

4. FACTS

Channel 4 Factsheet October 2020

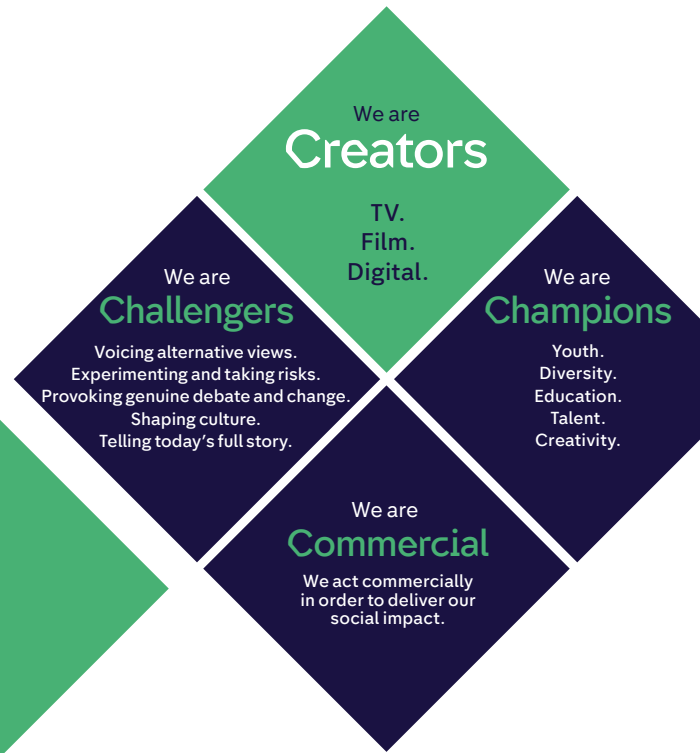


Channel 4:

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

15.7%
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

76%
Channel 4's main channel reach of all UK individuals per month on average – or 46m people



995m
programme views on All 4

22.2m
viewers registered on All 4

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

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



1st
biggest channel on Facebook globally

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

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

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



£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.

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

Recent award wins:



International Emmy® Awards

Channel 4 News has won an International Emmy® For News for its coverage of 'Hong Kong Year of Living Dangerously'.



Encounters Film Festival Awards

Encounters is the UK's leading short film, animation and virtual reality festival.

The Tiger Who Came to Tea won best Animated Encounters Grand Prix Award.



Prix Italia

For Sama scooped the Special Prize at Prix Italia, an international competition for top quality Radio, TV and Internet programmes.



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

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



Hollyoaks 25 Years: Familiar faces return for a special week of episodes from week commencing 19th October.



Stand Up To Cancer Specials: On 24 October, the evening will include Celebrity Gogglebox for SU2C as well as a SU2C special edition of The Last Leg.



Mo Gilligan: Black, British and Funny: Mo Gilligan goes on a journey through his comedy roots, shining a well-deserved light on the British Black comedy circuit of the past 30 years.



Hair Power: Me and My Afro: As part of Channel 4's Black & Proud season, this programme tells the story of how hair shapes Black experiences in the UK.



Damilola: The Boy Next Door: A poignant and reflective 4-part documentary on the killing of Damilola Taylor, presented by his childhood friend Yinka Bokinni.



Diana: The Truth Behind the Interview: This special one-off documentary tells the story of Princess of Wales' famous 1995 BBC Panorama interview with Martin Bashir.

Recent programme highlights

The Great British Bake Off: The launch of *The Great British Bake Off* Series 11 consolidated with a massive 10.8m / 38.3%, up +16% YoY for volume and flat for share YoY. This is Channel 4's biggest broadcast since modern records began! (2002).



Gogglebox (S16): This series is also enjoying a very strong run, averaging 5.5m/27.0% over 4 consolidated eps so far and a massive 45.6% share of 16-34s. **This our biggest series of Gogglebox to date for all Individuals.**

Adult Material: This series launched with 1.0m/7.4% earlier this month, up +41% for volume and +48% for share on its 10pm slot.