

4 FACTS

Channel 4 exists to create change through entertainment. Publicly owned yet commercially funded, Channel 4 generates significant and sustainable cultural, economic and social impact across the UK – at no cost to the taxpayer.

We have the UK's biggest free streaming service, All 4, plus a network of 11 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 Productions, Channel 4 also invests in British filmmakers to huge critical acclaim, producing 37 Oscar wins and 84 BAFTA wins in its history.

Future4:

In 2020, Channel 4 launched its **Future4** strategy to become a digital first public service media company and to continue to deliver significant impact for UK audiences and investment into the UK creative economy.

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



Make Me Prime Minister

A brand new series set to lift the lid on what it really takes to be Prime Minister. 12 ambitious candidates with views from across the political spectrum will be put through their paces on the campaign trail.



Don't Hug Me I'm Scared

The new series of Don't Hug Me I'm Scared launches on All 4 on Friday 23 September. The series is a deeply unsettling comedy puppet show: think The Muppet Show relocated to Twin Peaks. It started life as a YouTube phenomenon. Eleven years and a quarter of a billion views later, main characters Red Guy, Yellow Guy and Duck are now inside your television trying to get out.



The Great British Bake Off

Bake Off is back as Britain's best amateur bakers compete in the iconic white tent - all united in their aim to prove their baking skills and impress judges Paul Hollywood and Prue Leith.



The Secret World of... Ice Cream

The Secret World Of... returns for a new series, telling more fascinating stories of the fierce battles between Britain's biggest brands and the rivalries that have driven them, as industry titans behind multimillion-pound businesses reveal what it takes to stay one step ahead and beat the competition.



Handmade: Britain's Best Woodworker

The competition to find Britain's Best Woodworker is back for a second series. Wood is wonderful. This series celebrates the beauty of wood and the talented woodworkers who craft it.



My Grandparents' War

To commemorate the 80th anniversary of the start of World War II, four celebrated actors explore their grandparents' extraordinary wartime stories.

Recent programme highlights

The launch of the second series of **Married At First Sight UK** on E4 brought in 1.8m viewers / 10.2% share, up for both volume and share on last year's launch. Among 16-34s, share up was up a huge +34% versus last year's launch. This month, we published one of our most viral E4 TikTok's to date - a clip from Married At First Sight UK about veganism which now has 3m views.

Investigating Diana: Death in Paris launched with 1.9m / 11.1% share; the documentary was particularly popular with upmarket audiences (share up +62%).

Celebrity SAS: Who Dares Wins returned with 2.2m / 12.2% share; share was up +29% versus the launch last year and up +75% versus the slot norms.



Celebrity SAS:
Who Dares Wins

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

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.

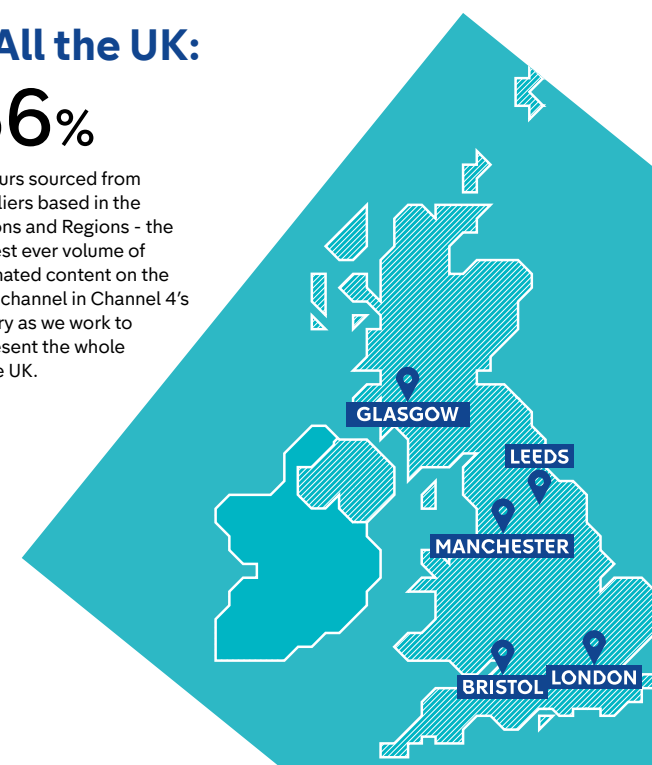
16-34s

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 (August 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 : 56%

Challenge with purpose
Pushes boundaries": 51%

Reinvent entertainment
"Always trying something new : 47%