# 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



## Lyra

An emotive, intimate portrait of the remarkable young journalist Lyra Mckee, whose murder in 2019 sent shockwaves throughout the world. Directed by her close friend, BAFTA-winning Alison Millar, the film tells the story of a life fearlessly committed to truth and justice for forgotten crimes, through a rich archive of audio recordings, home videos, field notes and interviews with those who knew her and loved her.



## Scared of the Dark

Danny Dyer hosts the experimental new competition that sees eight celebrities not just giving up the limelight - but light altogether. In a world first, Chris Eubank, Paul Gascoigne, Max George, Nicola Adams, Chris McCausland, Scarlett Moffatt, Donna Preston and Chloe Burrows enter a pitch-black bunker to eat, sleep and survive for eight days in complete darkness.



## The Big Interiors Battle

AJ Odudu presents this brand-new interior design competition, as eight up-and-coming designers battle it out to design, and ultimately win, an apartment of their own - worth a staggering £250k! Judge and international award-winning architect and designer Dara Huang pushes their creativity to the limits, as they make over a different room in their apartment each week.



## Absolutely Dyer: Danny and Dani Do Italy

Danny Dyer is on a mission to fill in some of the gaps in his beloved first-born Dani's general knowledge. So he's organised their first ever dad-and-daughter road trip; a four-week culture tour of Italy, taking in all the scenery, art and history they can handle... Available on E4.



## Derren Brown: Showman

This one-off special brings Derren Brown's record-breaking, five-star show Showman to TV. Written by Derren Brown, Andrew O'Connor and Andy Nyman, the award-winning team behind Miracle, Svengali and Derren's BAFTA-winning Channel 4 specials, the critically acclaimed Showman is probably Derren's most personal show to date.




## Unreported World

The critically acclaimed documentary series returns. In the first episode of the series, Unreported World follows a desperate Lebanese couple planning to raid a bank in order to get hold of their savings. Krishnan Guru-Murthy meets the unlikely bandits in Beirut amid a banking crisis and calls for revolution.

## Recent programme highlights

New reality series **Rise and Fall** launched with 1.3m / 8% share up +7% / +20% vs the slot (and up +38% /+62% for 35-54s). The series has performed well on All 4.

The two part **24 Hours in Police Custody - The Honeytrap Murder** averaged 3m viewers, up +95% vs the slot. The programme performed well for 16-34s with volume up +137%.

The launch of **Celebrity Hunted** averaged a strong 1.9m viewers/ 12.1% share (with 25-34s performance up +50%/+231% vs slot average). A Facebook clip of Ed Gamble and James Acaster reached 1.2m, and drove 13x more comments than the Channel 4 page average.

The launch of **Tempting Fortune** averaged 1.4m viewers and performed particularly well for 16-34s (+53% for volume/ +127% for share).



Tempting Fortune

# 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

## Remit delivery (March 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": 53%**

**Challenge with purpose**
**"Pushes boundaries": 50%**

**Reinvent entertainment**
**"Always trying something new": 46%**

## 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.

