

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 144 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

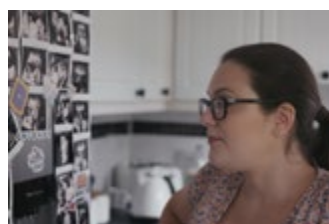
To achieve this, we are: prioritising digital growth over linear ratings, putting viewers at the heart of our decision-making, diversifying new revenue streams and focusing on strategic partnerships.

Next on Channel 4



Ackley Bridge

The award-winning school drama series set in a Yorkshire mill town returns with a brand new format, some fresh faces, and familiar favourite characters.



Baby Surgeons: Delivering Miracles

Filmed in one of the UK's leading fetal medicine units, Baby Surgeons tells the stories of pregnancy and childbirth through the eyes of the women and the medical teams who treat them.

Lucy The Human Chimp



The incredible story of a chimpanzee raised as a human and the woman who tried to set her free, in a fascinating study of what unites humans and apes, and what divides them.

Johnny Vegas: Carry on Glamping



Follow the glamping adventures of actor and comedian Johnny Vegas and his long-suffering assistant Bev, as they set about establishing a holiday home camping site in North Wales.



Guy Martin Battle of Britain

Guy trains as a fighter pilot for the Battle of Britain and a possible dogfight with a Messerschmitt.



The Great Garden Revolution

A new series designed to show us how to prepare our outdoor spaces for the warmer months ahead will feature inspiring makeovers for gardens of any size or shape, and all tailored to the season.

Recent programme highlights

Episode 1 of **Matt Baker: Our Farm in the Dales** has become More4's best performing programme ever, with 1.84 million viewers (8.7% share).

The final of **The Circle** S3 pulled in the show's biggest ever overnight share (10.5%), up +11% on the S2 final. It won the slot for 16-34s, with a 31.4% share (also its biggest ever), nearly double the 16-34 slot average and up +21% on the S2 final.



Matt Baker: Our Farm in the Dales

Key Stats (2020):

STREAMING

1.2bn+

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

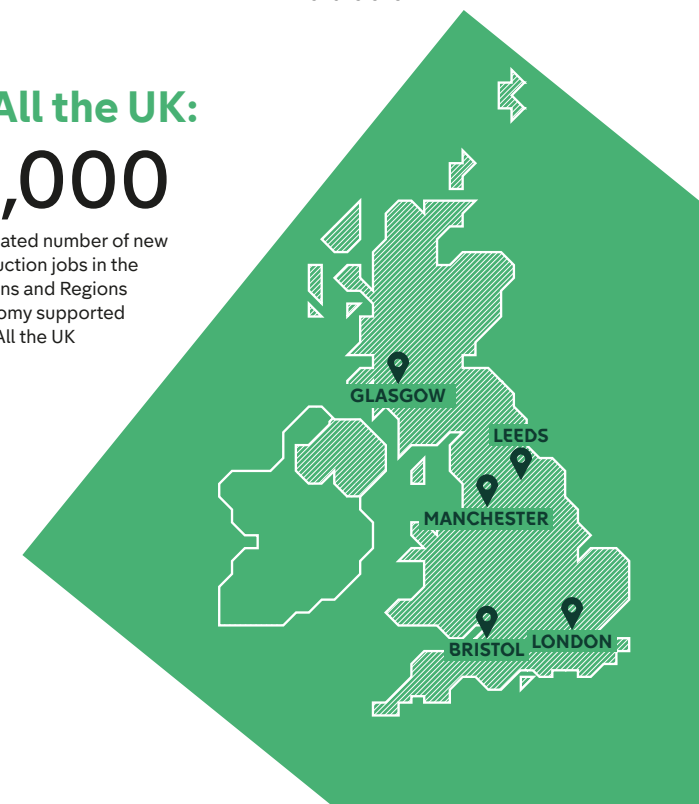
share has increased by a huge +52% compared with the same period last year and is the highest 16-34 yearly share since 2010

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 delivery (March 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": 55%

Challenge with purpose
"Pushes boundaries": 50%

Reinvent entertainment
"Always trying something new": 48%