

4 FACTS

Channel 4 Factsheet August 2020

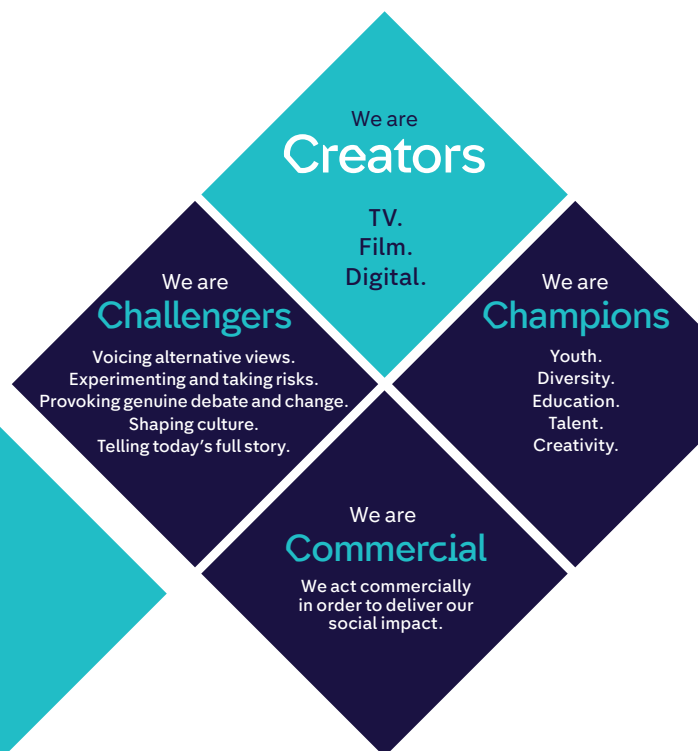


Channel 4:

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 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 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.

* Source: Channel 4's latest Annual Report (2018)

Recent award wins:



BAFTA TV Awards

The best British TV of 2019 has been honoured at the Bafta Television Awards, held virtually on 31 July.

- *End of the F***ing World*, Best Drama Series
- *End of the F***ing World*, Best Supporting Actress (Naomi Ackie)
- *Stath Lets Flats*, Best Scripted Comedy
- *Stath Lets Flats*, Best Male Performance in a Comedy Programme (Jamie Demetriou)
- Mo Gilligan, Best Entertainment Performance
- *Leaving Neverland*, Best Factual Series



BAFTA TV Craft Awards

Channel 4 picked up two BAFTAs at the TV Craft Awards on Friday 17 July.

- Aisling Bea, Breakthrough Talent Award, *This Way Up*
- Jamie Demetriou, Comedy Writer Award, *Stath Lets Flats*

Impact (2019):



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'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).

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



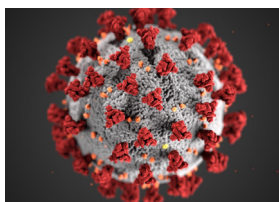
Derren Brown: 20 Years of Mind Control: Live: The illusionist performs his latest psychological trick live, and also revisits some of the most memorable moments of his 20 years of making programmes for Channel 4.



The Yorkshire Jobcentre: When anyone and everyone can come through their door, the dedicated team of no-nonsense job coaches at the busy public employment service always try to go the extra mile for customers, changing lives every day.



George Clarke's National Trust Unlocked: George discovers some of the UK's most impressive historic homes, as he is granted special access to some of these extraordinary places, delving into the hidden recesses that visitors don't normally get to see.



How To Avoid A Second Wave: Doctors Xand van Tulleken and Guddi Singh examine the possibility of a second wave of Covid-19 in the UK, in light of rising infection rates, local lockdowns and the return of children to schools.



Council House Britain: Brand new access-all-areas, six-part series going inside one of the country's biggest landlords, Southwark Council. The series follows the stories that speak to a universal need – a place to call home.



Peter: The Human Cyborg: The extraordinary story of the scientist Peter Scott-Morgan, as he turns himself into a cyborg in an attempt to overcome the Motor Neurone Disease that will otherwise kill him.

Recent programme highlights

Bake Off: The Professionals:

With a series average of 2.7m and 13.4% share, this year's *The Professionals* is the best performing so far on Channel 4 to date. It's also the best performing ever (across both C4 and BBC2) for young share.



The Talk: This special one-off reached 915,000 people across Channel 4 and 4Seven. Averaging just over half a million viewers across the episode, the programme was particularly popular with BAME audiences, with BAME share (13.7%) +136% higher than the slot norm.

Our Baby: A Modern Miracle: Average just over 1.2m viewers across the one-off episode. The programme hit a note with young audiences, with 16-34 share (22.6%) double what the average programme usually achieves in this slot.