

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



Rise and Fall

The wait is over... the highly anticipated, brand-new reality show is here. Hosted by Greg James, the series sees 16 ordinary Brits, from all walks of life and ages, compete to win up to £100,000. Starting as equals, they find themselves either in a position of power as a Ruler or as a powerless Graftor.



War Zone: Bear Grylls meets President Zelenskyy

Nearly a year after the invasion began, Bear Grylls ventures into Ukraine having been invited by the president himself - Volodymyr Zelenskyy. This documentary follows Bear on a three-day journey deep into Ukraine.



Nazanin

Part love story and part political thriller, this observational documentary tells the story of Nazanin Zaghari-Ratcliffe - the British-Iranian charity worker who was arrested at Tehran airport in 2016. Five years in the making, this film has unprecedented access to Richard and little Gabriella - and to Nazanin herself in Iran - as the family struggle to bring her home.



24 Hours in Police Custody: The Honeytrap Murder

The UK's biggest and most successful true crime documentary series returns with a two-part special, which reveals the story behind the brutal murder of a man in Luton who is found dead in the hallway of a block of flats.



The Great Celebrity Bake Off for SU2C

The Great Celebrity Bake Off for SU2C is back with more celebrities putting their baking skills to the test in Britain's most famous tent. The celeb bakers take on three challenges, set by judges Paul Hollywood and Prue Leith, all to raise awareness of Stand Up To Cancer and win the coveted Star Baker apron.



Celebrity Hunted

Returning for a fifth series, ten more famous faces go on the run as fugitives, hoping to evade capture by the Hunters. With former police officers, intelligence, and army personnel hot on their tail and faces recognisable across the UK, will they be able to remain undetected?

Recent programme highlights

The Piano has seen a pitch perfect performance since launch with a consolidated average audience of 2.8m for episodes 1-3, and 1.2m All 4 views. It was our biggest brand new 9pm unscripted series launch since August 2020. On Twitter, the video of Lucy on The Piano has driven 4.7m views.

Guy Martin's Great British Power Trip launched with 1.6m viewers/ 7.2%.

Bronson: Fit to Be Free? combined performance averaged a strong 1.4m viewers/ 7.7% share.

New drama **Consent** averaged 564,000 viewers/ 5.4%. Its performance on All 4 has been particularly strong.



Consent

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.

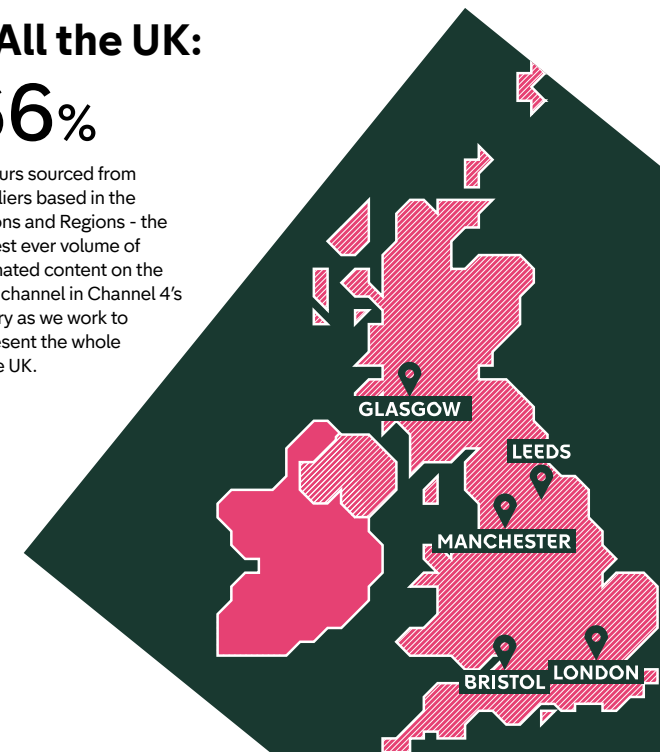
16-34s

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 (February 2023):

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": 53%

Reinvent entertainment "Always trying something new": 48%