

4- FACTS

Channel 4 Factsheet February 2020

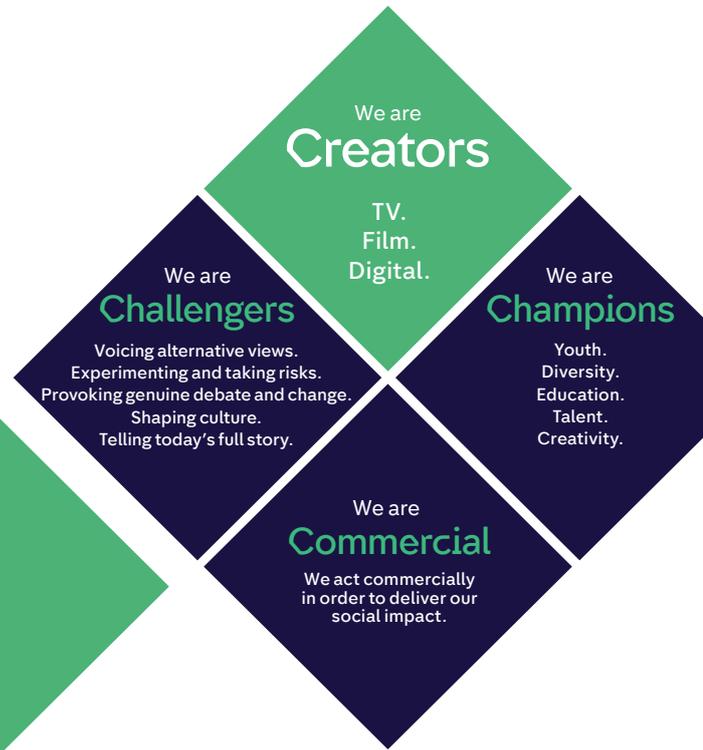


Channel 4:

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



915m
programme views on All 4



1st
biggest channel on Facebook globally



£662m
total content spend – the third highest in Channel 4's history

15.9%
viewing share among 16-34-year-olds – the only PSB to have greater share of viewing of 16-34s than general population

20m
viewers registered on All 4

87%
of Channel 4's social media audience is aged under 35

£489m
originated content spend

85%
Channel 4's portfolio reach of all UK individuals per month on average – or 51m people

70%
of 16-34s in the UK are registered on All 4

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

£975m
total corporation revenue

77%
Channel 4's main channel reach of all UK individuals per month on average – or 46m people

13k
hours of content available on demand (June 2019) – versus 5k on BBC's iPlayer

E4 has the biggest Facebook page of all the UK broadcasters

£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:



The Broadcast Awards:

One of the most hotly anticipated events in the television industry calendar, The Broadcast Awards recognise and reward the UK's most ground-breaking content, creators and channels.

- Best Documentary Programme: *Three Identical Strangers*
- Best Documentary Series: *Jade: The Reality Star Who Changed Britain*
- Best Drama Series or Serial: *The Virtues*
- Best Single Drama: *Brexit: The Uncivil War*
- Best Soap/Continuing Drama: *Hollyoaks*
- Best Specialist Factual Programme: *The Interrogation of Tony Martin*



BAFTA Film Awards 2020:

Now in their 73rd year, the prestigious British Academy Film Awards celebrate the very best in homegrown and international cinema.

- Best Documentary: *For Sama*

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%)

Next on



Hunted (S5): The series returns as 10 ordinary British citizens become fugitives in a race to win £100,000 and beat an elite team of Hunters.



Jon Snow's Very Hard Questions (S1, More4): Jon Snow hosts a brand new quiz show where the brightest quiz teams from across the UK go head-to-head as they face the toughest quiz questions on television.



A Man with a Plan (new E4 sitcom): Comedy starring Golden Globe winner Matt LeBlanc about an old-school guy confronting the modern challenges of parenting, marriage, and family.

Recent programme highlights

The Great Pottery Throw Down: The first four episodes (average of 1.3m) are up a huge +405% for volume on slot average and account for two of More4's five biggest broadcasts ever (since the channel launched in 2005). Two of the episodes are also More4's biggest ever TXs for ABC1 volume.

Deadwater Fell: Consolidated with 4.4m/17.6% over the four episodes, making it Channel 4's biggest drama since *Kiri* two years ago (4.9m/18.7%).

24 Hours in Police Custody: Murder in the Woods: The two-part Monday and Tuesday stripped became the documentary's two biggest ever episodes, averaging 3.8m in early January, up +110% on slot average (+156% for 16-34s).



The Segregation Experiment: A bold and engaging new series exploring a ground-breaking programme that tests for unconscious racial bias in an ordinary class of 11 to 12-year-old pupils.



Homeland (S8): The eighth and final season of the American spy thriller television drama series sees Claire Danes return as Carrie Mathison for one final outing.



Prison (S2): The multi-award-winning documentary series returns, offering a rare insight into life behind bars, and exploring the issues that prison staff and inmates face.

