

4- FACTS

Next on Channel 4

Channel 4 exists to create change through entertainment. We're a uniquely British public service broadcaster owned by – and for – the people. Channel 4 generates huge economic, cultural and social impacts across the UK at no cost to the taxpayer.

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 37 wins in our 39-year history.

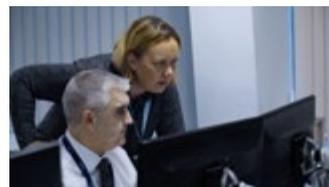
Future4:

Channel 4 has set out its path to a being a digital-first PSB 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.



Taken: Hunting the Sex Traffickers

The inside story of a secret police investigation into a human trafficking gang. Filmed over three years, in Britain, Brazil and Europe, specialist officers try to take down the gang's elusive leader.



The Secret Life of the Zoo

The Secret Life of the Zoo is back! Prepare to be charmed, intrigued & entertained as cutting-edge cameras once again lead us into the places that Chester Zoo's visitors never get to see, revealing the private lives of rare animals and the remarkable care given by the conservation team.

Sophie's Great Escape



Activist and Paralympics 2020 co-presenter Sophie Morgan sets out on an epic road-trip, all the way from Cornwall to Scotland, to meet extraordinary people who are determined to live their 'best lives' and won't let anything stand in their way.



George Clarke's Remarkable Renovations

Architect George Clarke meets the brave people taking on ambitious projects to preserve our country's architecture by breathing new life into it.



Jonnie's Blade Camp

Jonnie Peacock is on a mission to help five young amputees realise their sporting potential possible in this uplifting two-part series. Over the course of a year-long training camp, Jonnie uses state of the art technology, inspirational guests and his own experiences to help the kids achieve things they never thought possible.



Deceit

A gripping drama which examines the controversial honeytrap at the heart of the high-pressure investigation into the devastating murder of Rachel Nickell in 1992.

Recent programme highlights

Celebrity Gogglebox pulled in its highest ever share (28% / 5m), and has driven 15 million minutes viewed across social platforms.

E4's **Made In Chelsea S21** was up +2% on the previous series and +3% for 16-34s, and has generated 50 million cross-platform social views for the series.

Hollyoaks IRL, a digital short-form factual spin-off of Hollyoaks, has generated over 2.1 million views on our social platforms to date.



Celebrity Gogglebox

Key Stats (2020):

STREAMING

1.25bn

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

15k

hours of content available on demand (April 2021) - 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



Channel 4 is now the most viewed branded content partner in the UK, across all platforms and categories

FINANCIAL

£74m

record financial surplus in 2020

1/5

overall corporation revenue from digital in 2020

£934m

corporation revenue

47%

of spend on first-run originations came from the Nations and Regions

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.

22

of the top 25 young-skewing shows 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

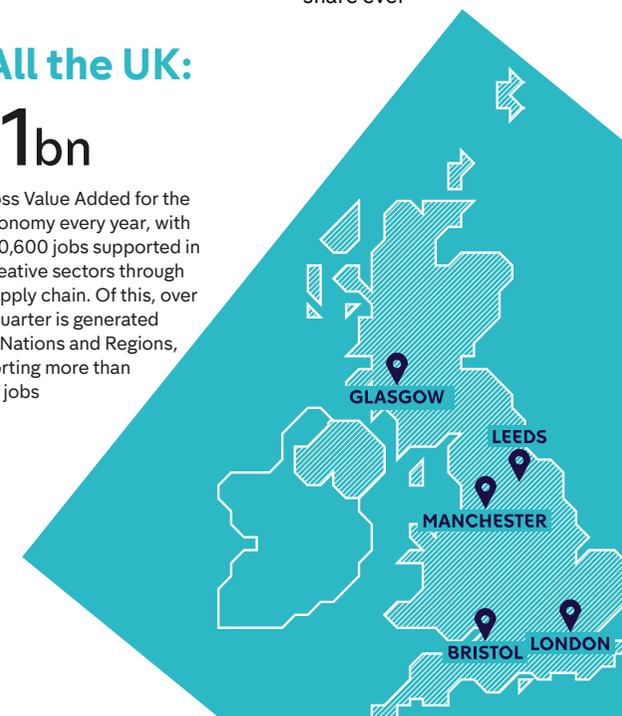
share has increased by a huge +52% compared with the same period last year and is the highest 16-34 yearly share since 2010

Also **highest** yearly BAME share ever

4 All the UK:

£1bn

of Gross Value Added for the UK economy every year, with over 10,600 jobs supported in the creative sectors through our supply chain. Of this, over one-quarter is generated in the Nations and Regions, supporting more than 3,000 jobs



Remit delivery (June 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": 49%

Reinvent entertainment "Always trying something new": 48%