch Up)	Gogglebox
Before We Die (First Run Catch Up)	The Circle
Rick and Morty (First Run Catch Up)	It's A Sin (First Run Catch Up)
Bake Off: The Professionals (First Run Catch Up)	It's A Sin (Not Tx'd)
Made in Chelsea (First Run Catch Up)	Made in Chelsea
Formula 1 (First Run Catch Up)	Below Deck Mediterranean
999: What's Your Emergency? (First Run Catch Up)	24 Hours in Police Custody

-5%

Down -5%

Total views are down -5% versus the same week in 2020

34%

Up 34%

Across 2021 to date, we have seen a 34%* year-on-year increase in views

Channel 4 Performance Highlights



Linear TV



Bake Off: The Professionals

- Weeks 1-5 have consolidated at 2.3m/12% Individuals with a 15% share of ABC1's and a 13% share of 1634's



Celebrity Gogglebox

- Weeks 1-4 have consolidated at 4.9m/25%. With a 27% ABC1 share and a 39% 1634 share. Our 3rd biggest Series of the year!



999 What's Your Emergency?

- Weeks 1-3 have consolidated at 1.4m/7% Individuals with an 8% share of 1634's



Before We Die

- Weeks 1-5 of the Instant Boxset original drama Before We Die have consolidated at 1.7m with an 8% share of Individuals and ABC1's. Peaking in week 1 with 2.8m/12%



Chateau: Make, Do and Mend

- Week 1 of Chateau: Make, Do and Mend consolidated at 1.6m/9%. A 9% ABC1 share with a 54% Upmarket Profile

Channel 4 Performance Highlights



24 Hours in A&E

- 24 Hours in A&E in the Monday 9pm slot has consolidated at 1.7m/8% across weeks 1-4 of the current series with a 9% 1634 share



The Supervet

- Weeks 1-5 of The Supervet have consolidated at 1.4m/8% with an 8% ABC1 share



The Last Leg

- Weeks 1-4 consolidated at 1.7m/14% Individuals with a 17% ABC1 Share and an 18% share of 1634's
- Week 4 consolidates at a new share high for Individuals at 16.49% in its 10th year and over 200 episodes!



The Handmaid's Tale

- Week 1 of Series 4 of The Handmaid's Tale consolidated at 2.1m/11% Individuals; 1.2m/13% ABC1 Ads; and 360k/19% 1634's
- This represents the Series 2nd highest share of Individuals/ABC1's/1634's EVER!
- Only the first episode back in May 2017 has been bigger
- Weeks 1+2 are part consolidated at 1.9m/10% Individuals with a 15% 1634 share and an 11% Share ABC1 Ads



Devon and Cornwall

- At 8pm on Monday Devon and Cornwall week 1 consolidated at 2.209m/12% Individuals with a 14% ABC1 Share. Biggest audience to the Mon 8pm slot since July 2020!

Portfolio Performance Highlights



Rick and Morty

- Week 1 of Rick & Morty consolidated at 661k Individuals with a 20% 1634 share
- The highest 1634 share in late peak on E4 since May 2020 (Rick & Morty once again!)
- Week 2 overnight with 302k Individuals grew +34% week-on-week with 1634 volume of 175k up 70% (and +310% vs slot)



Jack Reacher: Never Go Back

- Film4's biggest film in June was *Jack Reacher: Never Go Back* with 407k/3%. A 5% 1634 share is the 3rd biggest for a 9pm film this year and highest since 15th January



24 Hours in A&E

- More4's highest rating show this month was *24 Hours in A&E* with 384k. In fact, it accounted for 8 of the Top 10!
- M4's Top 3 Titles this year all Originals with the Channel's biggest ever show *Matt Baker: Our Farm in the Dales*; *Darcey Bussell's Wild Coasts of Scotland*; and *The Great British Dig*



Smother

- UKTV's biggest audience this month was drama Series *Smother* on Alibi with episode 1 attracting 477k
- The biggest original title was *Secrets of the Transport Museum* on Yesterday with 303k
- YTD 3 of UKTV's Top 5 Titles across their 7 Channels are Originals with *Meet the Richardsons* (Dave); *Mel Giedroyc: Unforgiveable* (Dave) and *Bangers and Cash* (Yesterday)

Portfolio Performance Highlights

UKTV Play - Week 28.06.21 – 04.07.21

- UKTV Play views -4% week-on-week
- Our biggest titles **The Bill** and **Classic EastEnders** both grew 2% week-on-week
- **Luther** +8% week-on-week
- **Richard Osman's House of Games** +57% week-on-week
- **Great British Railway Journeys** +4% week-on-week



TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Birds Of A Feather	Taskmaster
Taskmaster	Bangers And Cash
Last Of The Summer Wine	Last Of The Summer Wine
Would I Lie To You?	Birds Of A Feather
Classic Casualty	Would I Lie To You?
Classic Holby City	Meet The Richardsons
A Place To Call Home	Classic Casualty
Qi XL	Red Dwarf