

## About 4 ✨

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 six television channels. For over 40 years, we have been a British success story, engaging generation after generation of young people.

Through Film4, Channel 4 invests in British filmmakers to huge critical acclaim, winning 43 Oscars and 97 BAFTAs since inception.

## New at 4 😊

Channel 4 streaming audience jumps a third year on year in June, accelerating its shift to first public service streamer. [More info here](#) 📄

Channel 4's Paris 2024 Paralympic Games marketing campaign challenges patronising attitudes. [More info here](#) 📄

Channel 4 unveils ground-breaking presenting line-up and biggest-ever broadcast plans for Paris 2024 Paralympic Games. [More info here](#) 📄

Mirror on The Industry: transgender community feels 'unsupported' by brands as steps identified for way forward. [More info here](#) 📄



## Next on 4 🥚

### Jamie: What to Eat This Week

Jamie Oliver's back with a new series, as he taps into what's fresh and flavoursome for our kitchens right now.

### Britain's Unsolved Crimewave: Dispatches

With exclusive analysis of police data, Dispatches reveals local hotspots across England and Wales where 100% of neighbourhood crimes can go unsolved.

### Suspect (S2)

The gripping psychological crime drama returns, as psychotherapist Dr Susannah Newman embarks on a desperate quest to find out the truth about her daughter's tragic death.

### Sophie Morgan's Fight to Fly

In this powerful documentary, Sophie Morgan sends a group of disabled travellers undercover to expose the shocking service they can experience when flying.

## 4Insights 🏠

### 4.8m

The three-part documentary **The Fall: Skydive Murder Plot** reached 4.8 million viewers across broadcast and big-screen streaming in the 28 days post transmission.

### 1.6m

The launch of **Suranne Jones: Investigating Witches Trials** is currently averaging 1.6 million viewers across broadcast and big-screen streaming in the 28 days post transmission.

### 23m

On E4, the **Dance Moms** success continues. This [clip](#) has now generated 23 million views cross-platform, and was the most-viewed YouTube video in our portfolio in the last month.

### 87%

of **Spacey Unmasked** viewers agree that its important Channel 4 doesn't shy away from making controversial programmes like this.



Spacey Unmasked

# FAST → FORWARD

Channel 4 has a three-point strategy to transform itself into a digital-first public service streamer:

1

Digital growth and transformation



2

Diversified new businesses



3

Reengineering the business for a digital-first world



## Digital leadership

### Growing streaming views 🖱

#### +23% growth in streaming minutes

Streaming time grew by 23% in 2023, amounting to 55.9 billion viewer minutes (2022: 45.6 billion)

#### Youngest BVOD service

Channel 4 has the youngest-profiling BVOD service in the UK, with 16-34-year-olds accounting for 28% of viewing

#### +29% in total Channel 4 viewing via streaming

Between January and June 2024, Channel 4 saw 29% year-on-year growth in the proportion of total viewing via streaming

### Growing social 🖱

#### 3x increase in YouTube global views

Full episode views of Channel 4 programming on YouTube increased by 200% to 23 million in Q1 2024

#### 3x increase in Channel 4.0 UK views

Channel 4.0, which offers the freshest content from the UK's biggest creators, saw views increase by 242% to 25 million views in Q1 2024

