

4 FACTS

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.

Next on Channel 4



Extraordinary Extensions

Tinie Tempah presents this epic new series that follows homeowners across the UK as they unleash their inner architect. With a keen interest in property and design, having built an extensive property portfolio and renovated his own London pad, Tinie follows homeowners as they build beautiful, often radical and 'out there' home extensions.



Bidding Wars

In Bidding Wars we follow a returning cast of re-sellers from across Britain as they try to generate a profit from their blind purchases through online second-hand sites, car boot sales and specialist dealers.



Handmade: Britain's Best Woodworker

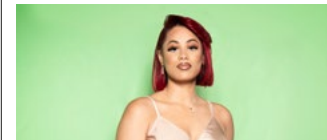
Mel Giedroyc hosts this brand-new show, as nine of the country's most talented craftspeople compete to be crowned Britain's best woodworker.



Close to Me

Based on the best-selling novel of the same name by author Amanda Reynolds, this 6 x 60' is the story of Jo Harding (Connie Nielsen), a woman who seems to have it all. But following a fall, an entire year suddenly vanishes from Jo's memory. As she struggles to piece events together, Jo discovers that her life wasn't quite as perfect as she imagined – and that someone will do all they can to keep a terrible secret from her.

The Love Trap



Joel Dommett presents this brand-new reality game show that keeps us all guessing to the end. One eligible bachelor looks for love in a mansion house full of beautiful women. But only half of the women are genuinely looking for love... the other half are in relationships and playing for a big cash prize. What lengths will they go to, to win?

Joe Lycett vs the Oil Giant



Ahead of the COP26 climate change summit, Joe Lycett takes on one of the world's most powerful companies - oil giant Shell - as he investigates whether its eco-friendly advertising really paints the right picture of a company that still drills a huge amount of oil and gas.

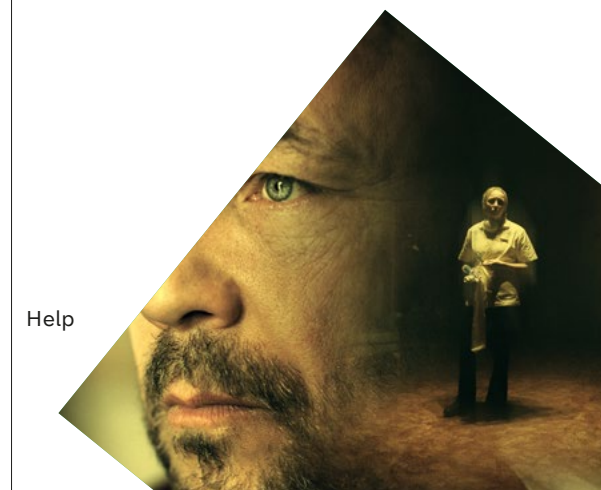
Recent programme highlights

Murder Island launched with an overnight 16-34 share of 17.0%; winning the slot for youngs and +64% up on the slot average.

New one-off drama **Help** consolidated with an average audience of 3.0m / 18.9% and record-breaking All 4 views, becoming the best drama launch on All 4 (after 7 days). **Help** also performed well on Facebook, particularly among UK audiences, with the show gaining 294% more UK views after 7 days than the Channel 4 page average.

Bake Off series 11 launched with a huge 9.3m / 36.6% and its second biggest 16-34 share ever (65.8%).

Married At First Sight UK is now the highest rating non-scripted show in E4's history. It has performed exceptionally well across Facebook with 53,135,438 minutes of view time on the platform since launch.



Help

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

Remit delivery (September 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": 58%

Challenge with purpose "Pushes boundaries": 53%

Reinvent entertainment "Always trying something new": 48%

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

