



Channel 4 and the Paralympic Games

September 2024

When Channel 4 won the rights for the London 2012 Paralympics, we promised a bold approach to change attitudes toward Paralympic sport and attract new, larger audiences. We delivered on that promise.

London 2012 was groundbreaking. Rio 2016 went even bigger, and amid the Covid-19 pandemic, Tokyo 2020 embodied resilience. We transformed the Paralympic Games into a must-see elite sporting event, on a par with the Olympics, and brought about a fundamental shift of public perceptions of disability and disability sport in the UK.

With Paris 2024, we've implemented action and elevated the Paralympics to new heights, with the most accessible Games yet. Together with our sponsors Allianz and Toyota, we have continued to drive positive change and showcase sports stars at their peak.



Bigger and better than ever before

We revealed our largest-ever broadcasting plans and a trailblazing presenting team in July.



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Over 1,300 hours

Channel 4 aired over 1,300 hours of live sport for free across streaming and on Channel 4 and More4

Most accessible ever

All content was broadcast with subtitles, live peak-time sports on Channel 4 had closed audio description, and every afternoon on Channel 4 included BSL (British Sign Language) live signing

18 concurrent streams

Every televised moment was streamed on our **Channel 4 Sport YouTube channel**, with up to 18 concurrent streams



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Developing talent

Rose Ayling-Ellis and Ellie Simmonds made their Channel 4 presenting debuts, joined by a mix of young and emerging talents, including content creator and comedian Fats Timbo and award-winning actor Lenny Rush, who reported on the action from around the French capital

Breaking records

The Paris 2024 Paralympic Games saw around 4,400 athletes compete across 549 events in 22 sports.

Biggest share in 12 years

The Paris 2024 Paralympic Games achieved Channel 4's biggest weekly share across all individuals since London 2012 – and the biggest share of young viewers for a Paralympics ever

19.9 million people

Channel 4's coverage reached 19.9 million individuals across the UK, equating to 33 per cent of the TV population



2.4 million Livestreams

Livestreams on Channel 4 Sport's dedicated YouTube channel reached over 2.4 million views

7.3 billion minutes

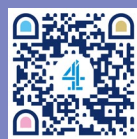
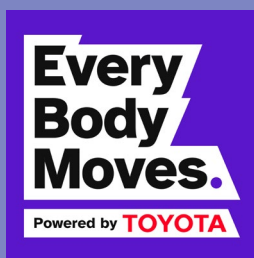
Across streaming and linear, Channel 4's Paralympic coverage achieved 7.3 billion viewer minutes – up from 4.9 billion in Tokyo 2020

Every Body Moves

Channel 4 has teamed up with Every Body Moves and ParalympicsGB to encourage disabled people across the UK to take up a sport and become more active, through the coverage of the Paralympic Games.

A QR code was shown on TV screens daily throughout the Games, guiding viewers to the Every Body Moves website (www.everybodymoves.org.uk), which is sponsored by Toyota, linking disabled people with inclusive activities in their local area, and helping to break down some of the barriers that exist with having access to sport.

During Channel 4's coverage of the Games, the Every Body Moves website recorded **83,000 new users**.



Scan to go to EBM website

"Campaigns like Every Body Moves show that everybody can do something. You don't have to be a Paralympic champion, **all that matters is having fun and being active.**"

Hannah Cockroft
Seven-time Paralympic champion

Channel 4's Cardiff Paralympic hub: A legacy for Wales



For the first time, our remote galleries and production team were based in Cardiff, where a new state-of-the-art facility has been built to support Channel 4's Paralympic coverage — marking the biggest sports production ever in Wales. This hub housed around 200 people, including 16 disabled trainees from Channel 4's Paralympic Production Training Scheme.

We believe this may be the most accessible television facility in the world. Built to top level accessibility specifications, it will be left as a legacy in Wales so that off-screen disabled talent who can work in the space will have the opportunity to progress their careers in television. Channel 4 has also committed to producing its Formula 1 coverage in 2025 from this facility, which will help to grow a lasting legacy for the nation.

The impact in their words

"The Paralympics is more than just about sport, it's about change, it's about making the world better for disabled people. That's what we're about."

Ade Adepitan,
Presenter and
Paralympic Medallist



"The Paralympics are an opportunity for people with disabilities to showcase what we can do and not what we can't do. It's such an important thing that we are just seen as athletes, out there enjoying sport. Even though we have impairments, we're able to go out there and live our best lives."

Kadeena Cox, Paralympic Medallist

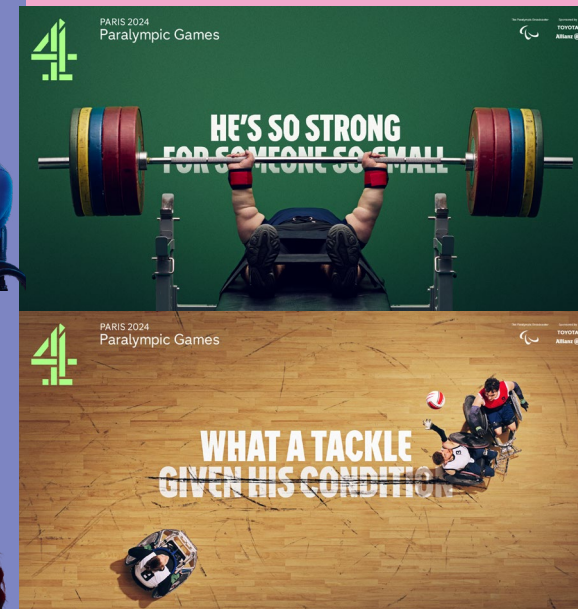


"It's really exciting to have a deaf person presenting a live TV show, breaking people's barriers of understanding of what we can do. That's the whole point of the Paralympics."

Rose Ayling-Ellis, Presenter



The campaign



Our new marketing campaign, **'Considering What?'**, challenges viewers to see Paralympians as elite, world-class athletes – not just as competitors "overcoming" their disabilities.



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More information

Stream on Channel 4
(www.channel4.com)