

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 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



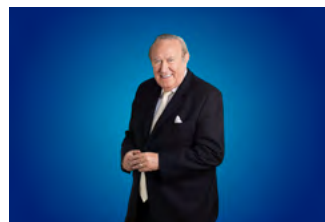
Will Young: Losing My Twin Rupert

Singer Will Young lived with his twin's alcoholism for over 20 years, until Rupert died in 2020. Will's shockingly honest and moving film explores the pain and drama of a loved one's addiction.



Suspect

Thrilling new drama starring James Nesbitt and Richard E. Grant. This eight-part crime thriller is an adaptation of the original Danish series Forbødret, which sees Danny Frater (James Nesbitt), a veteran detective on a mission to find the truth after his estranged daughter (Imogen King) dies.



The Andrew Neil Show

The UK's pre-eminent political interviewer is back with a brand-new Sunday evening politics show, featuring forensic interviews with newsmakers from across the spectrum.



The Bridge (S2)

Channel 4's gruelling reality competition The Bridge returns for a supersized second series in a new tropical location. There's double the drama and double the money up for grabs as two teams go head to head to be the first to get their hands on a £200k jackpot.



Let's Make a Love Scene

Ellie Taylor hosts as singletons perform steamy sex scenes inspired by the movies in a bid to find love. Will on-screen chemistry turn into real-life romance?



Troy Deeney – Where's My History?

This brand new 60-minute documentary follows Birmingham City FC Captain, Troy Deeney who is leading a high profile campaign to make the teaching of ethnically diverse histories and experiences mandatory in the school curriculum.

Recent programme highlights

Steph's Packed Lunch is currently seeing its best ever viewing share; its 2022 share is up +9% on the same period in 2021. In April 2022, the Steph's Packed Lunch Facebook page had 128% more views than April 2021, with 4.3 million Facebook views that month.

The launch of **Derry Girls S3** (3.3m) is the second best comedy episode ever on All 4. Derry Girls has achieved 38 million cross-platform views since March 2022, we have recently started a new Derry Girls channel on Snapchat which appealed to 13-24s – 90% of views are from this demographic.



Derry Girls

Key Stats (2021):

STREAMING

1.5bn

streaming views on All 4, up 21% year on year, our biggest ever absolute increase

25m

registered users, including 80% of UK 16-34-year-olds

>14,500

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

13.1%

of total Channel 4 viewing came from streaming in 2021 vs 9.2% in 2020

TV

10.3%

viewing share, recording growth for a second consecutive year

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 34-year-olds

FINANCIAL

£101m*

record financial surplus in 2021

19%*

of our revenues came from digital advertising, well above the market and our competition

£1.2bn*

corporation revenue, surpassing £1bn for the first time

55%

of main channel spend on independent producers outside of London in 2021

*2021 unaudited 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.

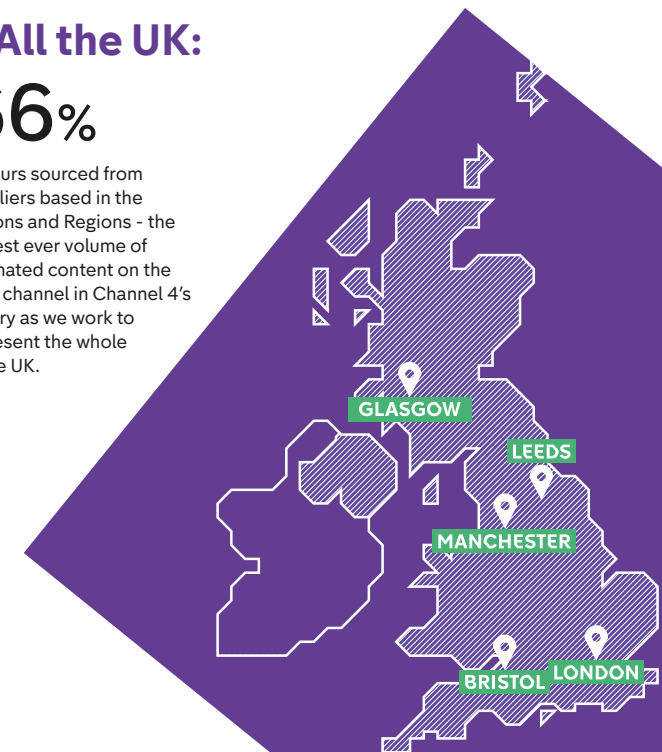
16-34s

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

4 All the UK:

66%

of hours 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 (April 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": 58%

Challenge with purpose
"Pushes boundaries": 54%

Reinvent entertainment
"Always trying something new": 50%