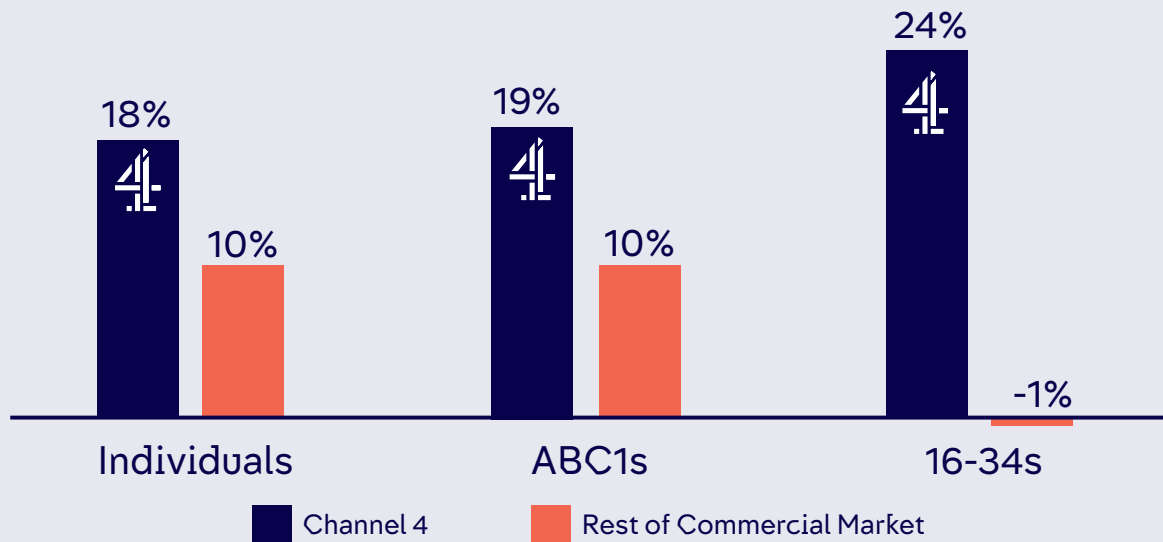


# Viewing Report

Thursday 23rd July 2020

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](mailto:4Sales@Channel4.co.uk).

## Year-on-Year % change in Commercial TV viewing across UK Lockdown



Channel 4's viewing performance for young audiences across the pandemic has been hugely impressive. Whilst the rest of the commercial market has seen a downturn in 1634 viewing, *Channel 4 has experienced a 24% uplift since the start of the UK lockdown in March*. This strength in the valuable youth demographic is also seen in the performance of *C4 News, up 78% for 1634s* in lockdown, and *C4 daytime up 58%* up for the same parameters. Last week, for the 18th consecutive week, *Channel 4 won the Friday late peak slot for 1634 audiences*.

## All 4 Performance Highlights



### UP 59%

All4 continues to experience huge viewing growth – with total views last week up 59% versus the same week in 2019.

### UP 24%

Across 2020 to date, we have seen a 24% year-on-year increase in views

# Channel 4 Performance Highlights



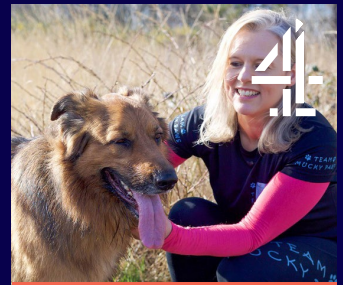
## Celebrity Gogglebox – Friday 9pm

- Episode 7 last Friday delivered an overnight audience of 3.5 million viewers – for the seventh week running the show delivered the biggest volume of 1634s across any channel in the whole week!
- The first six episodes of the series have consolidated to a huge 5.18 million viewers, up 38% versus the prior series.
- 1634 Viewing to the series is up 63% in volume versus the prior series – and the 1634 share has grown an incredible 124%!



## Bake Off: The Professionals Tuesday 8pm

- Episode 9 earlier this week pulled in an overnight audience of 1.85 million viewers with a 13% share of 1634s
- Episodes 1-8 have now consolidated at a very impressive 2.73 million viewers, up 36% versus the prior series



## Supervet Wednesday 8pm

- Week 3 of this series of specials pulled in 1.55 million viewers – up 14% week on week and up 40% versus the slot average



## Hungarian Grand Prix – All Weekend

- On Saturday, Qualifying Highlights pulled in 1.19 million viewers, up 11% on last years Hungarian GP Qualifying
- On Sunday, Race Highlights attracted an average 1.56 million overnight viewers, up 6% week on week and winning the slot for 1634s



## Devon & Cornwall Monday 8pm

- Episode 7 delivered another strong audience of 1.89 million viewers, up 8% week on week and up a massive 65% versus the slot average



## Three Billboards Outside Ebbing Missouri Saturday 9.15pm

- This Film4 produced movie premiered on Channel 4 with 1.49 million overnight viewers, up 87% on the slot average and Channel 4's biggest Saturday audience since March 2019



## Paramedics: Britain's Lifesavers Monday 9pm

- Episode 2 pulled in a strong 1.39 million viewers, up 13% on slot average



## 24 Hours in A&E Tuesday 9pm

- Week 6 delivered an overnight audience of 1.77 million viewers earlier this week – up 4% versus the slot average and securing a slot-winning 14% share of 1634 year olds

## Portfolio Performance Highlights



Supernanny USA

- Week three of Married At First Sight Australia grew 5% week on week and up 165% on slot average
- Supernanny USA launched last Monday with 575k viewers, up 97% on slot average



Film4

- Since Lockdown began, Film4's share between 9pm-11pm is up 19% year on year, with average volume up 25%.



24 Hours in A&E

- 24 Hours in A&E delivered More 4's biggest Saturday audience last week, with an audience up 96% versus the slot average



UKTV

- Across 2020 to date, UKTV is one of the fastest growing TV networks, increasing its Share of Commercial Impacts by 0.61 percentage points



Helicopter ER

- Helicopter ER was the most watched show on Really last week with 307k viewers while Flip or Flop topped the charts for HGTV with 159k