4Facts

September 2025



Worlds Apart

About 4

Channel 4 exists to create change through entertainment. Publicly owned yet commercially funded, we deliver cultural, economic and social impact across the UK – at no cost to the taxpayer.

Altogether Different and free-to-air, we're home to a best-in-class streaming service, six distinctive TV channels and a thriving audience on social platforms. Through Film4 Productions, Channel 4 invests in British filmmakers to huge critical acclaim, producing 43 Oscar wins and 97 BAFTA wins in its history.

FAST→FORWARD

In 2024, we launched our Fast Forward strategy to accelerate Channel 4's transformation into an agile and genuinely digital-first public service streamer by 2030.

New at 4

Everybody's favourite cat returns to Channel 4 as Lupus Films starts production on **Mog's Bad Thing**

Joint Public Service Broadcasters' Op-Ed - RTS Cambridge 2025

Channel 4's **Creative Investment Fund** acquires Firecrest Films

Statement from Channel 4 Interim CEO Jonathan Allan on **appointment of Geoff Cooper as Channel 4 Chair**

4Insights

5M VIEWERS

In Flight has reached 5 million viewers across streaming and linear in the 28 days post-transmission

3.1M VIEWERS

The Big Pound Shop Swap has reached 3.1 million viewers across streaming and linear in the 28 days post-transmission

1M VIEWERS

Do You Have ADHD? averaged 1 million viewers across streaming and linear in the 28 days post-transmission

SOCIAL IMPACT

7 IN 10

Groomed: A National Scandal viewers (71%) said it showed grooming and sexual abuse in a way not seen on TV before

Operating sustainably (2024)

£1.04BN REVENUE
up 1% year on year, topping £1 billion for the fourth consecutive year

30% DIGITAL REVENUE
up 9% year on year – more than double the UK and international commercial broadcasters' average

62%
revenue reinvested into UK content – higher than key competitors

£643M INVESTMENT
in content, including £489 million in originated British content

54%
content spend in Nations and Regions, exceeding voluntary 50% target

Digital leadership (2024)

13% INCREASE
streaming views to 1.8 billion

13% GROWTH
in streaming minutes to 63.4 billion

18% STREAMING VIEWING
Channel 4 total viewing via streaming – significantly outperforming other main UK commercial public service broadcasters

2.3BN UK VIEWS
on social including 1.2 billion from 13-34-year-olds

1.8BN VIEWS
Channel 4 News global social views, up 49% year on year

Performance highlights (2025)

UK DIGITAL LEADER
Channel 4 is the youngest and most upmarket profiling commercial PSB BVOD player

56%
of all Channel 4 16-34 viewing through streaming in August – higher than ITV and Sky

#2 TITLE
MAFS Australia is the #2 title across Commercial BVOD so far this year (as of 31 August)

+52%
Full Episode views of Channel 4 programming on YouTube are up +52%, to 113 million UK views (as of 31 August)

2.2M
The first look at **Mitchell and Webb Are Not Helping** landed 2.2 million social views cross-platform in August

Awards

GRIERSON
British Documentary Awards

8 NOMINATIONS INCLUDING:

Groomed: A National Scandal
Undercover: Exposing the Far Right
No Other Land
Shoot to Kill: Terror on the Tube
Virgin Island
Kill List: Hunted by Putin's Spies
24 Hours in Police Custody
Equal Play


Groomed: A National Scandal

TV award tally year-to-date: 66

Next on 4

The Disappearance of Jay Slater

The exclusive story of the past year, with never-before-seen CCTV footage, previously unheard audio, the discovery of unsent messages, and access to the Slater family as they search for answers about what happened to Jay.

Challenge with purpose

Lucy Letby: Murder or Mistake

Described by the prosecution at trial as ‘a cold-blooded, calculated killer,’ Lucy Letby’s convictions brought justice to grieving families. Yet Letby continues to insist on her innocence. Bold two-part documentary covering both sides of the case.

Challenge with purpose

Hollyoaks at 30: Most Explosive Episodes

A look back at a classic episode of Hollyoaks ahead of the groundbreaking soap’s 30th anniversary.

Reinvent entertainment

Worlds Apart

All-new Channel 4 reality competition introduces six pensioners to six Gen Z rookie travellers – some of whom have never left the UK – to compete as pairs in an extraordinary game of observation, 6,000 miles from home in Japan.

Represent unheard voices



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