

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 the UK's biggest streaming service, 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.

Our purpose is to create change through entertainment and we do this by representing unheard voices, challenging with purpose and reinventing entertainment.



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



£660m
total content spend

£492m
originated content spend – the third-highest level in Channel 4's history

£985m
total corporation revenue

£163m
digital revenue, now making up 17% 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:

International Emmy® Awards

The International Academy of Television Arts & Sciences announced the winners of the 48th International Emmy® Awards on 23 November. *For Sama* was named Best Documentary Programme.

The RTS Craft & Design Awards

The RTS Craft & Design Awards recognise the huge variety of skills and processes involved in programme production.

For *Sama*:

- Director - Documentary/Factual & Non Drama
- Music - Original Score

Baghdad Central:

- Music - Original Title
- Sound - Drama



The Rose d'Or Awards

The prestigious Rose d'Or Awards define the gold standard for excellence and achievement in entertainment programming. The virtual ceremony was hosted by Nish Kumar on 9 December.

- *The School That Tried To End Racism* won the award for Best Reality & Factual Entertainment.

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



Jo Brand's How to Stay Sane in a Mad World:

Jo Brand shares an ABC of tips, quips and expert advice to keep you fighting fit and mentally strong, and get you to the other side of the pandemic in one piece.



The Year That Changed Love:

In 2020 love lives across the UK were transformed by Covid. This intimate film celebrates the love, from the estranged couple reunited in lockdown to a couple who isolate together after just one date.



Quentin Blake's Clown:

Inspired by a book of the same name, Quentin Blake's *Clown* is a half-hour animation that brings to life the adventures of a little toy clown.



One Night In...

Hamleys: Three comedians. One night. No grown-ups. The programme sees comedians Romesh Ranganathan, Rob Beckett and Tom Allen locked overnight in world-famous toy shop Hamleys on London's Regent Street.



Escape to the Chateau at Christmas:

With an old 19th century Chateau ledger found in the attic and classic cookbooks to hand, the Strawbridges take inspiration from Christmases past - discovering what food and festivities, gifts and games would have been like in bygone eras...



Big Fat Quiz of the Year 2020:

To celebrate the welcome dawn of another year, Jimmy Carr puts a panel of top celebrity teams to test as he presents his big, fat and fiendishly difficult quiz.

Recent programme highlights

The Great British Bake Off: The final of *The Great British Bake Off Series 11* consolidated to 11.5m / 41.8%, which is Channel 4's second biggest commissioned programme ever. The series averaged a consolidated 10.6m / 40.0%; by far the biggest series of *Bake Off* on Channel 4 to date.



The Truth About Amazon:

New 3-part series *The Truth About Amazon* launched with 2.1m viewers, 25% higher than the slot norm. The programme was particularly popular among BAME audiences, with volume +62% higher than we'd usually see in this slot.

A Very Royal Christmas:

Sandringham Secrets:

New royal one-off *A Very Royal Christmas: Sandringham Secrets* pulled in an average of 2.0m viewers. 55% of viewers were ABC1 adults; ABC1 volume was up +19% versus the slot norm.