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

Emergency
Stripped over four nights, this ground-breaking series tells the story of the London Major Trauma System. Set up in the wake of the London bombings of 2005, it’s a unique interconnected network of hospitals, air ambulances and paramedics that provide a lifeline for 10 million people in London and the south east - a system that has improved the chances of survival for major trauma patients by 50%.

Beijing 2022 Paralympic Winter Games
Channel 4, the UK Paralympic broadcaster, will bring over 80 hours of round-the-clock Paralympics coverage and present the Games live from Beijing on Channel 4, plus streaming on Channel 4’s YouTube platform.

The Real Dirty Dancing
Ten celebrities are in for the time of their lives in an immersive and nostalgia-packed dance experience like no other, as they compete to take on acting challenges and dance routines based on iconic scenes from the classic film.

Married at First Sight Australia
Married at First Sight Australia is back! In the quest to find the love of their lives, some of Australia’s most adventurous singles will hand the keys to their heart to relationship experts Mel Schilling, John Aiken and Alessandra Rampolla.

Moors Murders
Moors Murders tells the story of Britain’s most infamous child murders - by 1960s serial killers Ian Brady and Myra Hindley. The three-part series is built around never-before-seen prison letters from Brady and Hindley to the same source, written over the five decades after their capture.

Gogglebox (S19)
Britain’s sharpest armchair critics return for a new series to share more of their insightful and passionate takes on the week’s biggest and best shows.

Recent programme highlights
The Great Pottery Throw Down attracted a series high in the weekend of Week 5 with 1.9m viewers tuning in and a high on All 4 with 253k views, its biggest ever episode on the platform!

Raising awareness during National HIV Testing Week, an interview on Steph’s Packed Lunch Facebook page overperformed. The clip ‘The reality of life with HIV’ was posted on the 9th February and performed 14.4x better than other posts within 6 days of publishing and started discussion with 6.0x more comments and 4.7x more shares than the page average.

With 1.2m / 11.4% tuning in, The Last Leg was up +14% for share against last year’s January return. The 25.8% 16-34 share not only won its slot, but it was also up an astonishing +60% and ranks as the biggest episode for youngs since October.
### Key Stats (2020):

<table>
<thead>
<tr>
<th>STREAMING</th>
<th>TV</th>
<th>SOCIAL</th>
<th>FINANCIAL</th>
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<tbody>
<tr>
<td>1.25bn programme views on All 4</td>
<td>10.1% viewing share</td>
<td>1st Biggest UK channel on Facebook for global views</td>
<td>£74m record financial surplus in 2020</td>
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<td>24m viewers registered on All 4</td>
<td>78% Channel 4’s main channel reach of all UK individuals per month on average – 47m people</td>
<td>11bn+ Channel 4 brands achieved 11bn+ social views in 2020</td>
<td>1/5 overall corporation revenue from digital in 2020</td>
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<td>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</td>
<td>85% Channel 4’s portfolio reach of all UK individuals per month on average – 51m people</td>
<td>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</td>
<td>£934m corporation revenue</td>
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<td>15k hours of content available on demand (April 2021) – we’re the biggest free streaming service in the UK</td>
<td>15.7% viewing share among 16–34s – the only PSB with a greater share of viewing of 16–34s than the general population</td>
<td>Channel 4 is now the most viewed branded content partner in the UK, across all platforms and categories</td>
<td>47% of spend on first-run originations came from the Nations and Regions</td>
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### Remit delivery (January 2022):

- **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”: 57%
  - Challenge with purpose
  - “Pushes boundaries”: 52%
  - Reinvent entertainment
  - “Always trying something new”: 49%

### 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.

- **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

- **22 of the top 25 young-skewing shows in 2020 were shown on Channel 4**

- **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