

# Viewing Report - Linear

New

## Investigating Diana: Death In Paris

Was Princess Diana's death in 1997 an accident or was she murdered? This in-depth series examines the full story of two police investigations into her demise. Twenty-five years on from this tragic event, this four-part series launched on the 21st August and played on two consecutive nights at 9pm.

Viewership was extremely strong amongst upmarket audiences with the first two episodes outperforming the slot significantly for both volume and share. ABC1AD volume was up by +20%, whilst ABC1WO volume and share was up by +30% and +50% respectively, with similar figures achieved by ABC1HP's as well.

Instantly made available as a Box-Set, the series was one of the biggest titles on ALL 4 last week.

Continuing

## Griff's Canadian Adventure Discovers Channel 4's Best Ratings For An Original Series In Slot Since 2016

This new six part series where Comedian Griff Rhys Jones explores the second largest country on the planet, discovering what makes each of Canada's provinces so tantalisingly unique yet distinctly Canadian, got off to a fantastic start on Saturday the 13th August, giving Channel 4 its biggest audience in the slot for an original series launch in six years!

Always a hard slot to measure against, due to some massive sporting events occupying it over the last twelve months (Nations League Football, US Open Tennis), the series was in line with slot average for volume of Individuals and ABC1Ads, although the volume of ABC1WO and ABC1HP's was up on the slot. Share was particularly eye-catching however with ABC1ME share up +30%, ABC1AD share up +40%, ABC1WO share up +45%, and ABC1HP share up +50% on the 9pm Saturday slot average.

Episode 2 on the 20th August continued in a similar fashion with share for ABC1WO and ABC1HP's continuing to outperform the strong slot average. All six episodes are available on ALL 4 now.

Overview

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# Viewing Report

## Cats Does Countdown

The entertainment series where the 8 Out Of 10 Cats crew take-over the countdown quiz, is currently occupying the 9pm Friday night slot.

Four weeks into its six week run, the series has steadily grown each week, with the latest episode on the 19th August winning the 9pm slot across all commercial TV for AD1634 and ME1634 viewers, for the second week running

## The Last Leg

Adam Hills and co-hosts Josh Widdicombe and Alex Brooker returned on Friday the 15th July to provide some offbeat commentary on the significant moments of the past seven days.

This returning series is Channel 4's biggest 10pm property, and it was business as usual in that respect, with this launch episode attracting the biggest audience to this slot since the last series played in the early Spring.

The series is always a strong performer for young audiences, with the launch episode winning the slot across all TV for AD1634 and ME1634 viewers. It still retains strong appeal to upmarket audiences as well, winning the slot for ABC1AD share of viewing across all commercial channels

It has been a similar story since, as all episodes up until and including the one of the 19th August have won the slot for AD1634 and ME1634 viewers across all TV

## First Dates

First Dates returned for a new run over the late summer in July. Five weeks into its run, the series continues to perform strongly for younger audiences with the volume and share of AD1634's and WO1634's displaying double digit growth compared to the slot average.

Episode 5 on the 18th August, saw a series high for AD1634 and WO1634 volume and share, which meant that Channel 4 was the most watched commercial channel for AD1634 viewers in the slot, whilst a share of 17% for WO1634 viewers meant that Channel 4 also beat the non-commercial channels in this slot for this audience as well

The series continues to be a huge hit on ALL4, and has been one of the most watched titles on the platform over the last five week

Overview

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# Viewing Report

## Worst House On The Street

This new series where brother and sister property developers Scarlett and Stuart Douglas help families transform run down houses into dream homes without breaking the bank launched in early August and is now four weeks into its run.

The series launched well on the 2nd August, and has demonstrated eye-catching week on week growth since

Unsurprisingly, given the content, the series has performed well for upmarket audiences, with volume of ABC1AD viewers demonstrating growth of +12% between episodes 1 and 4 (23rd August), with the volume of ABC1WO viewers growing by +15% over the same period

## Night Coppers

Ten thousand revellers pack Brighton's clubs and pubs every weekend, and as the sun goes down and the lights come up, the number of assaults, sexual violence, anti-social behaviour, drug-related incidents and hate crime goes through the roof – and for the Night Coppers of Brighton, policing this city after dark is one hell of a ride.

Now five episodes in, our latest 'blue-lights' documentary series gave Channel 4's its fourth biggest new title of 9pm, when it launched in July, with strong subsequent viewing to later episodes on both VOD and linear

Episode 6 (16th August) pulled in its biggest number for the AD1634 audience (share) and WO1634 audience (volume and share), winning the slot across all commercial TV for these two audiences on the night for the second week in succession. AD1634's attracted a share of 17%, whilst WO1634's attracted a share of 21%, which was enough to beat the non-commercial channels at 9pm on the night as well

Overview

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# Viewing Report

## Help! We Bought A Village Gives Channel 4 Its Best 4PM Daily Share Launch Since 2007

This new series which follows intrepid Brits as they restore empty and unloved settlements heading steadily for collapse, breathing new life into remote villages, hamlets, borgos and cortijos abroad, launched with a remarkable figure on Monday the 25th July; giving Channel 4 its best midweek share for a new 4pm programme launch since Win My Wage in 2007

With 900k viewers and a 14% share of audience, the launch episode was significantly up on slot average for volume and share for all relevant trading audiences, and gave Channel 4 its biggest share of audience for any programme in this slot since an episode of the well established Escape To The Chateau DIY in 2018.

The series also proved an instant hit on ALL4 as well, becoming the biggest ever launch for a daytime commission on the platform!

