

All 4 Performance Highlights



03.04.23 – 09.04.23

Views are up +24% compared to the same week last year and +11% year-on-year. We are up on all Content Types compared to the same week last year, with Exclusives and First Runs doing particularly well, both up +37%.

Married at First Sight Australia continues to do well, with S10 now up +51% on the previous series (0-5 Days O&O). Although ep. 19 was down -7% on ep. 18, it was still up +65% on the previous series. (0-5 Days O&O).

Rise and Fall is the second most watched show of the week, ep. 14 was up +10% on the previous episode (0-4 Days O&O).

Tempting Fortune continues to grow on All 4, with ep. 6 the biggest episode so far, up +37% vs. the previous episode (0 Days O&O).

Taskmaster is off to a really strong start, currently up +6% on the previous season (which was the biggest season on All 4).

TOP 10 VOD YTD	TOP 10 WEEK ON WEEK
SERIES	
Married at First Sight Australia	Married at First Sight Australia
Hollyoaks	Rise and Fall
Rise and Fall	Hollyoaks
Gogglebox	Tempting Fortune
The Light in the Hall	Gogglebox
The Great Pottery Throw Down	The Great Celebrity Bake Off for SU2C
Below Deck Mediterranean	Celebrity Hunted
Four in a Bed	Taskmaster
Below Deck	Made in Chelsea
The Great Celebrity Bake Off for SU2C	Four in a Bed

Viewing Report - Linear

The Great Celebrity Bake Off For Stand Up To Cancer

We are now three weeks into the latest series, where celebrities swap their day jobs for the apron and the white tent, although for the first time on Channel 4 the series has a new home; Sunday night.

The scheduling move has been a success with the first three episodes up vs the previous series at the same point, for volume and share of both the ABC1AD and AD1634 audiences.

Averaging a 37% share of AD1634's across these three episodes, this is the best start to a series since the lockdown series of March/April 2020. All three episodes have easily won the slot across all TV for this audience, and all three episodes have been the most watched programme of the day they have been on for the AD1634 audience across all TV Channels.

Gogglebox

It may be 21 seasons in, but the latest instalment of Britain's favourite TV critic families going through the latest TV and SVOD schedules with a fine-tooth comb, is showing series on series growth after seven episodes.

Attracting an average audience share of 26% for ABC1AD's and 31% for AD1634's, the series is currently ruling supreme in its Friday 9pm slot, winning the slot across all channels for Individuals, upmarket and young audience.

Due to the volume of viewership the series attracts, it is the most watched programme across commercial TV channels on its day of transmission for the ABC1AD and AD1634 audiences, therefore offering a great opportunity to advertisers for brand awareness at the start of the weekend.

Overview

Viewing Report - Linear

Late Night Lycett

New to Channel 4, starting on the 31st March, Joe Lycett presents his late-night comedy entertainment series, live from his hometown of Birmingham, with madcap games, hilarious sketches, Joe's aunties, and celebrity guests.

The new series has been an instant hit with young audiences, attracting audience shares in excess of 20% for the three main young trading audiences (AD1634, ME1634, W01634), winning the slot across all TV easily for these audiences on both occasions that it has been on.

Celebrity Hunted

The fifth series where ten famous faces go fugitive in the real-life thriller for Stand Up To Cancer, aiming to they survive 14 days on the run from an elite team of hunters, returned on the 28th March, and what a return it was.

The launch episode attracted its biggest EVER share of the AD1634, ME1634 and W01634 audiences for any Hunted/Celebrity Hunted episode (started in 2015)!

Unsurprisingly therefore, two episodes in, the series on up on the last series for both volume and share of audience.

Overview

Viewing Report

Taskmaster

The chaotic Bafta Award Winning series, returned to Channel 4 on the 30th March, and did what it has been doing since Channel 4 acquired it; totally dominating for young audiences.

Whilst this was expected, it is pleasing to report that the series has got off to its best ever start for the AD1634, WO1634 and ME1634 audiences.

After two episodes the series is currently attracting the following audience shares; 41% AD1634, 44% ME1634 and 38% WO1634.

Married At First Sight Australia

After 19 episodes (consolidated) the latest instalment from down under is currently the best performing series to date on ALL4, with significant series on series growth, making it the most watched show on ALL 4 in 2023 so far.

The Linear numbers have been equally impressive, with the series on course to be the biggest ever on E4, and it has grown each week, with share of E4's key AD1634 audience also up series on series.

Overview

Viewing Report

Rise and Fall

The gripping game about what it takes to get to the top - how to win power, how to keep hold of it and how to use it to influence others, has been a huge success across ALL4 and Channel 4

Up significantly on slot average by +36% for volume and +50% for share of total viewers, the series performed particularly well for younger audiences, consistently winning the slot average.

AD1634 viewing for the series (episodes that have consolidated fully) is up more than +70% on the slot average for volume and +145% for share

The series has been a huge hit on ALL4 as well, driving strong figures on the platform across the last four weeks, and is now the third biggest title to play on the platform this year

Tempting Fortune

The Paddy McGuinness fronted series, where contestants must do all they can to avoid temptation, has finished its run, and returned some pleasing results especially for younger audiences.

Winning the slot across commercial channels across its run, this new commission has been a hit on ALL4 and Channel 4 alike. Linear performance was particularly pleasing with volume and share up on the Sunday and Monday slot average for the principle young trading audiences. AD1634 performance was most pleasing with share up +85% for share and up +30% for volume

Overview

Portfolio Performance Highlights

UKTV Play - Week 20.03.23 – 26.03.23



Views dropped -1% week-on-week but remain up year-on-year 80%

Active accounts increased week-on-week

Series 4 of Strike launched & drove the brand up +76% week-on-week

Bangers and Cash continues to perform well +1% on the week

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
The Bill	The Bill
Classic Eastenders	Classic Eastenders
Red Dwarf	Red Dwarf
Bangers and Cash	Bangers and Cash
Howards Way	Howards Way
Last Of The Summer Wine	Birds Of A Feather
Classic Casualty	Classic Casualty
Birds Of A Feather	Atlantic Crossing
Masterchef Australia	Would I Lie To You
Would I Lie To You	Masterchef Australia