

# 4 Facts

Channel 4 Factsheet August 2019



## Channel 4:

Channel 4 is a unique and distinctive part of the UK. Publicly owned but entirely commercial and self-sufficient, our public-service remit mandates us to take risks and offer alternative programming, commissioning all of our programmes externally.

We're a network of 12 television channels plus a streaming platform, All 4. We have the youngest-skewing PSB channel in the UK – and we reach more 16-34-year-olds than any other commercial broadcaster across TV and streaming. Through Film4, we back creative excellence and invest in British filmmakers, to huge critical acclaim – Film4 films have produced 138 Oscar nominations and 35 wins in our 37-year history.

We bring to life new creative ideas and, in the process, create thousands of jobs and support hundreds of independent production companies across the UK.



## Key stats (2018):



**10.2%**

viewing share

**15.9%**

viewing share among 16-34-year-olds – the only PSB to have greater share of viewing of 16-34s than general population

**85%**

Channel 4's portfolio reach of all UK individuals per month on average – or 51m people

**77%**

Channel 4's main channel reach of all UK individuals per month on average – or 46m people



**915m**

programme views on All 4 (+26% year on year)

**20m**

viewers registered on All 4 (+18%)

**70%**

of 16-34s in the UK are registered on All 4

**13k**

hours of content available on demand (June 2019) – versus 5k on BBC's iPlayer



**1st**

biggest channel on Facebook globally

**87%**

of Channel 4's social media audience is aged under 35

**10bn+**

Channel 4 brands achieved more than 10 billion views on social media in 2018



E4 has the biggest Facebook page of all the UK broadcasters



**£662m**

total content spend – the third highest in Channel 4's history

**£489m**

originated content spend

**£975m**

total corporation revenue

**£138m**

digital revenue, making up 14% of total corporation revenue

4 All the UK:

**3,000**

estimated number of new production jobs in the Nations and Regions economy supported by 4 All the UK



## Inclusion and diversity

have always been at the heart of Channel 4's mission. Our '4 All the UK' plan is the biggest and most exciting change in our history, as we supercharge the impact we have in all parts of the country.

## Recent award wins:



### For Sama

The remarkable documentary by Waad Al-Kateab and Edward Watts

- Best Documentary at SXSW
- Golden Eye for Best Documentary at Cannes
- Best International Feature Documentary at Hot Docs
- Audience Award and Grand Jury Award Special Mention at Sheffield Doc/Fest
- Best Documentary at Lighthouse International Film Festival



## British Media Awards

Organised by Campaign magazine, the British Media Awards recognise the media owners and companies that are innovating and adapting at a time of unprecedented change in media

- Commercial Team of the Year (Gold) – 4Sales
- Best Commercial Use of Data (Gold) – Channel 4's Contextual Moments - a world first in advertising for linear TV

## Impact (2018):



Channel 4's biggest show

### The Great British Bake Off

reached more 16-34-year-olds (6.8 million) in 2018 than ITV2's Love Island (6.7 million).

#### Channel 4 News

has the highest 16-34 audience profile of any PSB National News programme (12% against 6-9% for other PSBs).

36

of the top 50 most 16-34 skewing shows in 2018 across the PSB channels were from Channel 4

7

out of the UK's top 10 factual entertainment programmes in 2018 were shown on Channel 4

## Reputation (2018):



UK adults rank Channel 4 as the best public service broadcaster for:

**Taking risks with programmes that other channels wouldn't take**

(42% of UK select C4 as the best – the next highest channel was selected by just 16%)

**Tackling issues other channels wouldn't**

(41% of UK select C4 as the best – the next highest channel was selected by just 13%)

**Being experimental**

(35% of UK select C4 as the best – the next highest channel was selected by just 18%)

## Coming up in August



**The Great British Bake Off:** Britain's biggest show for young people returns for its 2019 series.



**Jade: The Reality Star Who Changed Britain:** Three-part documentary exploring Jade Goody's roller-coaster life.



**This Way Up:** New pin-sharp and poignant six-part comedy by Aisling Bea in association with Hulu.



**Animal Rescue Live (S2):** Unique five-day live event to help rehome thousands of displaced animals in shelters.



**Kathy Burke: All Woman:** Three-part series in which Kathy Burke goes on a mission to discover what it really means to be a woman.



**Sink or Swim:** A line up of celebrities tackle stigma and learn how to swim, in support of Stand Up To Cancer.

## Recent programme highlights

**Cricket World Cup Final:** Shown in partnership with Sky, the final peaked with 5.3m watching on Channel 4, our biggest non-Bake Off peak since 2016. This event helped bring our biggest daily share since the 2012 Paralympic Games.

**The Lateish Show with Mo Gilligan:** The launch of comedian Mo Gilligan's late night show consolidated with 0.8m viewers / 5.4% share. Audience share was up +84% against the slot average for BAME viewers and up a huge +218% for black viewers specifically.



**I Am Nicola:** The launch episode of this three-part drama, starring Vicky McClure, consolidated on 1.3m / 9.0%, making it our best new 10pm UK drama since 2013.