The series continued to perform well across its four week run, ending on the 18th August and ranks as Channel 4's best performing new midweek daytime show of 2022 on both linear and VOD

**E4**

## Made In Chelsea: Mallorca

Stripped across 5 consecutive nights from the 22nd August the Chelsea set swapped SW3 for a summer of love and lashings of drama on the sunny shores of Mallorca

The mini series got off to a strong start and is currently tracking significantly upwards on the last 'holiday' spin off which took place pre pandemic in 2019

After three episodes AD1634 viewing is up +15% for volume and +70% for share, whilst WO1634 viewing is up +35% for volume and +130% for share

Always a massive hit on ALL4, the series was the top performing title on the platform last week

Overview

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# Viewing Report

**More4**

## The Bain Family Murders

This must-see drama that goes inside one of New Zealand's most controversial criminal cases when, in 1994, five members of the Bain family were found dead in their suburban Dunedin home, launched on More4 on the 4th August with double episodes.

Episode 1 gave More4 its biggest audience to the slot since Christmas Eve 2021, with subsequent audiences also performing well.

Concluding after five episodes on the 19th August, the series outperformed the slot average by +25% for total viewers (individuals) whilst viewing by ABC1WO was up on the slot average by +30% for volume and +70% or share

It has also been a big success on ALL4 as well, becoming a top ten performer on the platform over the last two weeks

**UKTV**

## CSI Vegas Gives Alibi Its Biggest Viewing Figure Since February

The latest CSI series launched on Alibi on the 13th July opening a brand new chapter in Las Vegas, the city where it all began. Facing an existential threat that could bring down the entire Crime Lab and release thousands of convicted killers back onto the neon-lit streets of Vegas, a brilliant new team of investigators must enlist the help of old friends, in order to preserve and serve justice in Sin City.

This much anticipated launch was well worth the wait, giving Alibi its biggest viewing figure since February 2022, the second biggest of the year so far, with the volume and share of the ABC1ME audience that this episode attracted the biggest on the channel in 2022.

It has been a similar story for the next five weeks with these episodes attracting the second, third, fourth and fifth biggest audience to the channel in the last six months (behind episode 1)

The bestselling CSI spin off, runs for 10 weeks on Wednesday nights at 9pm on Alibi

Overview

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# Viewing Report

## UKTV returns its best month ever for share of commercial impacts

UKTV is celebrating a record breaking month, as the corporation recorded its best ever month for ADULT share of commercial impacts (SOCl) in July

With an Adult SOCl of 9.11%, UKTV celebrated their biggest ever month, easily beating its previous best month of May 2020.

Strong performance was driven by Alibi, which is flourishing thanks to a strong primetime schedule, headed by the latest instalment from the CSI family, CSI Vegas. W is revelling in an EPG change, and had its best July in ten years, whilst Drama continues to astound, as July was its third biggest month on record.

With a strong Autumn slate due to come to screen soon, UKTV looks set to go very close to achieving another year of growth in 2022 and topping its record breaking performance of 2021.

Overview

# All 4 Performance Highlights



## 22.08.22 – 28.08.22

Views week-on-week grew by +15%, this was the biggest week on All 4 since the beginning of June. The majority of this growth came from new titles such as the **Princess Diana** documentary, **Married At First Sight New Zealand** and the summer series of **Made in Chelsea** which was stripped across the week on E4.

**Made in Chelsea: Mallorca** was the biggest show across All 4 last week with the first ep being up +82% vs the previous spin-off series in Buenos Aires back in 2019 (0-7 Days O&O Platforms)

Exclusives grew +39% vs the same week last year, this has been driven by strong viewing figures from the **MAFS New Zealand** series and also the **Princess Diana documentary**.

**The Inbetweeners** grew +7% week-on-week and had its biggest week of the year for O&O views.

TOP 10 First Run VoD Week-On-Week	TOP 10 First Run VoD Year-To-Date
SERIES	SERIES
Made in Chelsea: Mallorca	Married at First Sight Australia
Hollyoaks	Hollyoaks
Investigating Diana: Death in Paris	Gogglebox
Below Deck	Derry Girls
First Dates	Celebs Go Dating
Help! We Bought a Village	Below Deck
Night Coppers	Suspect
The Great	Made in Chelsea
The Accused: National Treasures on Trial	The Great Pottery Throw Down
Worst House on the Street	Taskmaster

# Portfolio Performance Highlights

## UKTV Play - Week 22.08.22 – 28.08.22

Views week-on-week grew by +6% and was our biggest week of the year so far!



Viewing per active user grew +3% week on week, driven this week by Miss Fisher's Murder Mysteries viewing +64% & MasterChef Australia +8% week-on-week.

2 new titles entered into the Top 20 this week Monarch Of The Glen and Frankie Drake Mysteries.

The service also saw week-on-week growth across the following titles:

- Bad Girls +14%
- Birds Of A Feather +12%
- Red Dwarf +9%
- Abandoned Engineering +6%
- Taskmaster +6%
- The Bill +6%

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
<b>SERIES</b>	<b>SERIES</b>
<b>The Bill</b>	<b>The Bill</b>
<b>Classic Eastenders</b>	<b>Classic Eastenders</b>
<b>Masterchef Australia</b>	<b>Last Of The Summer Wine</b>
<b>Miss Fisher's Murder Mysteries</b>	<b>Bad Girls</b>
<b>Birds Of A Feather</b>	<b>Bangers And Cash</b>
<b>Bad Girls</b>	<b>Birds Of A Feather</b>
<b>Last Of The Summer Wine</b>	<b>Would I Lie To You?</b>
<b>Bangers And Cash: Restoring Classics</b>	<b>Taskmaster</b>
<b>Would I Lie To You?</b>	<b>A Place To Call Home</b>
<b>A Place To Call Home</b>	<b>Classic Casualty</b>