

4 FACTS

Channel 4 is a unique and distinctive part of the UK. Publicly owned but entirely commercial and self-sufficient, our purpose is to create change through entertainment. To do this, we represent unheard voices, challenge with purpose and reinvent entertainment.

We have the UK's biggest free streaming service, All 4, plus a network of 12 television channels. We have the youngest-skewing public service channel in the UK – and we reach more 16-34-year-olds than any other commercial broadcaster across streaming and TV. 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 39-year history.

Future4:

Channel 4 has set out its path to a digital future through its strategy **Future4**.

By 2025, our goals are to:

- Double All 4 viewing
- Digital advertising to be at least 30% of total revenue
- Non-advertising to be at least 10% of total revenue

To achieve this, we are: prioritising digital growth over linear ratings, putting viewers at the heart of our decision-making, diversifying new revenue streams and focusing on strategic partnerships.

Next on Channel 4



The Dog House

The Dog House is back at Wood Green, The Animals Charity, where staff are committed to match-making abandoned dogs with even more hopeful dog owners.



Grayson's Art Club (S2)

Grayson Perry's Art Club opens for a new series to bring the nation together through art and unleash our collective creativity during lockdown.

The Great Celebrity Bake Off for Stand Up To Cancer



Across five new episodes twenty famous faces will roll up their sleeves and switch on their mixers to do their bit in the fight against cancer.

Stand Up and Deliver



Five plucky celebrities take on the terrifying challenge of becoming stand-up comedians for Stand Up To Cancer.



Jamie: Keep Cooking Family Favourites

Jamie Oliver reinvents classic dishes and shows us some new, extra-special family favourites.



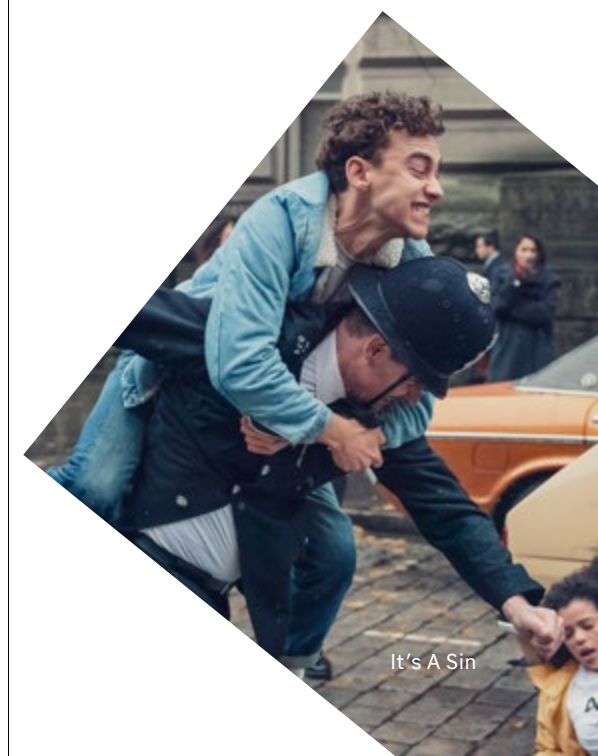
The Celebrity Circle

The award-winning reality game is reloading as the competition returns for an all-celeb series to raise funds for Stand Up to Cancer.

Recent programme highlights

It's A Sin is the **biggest drama launch on All 4** and is All 4's **biggest instant box set** to date with more than 16m views. On linear, its launch consolidated with an amazing **3.3m / 14.5%** share.

The Great Pottery Throw Down S2 made its debut on Channel 4 with a Sunday night audience of 2.2m/11.7% (part-consolidating with 2.8m so far), up +79% on its slot average. It also performed considerably well among ABC1 audiences with a 14.3% share, almost double the slot.



It's A Sin

Key Stats (2020):

STREAMING

1bn+

programme views on All 4

24m

viewers registered on All 4

80%

All 4's registered users include 80% of all 16-24 and 16-34-year-olds in the UK, making it the youngest-profiling UK PSB streaming service

14.5k

hours of content available on demand (December 2020) – we're the biggest free streaming service in the UK

TV

10.1%

viewing share

78%

Channel 4's main channel reach of all UK individuals per month on average – 47m people

85%

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

15.7%

viewing share among 16-34s – the only PSB with a greater share of viewing of 16-34s than the general population

SOCIAL

1st

Biggest UK channel on Facebook for global views

11bn+

Channel 4 brands achieved 11bn+ social views in 2020

700m+

Channel 4 News is the biggest news programme on social media in the UK, with more than 700 million views on social media in 2020

124m

Channel 4 brands achieved 124m social engagements in 2020

FINANCIAL

record financial surplus in 2020 (forecast)

1/5

overall corporation revenue from digital in 2020

1/2

content spend ring fenced for BAME-led, Nations & Regions based and smaller companies in 2020

increased content budget forecast for 2021

Impact (2020):

Channel 4's biggest show

The Great British Bake Off

The 2020 series was the biggest yet on Channel 4. The final consolidated to 11.5m / 41.8%, which is Channel 4's 2nd biggest commissioned programme ever.

9

out of the UK's top 10 factual entertainment programmes for 16-34s in 2020 were shown on Channel 4

Channel 4 News:

Channel 4 is the most trusted national TV source for getting information / news about the Coronavirus outbreak

16-34

share has increased by a huge +52% compared with the same period last year and is the highest 16-34 yearly share since 2010

Also **highest** yearly BAME share ever

4 All the UK:

3,000

estimated number of new production jobs in the Nations and Regions economy supported by 4 All the UK



Remit and Purpose (January 2021):

Channel 4 viewers (on All 4, linear, social or YouTube) believe that we perform strongly for:

Represent unheard voices
"Shows different kinds of cultures and opinions in the UK": 54%

Challenge with purpose
"Pushes boundaries": 49%

Reinvent entertainment
"Always trying something new": 47%