

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 40-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 to 2bn views
- 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



Derry Girls (S3)

In Derry Girls series three, viewers will see that while Northern Ireland is growing up this gang of eejits certainly aren't anytime soon – while there's hope in the air that The Troubles may finally be over their troubles are only just getting started as they get ever closer to "adulthood".



Open House: The Great Sex Experiment

Committed couples come to a luxury retreat to test whether opening up their relationships and having sex with other people can strengthen their bond.



Travel Man: 48 Hours in...

Travel Man is back with new host Joe Lycett for a brand-new series. From taking in the sights of Bilbao and San Sebastián to jetting off to Split, Cyprus and Antwerp, each episode takes a sideways look at how visitors might spend 48 hours in some of the world's most popular mini-break destinations.



Rescue: Extreme Medics

This new series follows an elite network of clinicians. If the patient can't make it to the emergency room in time, the Scottish Trauma Network brings the hospital direct to the patient, saving lives like never before.



Hullraisers

A brand-new, hull-arious series, Hullraisers celebrates female talent, both on and off screen in a laugh-out-loud, chaotic comedy that embodies the ups and downs of life, friendship, and family.



The Great Celebrity Bake Off for SU2C

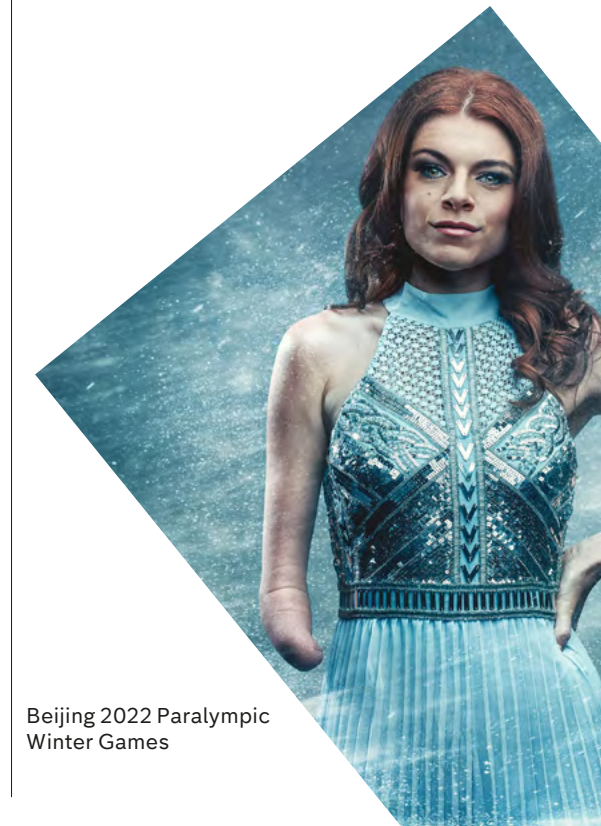
Celebrity bakers enter Britain's most famous tent and put their skills to the test, as they Stand Up To Cancer and inspire viewers to do the same.

Recent programme highlights

Two-part expose **Jeremy Kyle: Death on Daytime** launched with 2.6m / 13.4%, doubling the slot average. It's also performing impressively on All 4.

Across the four days, **Crafts** reached 9.3m viewers on Channel 4.

The **Beijing 2022 Paralympic Winter Games** reached 6.9m viewers across Channel 4's linear channels.



Beijing 2022 Paralympic Winter Games

Key Stats (2021):

STREAMING

1.25bn*

programme views on All 4

>14,500

hours of content available on streaming, making All 4 the biggest free streaming service in the UK

13%

All 4 made up 13% of total Channel 4 viewing in 2021, up from 9.2% in 2020

85%

All 4's registered users include 85% of all 16-24 and 16-34-year-olds in the UK

TV

10.3%

viewing share

75%

Channel 4's main channel reach of all UK individuals per month on average - 46m people

83%

Channel 4's portfolio reach of all UK individuals per month on average - 50m people

15%

portfolio viewing share among 16-34-year-olds

SOCIAL

11.3bn

views of 4Studio social media content

>25,000

pieces of social media content published

16.7bn

minutes users spent watching 4Studio's social content in 2021, which is equivalent to 31,773 years of watch time

10.1m

Channel 4 News followers on social media, making it one of the largest UK news programmes, with 45% of views by under 34s

FINANCIAL

£74m*

record financial surplus in 2020

1/5*

overall corporation revenue from digital in 2020

£934m*

corporation revenue

55%

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

* 2020 audited data

Impact (2021):

Channel 4's biggest show: **The Great British Bake Off**

Our second most watched moment was our live coverage of the **US Open Women's Final**. An incredible 9.6 million people watched as Emma Raducanu became the first British woman to win a grand slam title since Virginia Wade's Wimbledon victory in 1977.

9/10

Channel 4 was responsible for 9 of the 10 youngest profiling shows on the UK PSBs in 2021.

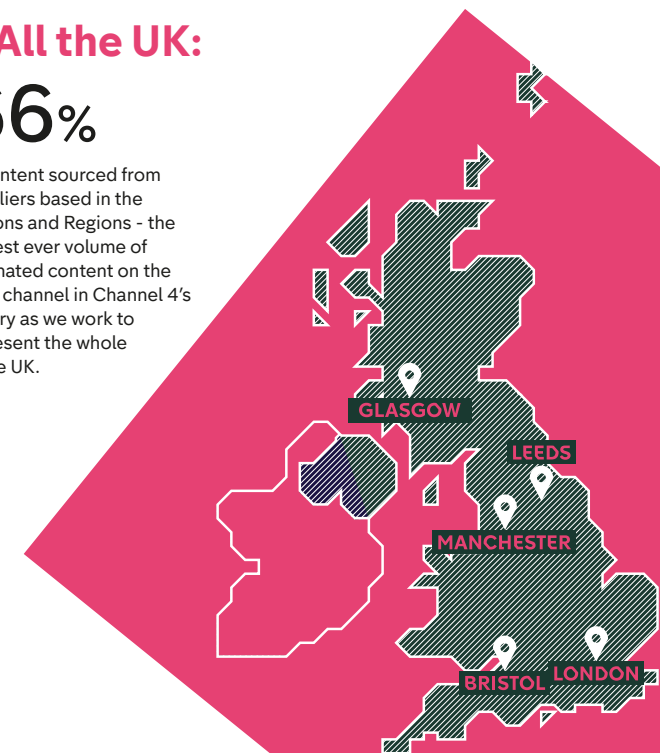
16-34s

Over the course of the year, Channel 4 "won" Friday nights 27 times for 16-34-year-olds.

4 All the UK:

66%

of content sourced from suppliers based in the Nations and Regions - the highest ever volume of originated content on the main channel in Channel 4's history as we work to represent the whole of the UK.



Remit delivery (February 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": 54%

Challenge with purpose "Pushes boundaries": 48%

Reinvent entertainment "Always trying something new": 47%