



# Key Stats (2021):

## STREAMING

1.5bn

streaming views on Channel 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 Channel 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.

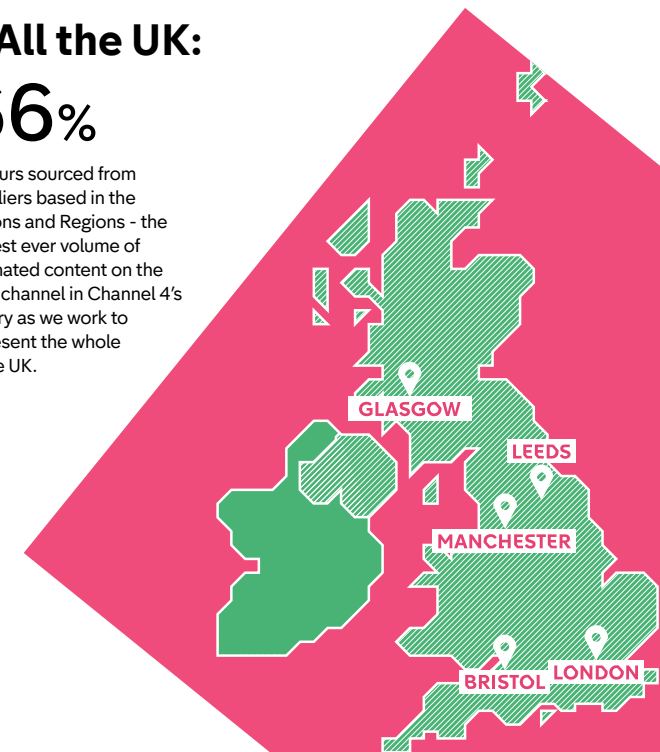
16-34s

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 (April 2023):

Channel 4 viewers (on streaming, 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": 53%

Reinvent entertainment "Always trying something new": 51%