

4 Facts Nov 2024

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 an Altogether Different 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 takes a festive journey on **An Alpine Train at Christmas** 📺

Afro Mic secure double Channel 4 commission 📺

New Channel 4 app now available for **Apple Vision Pro** 📺

Channel 4 **undercover documentary** reveals shocking levels of predatory behaviour and abuse on party holidays 📺



Next on 4 🥰

Queen Camilla: The Wicked Stepmother?

The inside story on how Queen Camilla transformed her image from that of a hated royal mistress to a much-loved monarch.

Britain's Shoplifting Gangs Exposed: Dispatches

In this high-stakes, true-crime Dispatches investigation, reporter Matt Shea goes undercover to expose the organised criminal networks behind the UK's shoplifting epidemic, to reveal who's behind the soaring crimewave.

How to Heat Your Home for Less This Winter

With energy prices on the rise again and pensioner winter fuel payments cut for many, Denise Van Outen is on a mission to discover how we can heat our homes for less this winter.

Swiped: The School that Banned Smartphones

A landmark two-part documentary series, hosted by Matt and Emma Willis, which tackles the timely issue of the impact of smartphones on children's behaviour with a pioneering social experiment.

4Insights 🏠

1.4m

Vicky Pattison: My Big Fat Geordie Wedding reached 1.4 million viewers across broadcast and big-screen streaming in the 28 days post transmission

1.2m

The launch of **Jamie: Fast and Simple** averaged 1.2 million viewers across broadcast and streaming in the 28 days post transmission

1.1m

Anna Richardson: Love, Loss & Dementia reached 1.1 million viewers across broadcast and big-screen streaming in the 28 days post transmission

86%

of viewers of the **Gaza-Israel** programming agreed that Channel 4 is distinctive and innovative in its programming



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 views 🖱️

Only commercial public service broadcaster to grow this year

Channel 4 has increased overall viewing in 2024 (total linear and streaming minutes combined)

+19% growth in Channel 4 streaming minutes

Channel 4 has seen a 19% year-on-year growth in total viewing minutes via streaming

2.5x increase in UK views of full episodes on YouTube

Full episode views of Channel 4 programming on YouTube increased by 258% so far in 2024, compared to the same period last year

Youngest BVOD service

Channel 4 has the youngest-profiling BVOD service in the UK, with 16-34-year-olds accounting for 22% of viewing (2024 year to date) - and higher than the average across BVOD (16%)

