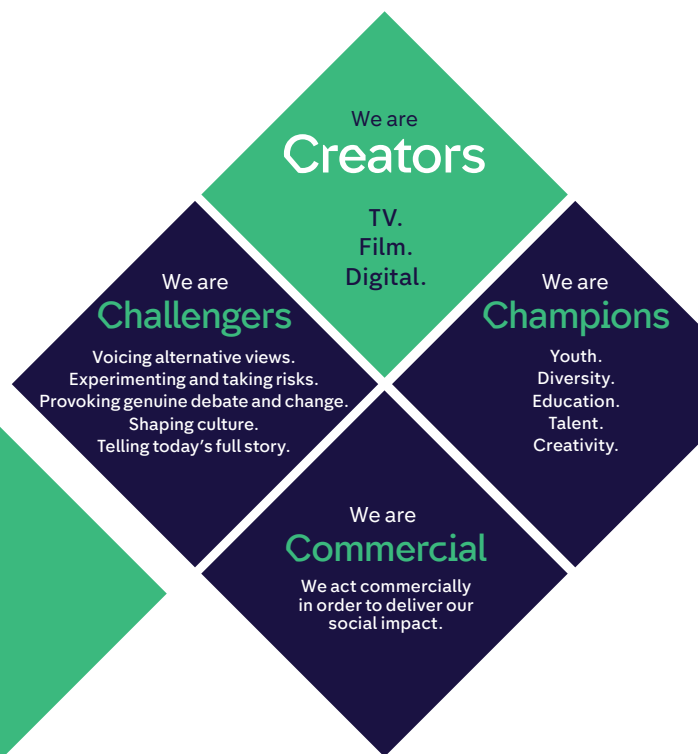


Channel 4:

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 38-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 (2019):



9.9%
viewing share



995m
programme views on All 4



1st
biggest channel on Facebook globally



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

15.7%
viewing share among 16-34-year-olds – the only PSB to have greater share of viewing of 16-34s than general population

22.2m
viewers registered on All 4

71%
of UK 18-24s are reached on Facebook by Channel 4's page

£489m
originated content spend

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

54%
of views on All 4 are from 16-34s, making it the youngest-profiling PSB streaming service in the UK

10bn+
Channel 4 brands achieved more than 10 billion views on social media in 2019

£975m
total corporation revenue

76%
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
E4 has the biggest Facebook page of all the UK broadcasters for both views and engagement

£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 launches its BAME-led Indie accelerator:

An innovative new approach to working with more production companies where the main shareholders, the leading decision makers or the creative leaders comprise those from a Black, Asian and minority ethnic background.

Impact (2019):



Channel 4's biggest show

The Great British Bake Off

reached more 16-34-year-olds (6.5 million) in 2019 than ITV2's Love Island (6.3 million).

Channel 4 News

grew its 16-34 share by +12% and BAME share by +28% year-on-year (main weekday news)

24

of the top 30 highest-profiling titles for 16-34s in peak time on TV in 2019 were from Channel 4

8

out of the UK's top 10 factual entertainment programmes in 2019 were shown on Channel 4

Channel 4 launches its Black, Asian & minority ethnic-led Indie accelerator



Reputation (2019):



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

Taking risks with programmes that other channels wouldn't take

(41% of UK select C4 as the best – the next highest channel was selected by just 17%)

Tackling issues other channels wouldn't

(39% of UK select C4 as the best – the next highest channel was selected by just 13%)

Being the home for alternative voices

(29% of UK select C4 as the best – the next highest channel was selected by just 12%)

Next on



The Real Eastenders: London's East End has changed massively, but some local families can still trace their roots back through many generations. This documentary meets children growing up on the Isle of Dogs.



It Pays to Behave: Rylan Clark-Neal presents a family gameshow with a twist, which aims to help parents Clare and Matt find the parenting experts within themselves – and potentially also win a big cash prize.



Dick and Angel Make Do and Mend: Dick and Angel help British families with practical advice and find imaginative ways to solve their DIY dilemmas using what they have to hand in their own homes.

Recent programme highlights

Paramedics: Britain's Lifesavers:

With an overnight audience of 1.6m / 8.0% share, Paramedics is our fourth best new factual launch of 2020 so far and our best for 16-34 volume.



The School That Tried To End Racism:

The two-part eye-opening series reached 3.1m people, including 9% of all BAME viewers in the UK. The series was particularly popular with 16-34s (share +16% vs slot) and BAME viewers (share up +201% vs slot).

Take Your Knee Off My Neck:

The short series reached 2.7m viewers / 4.5% of the TV population and is C4's best short series on record for BAME share.



Paramedics: Britain's Lifesavers: The series with exclusive access to West Midlands Ambulance Service at the peak of the Covid-19 pandemic.



The Confessions of Thomas Quick: In a high-security psychiatric clinic sits Thomas Quick, Sweden's most notorious serial killer. With full access to Quick, this chilling documentary uncovers a dark tale of murder and lies.



Lose a Stone in 21 Days with Michael Mosley: Michael Mosley shares facts, tips, his diet expertise and ground-breaking lifestyle plan, to get us all looking and feeling even better than we did before lockdown.