

4 Facts Dec 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 😊

New research reveals **Channel 4's Paralympic coverage** shifted public perceptions and challenged prejudice around disability 📄

Channel 4 and Which? help people get it right in unique new campaign series 📄

Film4's **Hard Truths**, **Wicked Little Letters** and **Love Lies Bleeding** win at the 2024 British Independent Film Awards 📄

Channel 4 supports 13 Nations and Regions Indies through **Emerging Indie Fund Extra** 📄



Next on 4 🐣

The Piano at Christmas

Claudia Winkleman, Mika and Lang Lang are back with their iconic travelling piano, to celebrate Christmas at Battersea Power Station in London.

2024: The Year From Space

Over 7,000 satellites swarm above us taking millions of images of Earth every single day. This film covers some of the biggest stories of 2024 told through awe-inspiring satellite images.

Patience

Brand-new six-part police crime drama set in York. Patience Evans is a talented young autistic woman who works in the Criminal Records Office of the City of York Police.

Sandi's Great British Woodland Restoration

Ancient woodlands in the UK are under threat of extinction, but help is at hand. Armed with her trademark wit and a pair of chainsaw-safety shoes, Sandi Toksvig and her wife Debbie try to restore and save a wooded patch in southern England.

4Insights 🏠

3.4m

Tsunami 2004: The Day the Wave Hit reached 3.4 million viewers across broadcast and big-screen streaming in the 28 days post transmission

2.4m

The launch of **After the Party** averaged 2.4 million viewers across broadcast and streaming in the 28 days post transmission

1.2m

Minor Issues has returned to Channel 4.0. S2 has driven 1.2 million views on YouTube, and seen huge success on TikTok including [this clip with 6.3 million views](#)

94%

of viewers of **Anna Richardson: Love, Loss & Dementia** agreed that it is an important piece of public service 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

54% 16-34s viewing via streaming

A new high: 54% of all 16-34 viewing to Channel 4 in November was through streaming

+16% growth in Channel 4 streaming minutes

Channel 4 has seen a 16% year-on-year growth in total viewing minutes via streaming

2x increase in UK views of full episodes on YouTube

Full episode views of Channel 4 programming on YouTube increased by 192% 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 26% of viewing (2024 year to date)

