
Viewing Report - Linear

Married At First Sight Returns With Its Best Ever Launch

E4's number one show returned in September with its best ever series launch for overnight share of Individuals and AD1634s. Its launch on streaming was also up massively on the last series launch.

The series has continued to perform well over the course of its first two weeks, and has got off to its best ever start for audience share for Individuals and AD1634s

It was the most watched show for both of these audiences across all digital channels in September, was C4 Streaming's biggest title in the month, and the most watched title on commercial BVOD platforms in the month

The Great British Bake Off Returns With The Biggest TV Viewing Figure On Commercial TV In 2023

Series 14 of The Great British Bake Off returned in late September, and despite launching later than in previous years, viewers returned in their droves, as the consolidated number for episode 1 is the biggest figure for Individuals, AD1634s and ABC1Ads so far on commercial TV this year

Share of viewing for these three audiences was up on the last series launch with share of AD1634s settling at a whopping 62%

It was also the biggest ever streaming launch to a series

Overview

Viewing Report - Linear

Partygate

What happens inside number 10 stays inside number 10... well not if this drama was to be believed. Whilst we are still waiting for full consolidation numbers, this one off 90-minute special, was well up on slot average for Individuals, ABC1Ads and AD1634s for volume and share, and has also been one of the top streamed titles over the last six days

Gogglebox

Continues to rule supreme on Friday nights, winning the slot across all TV for Individuals, ABC1Ads and AD1634s for the last three weeks.

For these weeks, Gogglebox has been the most watched programme of the day across all TV channels for AD1634 viewers, and the most watched programme of the day across all commercial channels for ABC1AD viewers

Taskmaster

What Gogglebox does on a Friday, Taskmaster does on a Thursday, as it continues to deliver and attract a huge volume and share of AD1634 and ME1634 viewers (most watched show across all TV for this audience on each day of transmission). After two episodes the series is up year on year and series on series as well, demonstrating its durability as well as enviable profile

Overview

All 4 Performance Highlights



02.10.23 – 08.10.23

Week 41 was AGAIN our biggest week on Channel 4 Streaming of the year, and our biggest week on streaming since Week 9 2021! Exclusives, Silmulcast and Archive are up year-to-date and compared to the same week last year.

Married at First Sight UK continues to do INCREDIBLY well on streaming. It is currently up +51% vs. the previous series (0-3 Days O&O). It was the 2nd biggest show across all commercial BVoD last week (Viewer Minutes), and the 5th biggest show across ALL VoD.

The Great British Bake Off is back, and currently up +12% vs. the previous series. (0-5 Days O&O). Ep. 2 was up a whopping +17% vs last series. It was the 7th biggest programme across ALL VoD (Viewer Minutes).

Celerity SAS is currently up +17% vs. the previous series, with Ep. 1 of this series being the single biggest episode EVER for the series on the platform.

Portfolio Performance Highlights

UKTV Play - Week 25.09.23 – 01.10.23



- Madam Secretary remained the strongest title on the service
- New to the Service, Mad Man just missed out on a Top 10 spot coming in at #11
- The Bill viewing grew +3% week-on-week
- Classic Eastenders also showed week-on-week growth +1%

TOP 10 VoD Week-On-week	TOP 10 VoD Year-To-Date
SERIES	SERIES
Madam Secretary	The Bill
The Bill	Classic Eastenders
Classic Eastenders	Red Dwarf
Masterchef Australia	Madam Secretary
A Million Little Things	Bangers and Cash
Bangers and Cash	Masterchef Australia
New Tricks	Last Of The Summer Wine
Last of the Summer Wine	Birds of a Feather
Birds of a Feather	New Tricks
The Brokenwood Mysteries	The Brokenwood Mysteries