

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



Everyone Else Burns

An irreverent new six-part comedy set in a fictional Christian community and centred around a family headed by patriarch David (Simon Bird). David, like his family (played by Kate O'Flynn, Amy James-Kelly and Harry Connor) is devoted to preparing for Armageddon and avoiding eternal damnation, although worldly temptations sometimes get in the way.



How to Live to 100

Journalist Jon Snow crosses the globe, visiting communities in Greece, Japan and California where residents live years longer, to find out the secrets of a long, happy and healthy life.



Junior Bake Off

Junior Bake Off is back! From thousands of applicants, 16 talented junior bakers battle it out in the iconic white tent to be crowned winner of Junior Bake Off 2022. Harry Hill oversees proceedings with his characteristic wit and warmth, alongside seasoned judges Liam Charles and Ravneet Gill.



Jon & Lucy's Odd Couples

Jon Richardson and Lucy Beaumont are putting their own differences aside to judge everyone else's, as unwitting celebrity couples go head-to-head to find out who's got the best relationship.



Travel Man: 48 Hours in...

The suitcase is packed for more mini-breaks, as comedian Joe Lycett shows more willing celebrity guests how to get the most out of a weekend away, with a fun-packed, 48-hour itinerary of trademark humour and facts.



SAS: Who Dares Wins

SAS: Who Dares Wins returns with the most savage selection course yet, taking a new group of recruits into the deepest, darkest, most unforgiving jungle in the world, in Thung Ui, North Vietnam.

Recent programme highlights

New drama **The Light in the Hall** launched with 2.2m views up +64% vs the slot. It performed well for 16-24s, volume up +43%.

The Big Fat Quiz of the Year 2022 averaged 3.1m across the episode and was the fifth biggest 16-34 title across the Christmas period of all channels.

Ameca (AI Robot) from **Channel 4's Alternative Christmas Message** has driven 1.2m views on TikTok, as well as 88k likes. The "Telling Jokes To An AI Robot" video drove this success.

Vardy vs Rooney: A Courtroom Drama averaged 1.5m across its two parts. Performance on All 4 has been particularly strong.

Prince Andrew: The Musical averaged 1.4m/ 8.5% share (up +13% for share). It did particularly well among 16-34s with share almost double the slot.



Prince Andrew: The Musical

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.

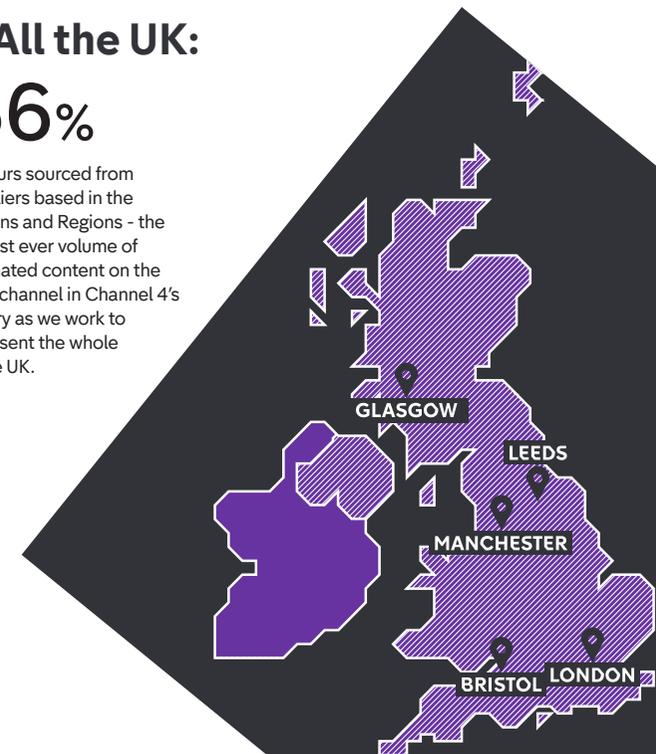
16-34s

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 (December 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": 51%