

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.

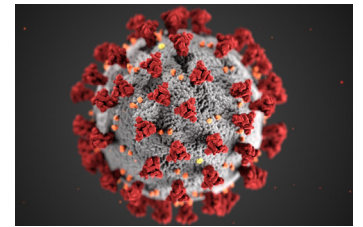
Channel 4's response to the Covid-19 crisis:

The nine documentary titles that Channel 4 have shown related to Coronavirus (excluding the C4 News specials, but including Dispatches and repeats) have reached 9.9 million people already.

Coronavirus: Can You Avoid It? has been the most popular documentary so far, with 1.9 million viewers.

A Day in the Life of Coronavirus Britain

How does the UK function under the shadow of the coronavirus? This documentary, shot over 24 hours, touches on the funny and the poignant, and gauges the impact of CV19 on the country.



Coronavirus: Can You Avoid It?

How do viruses spread? Visual tests covering all aspects of a typical day - at home, on the commute, or at work - show how we interact with the world and how viral droplets are transmitted.

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



Kirstie: Keep Crafting & Carry On: With the nation in lockdown, this specially-created series sees queen-of-craft Kirstie Allsopp learn new crafts and skills that can help us navigate these unique times.



Bake Off: The Professionals: Twelve professional duos from across the U.K. go head to head in a series of competitive heats judged by celebrated pastry chefs Cherish Finden and Benoit Blin, testing their professional ability and allowing them to showcase their creative flair.



Celebrity SAS: Who Dares Wins: Twelve well-known faces think they have what it takes to pass SAS selection. The celebrities leave their glamorous lives behind as they embark on the toughest test of their lives.



Adult Material: Set in modern Britain, Adult Material delves inside the porn industry from the perspective of a woman who has been working in it her entire adult life.



Spring at Jimmy's Farm: Cameras follow Jimmy Doherty and his small team as they tend 280 acres of land and care for a wide variety of animals while Spring bursts into life on his Suffolk farm and wildlife park.



Paul Hollywood Eats Japan: Paul Hollywood has never been to Japan - as far as he's concerned, it's a land without bread. But now, Paul is about to discover just how wrong he was - and just how much Japan has to offer.

Recent programme highlights

Gogglebox: Enjoying its biggest series in four years, the episode which aired on 3rd April attracted the show's best overnight audience ever (4.3m overnight).

Friday Night Dinner: Returned for its 6th series with a huge 4.3m/19.8% share, the biggest audience to a Channel 4 comedy since modern records began (in 2002).



Jamie Oliver's Keep Cooking & Carry On: The first week averaged 0.9m / 5.3% in its 5:30pm slot, up +56% for volume versus the Channel 4 slot average. Keep Cooking and Carry on has reached 11.0m/18.1% of the TV population so far.