

# 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, 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 88 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 streaming 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



### Depp v Heard

Depp v Heard charts the tumultuous defamation trial between superstar Johnny Depp and his former wife Amber Heard - the first in US history to be fully broadcast live. Mixing courtroom footage with the incredible, and often horrible, reaction from the millions who viewed it online, this is a dramatic story of twists and turns that asks the question: Can a jury ever be truly fair in the age of social media?



### Rescue: Extreme Medics

The ground-breaking medical documentary series returns, following the Scottish Trauma Network as it answers emergency calls from a population of 5.4 million spread across 30,000 square miles of land, some of which is extremely challenging...



### Rebekah Vardy: Jehovah's Witnesses and Me

Rebekah Vardy goes on a personal journey through her difficult history with the Jehovah's Witnesses, meeting former members and uncovering secret documents. This film shows a side to one of the UK's most famous women that has not been told before.



### Open House: The Great Sex Experiment

It's experimentation time once again, as more curious committed couples visit an extraordinary retreat to explore opening up their relationships with sexually liberated residents.



### The Big Celebrity Detox

What happens when the lavish A-lister lifestyle of wild holidays, five-star destinations and exclusive excess has run its course? In search of answers, eight celebrities have checked themselves in to The Big Celebrity Detox, where international spiritual guide Sah D'Simone will take the celebs through eight stages of enlightenment in the peace and tranquillity of rural Yorkshire.



### Grand Designs: The Streets

In this third series, Kevin McCloud follows the development of some pioneering new projects, and revisits previous ambitious self-builds in Graven Hill and Glasgow with co-presenter Natasha Huq.

## Recent programme highlights

One-off special **Derren Brown: Showman** averaged 1.6m/ 11.2% share, up +62%/+77% vs the slot average (up +90%/+123% for 16-34s).

**Absolutely Dyer: Danny and Dani Do Italy** launched with 256k viewers and performed particularly well for 16-24s (+161% for volume/ +302% for share). The social clips generated 1.25m global views and saw approximately 11.2% of views from UK youngs (under 25) on Facebook and YouTube.

The launch of More4's **Britain's Most Luxurious Train Journeys** averaged 300k viewers (with 16-34s performance up +108% for volume/ +207% for share vs the slot average).

New reality series **Scared of the Dark** launched with 1.4m/8.6% share up +17%/+31% vs the slot (and up +176%/234% for 16-24s). The series overall averaged 1m viewers/6.1% share. Our social posts amassed a total of 2.3m views across our socials with 1.58m minutes viewed.



Scared of the Dark

# 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.

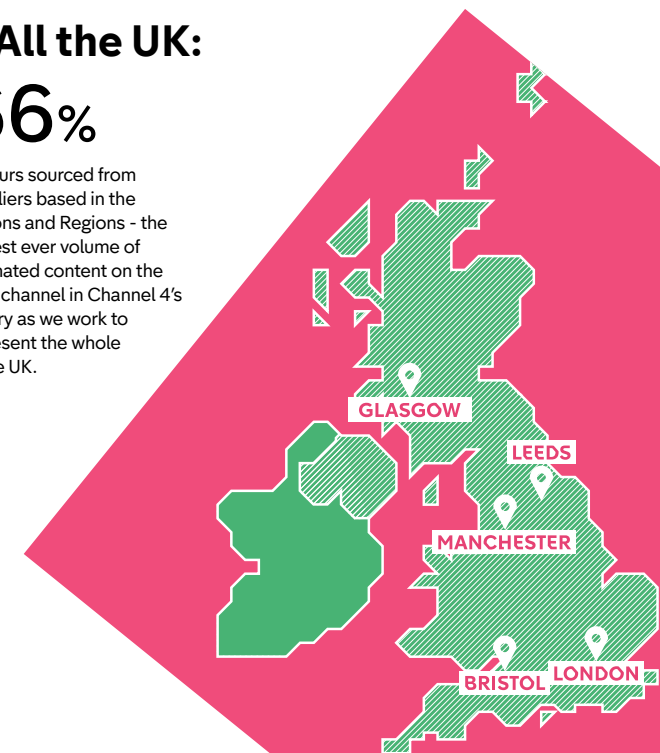
16-34s

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 linear, streaming, 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%