



Finding Father Christmas

## 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 ✨

Channel 4 appoints **Priya Dogra** as Chief Executive 🇬🇧

Channel 4's **Hollyoaks** celebrates record-breaking viewing highs 🇬🇧

The groundbreaking digital **Disability Comms Guide and Playbook** from Channel 4, Bupa, and Purple Goat is now available for brands and agencies 🇬🇧

**Winter Paralympics 100 days to go:** Channel 4 secures broadcast rights for Milano Cortina 2026 🇬🇧

## 4Insights 🖱️

### 1.9M VIEWERS

The launch episode of **Trespases** averaged 1.9 million viewers across streaming and linear in the 28 days post-transmission.

### 1.8M VIEWERS

**Cancer Detectives: Finding the Cures** reached 1.8 million viewers across streaming and linear in the 28 days post-transmission

### 1.5M VIEWERS

The launch episode of **Summerwater** averaged 1.5 million viewers across streaming and linear in the 28 days post-transmission.

### SOCIAL IMPACT

# 7 IN 10

**Joe Wicks: Licensed to Kill** viewers (68%) reconsidered how many ultra-processed foods they or their family consume





# 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)

## 6.9BN

Channel 4 hit 6.9 billion viewing minutes on streaming in November – up 5% year on year

## UK DIGITAL LEADER

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

## 57%

of all Channel 4 16-34 viewing was through streaming in November – ahead of all other British commercial broadcasters

## #2 TITLE

Married at First Sight UK was the #2 title across Commercial BVOD in November

## 29% GROWTH

year on year to YouTube full episode views in November

# Award wins



The Jury: Murder Trial (S2) – Factual Entertainment and Reality



TV award tally year-to-date: **100**



# Next on 4 🥚

## Stand Up To Cancer 2025

Adam Hills, Hannah Fry, Davina McCall and Dermot Murnaghan lead a collection of special programmes that fight back against cancer, with celeb stunts, moving stories and a groundbreaking cancer clinic.

Represent unheard voices

## Hamleys: Top 100 Toys of All Time

This celebrity-packed celebration of the toys that defined generations takes a heart-warming look inside Hamleys: the oldest toy store in the world.

Reinvent entertainment

## Finding Father Christmas

A 16-year-old boy (Lenny Rush) goes on a quest to prove his dad wrong and that actually Father Christmas does exist. A star-studded, heart-warming drama also featuring Greg Davies and Stephen Fry.

Reinvent entertainment

## Channel 4's Alternative Christmas Message

First airing in 1993, it has served as an alternative to the monarch's annual televised address to the nation to bring viewers a thought-provoking message that is pertinent to the events of the past year. This year's message is yet to be revealed...

Challenge with purpose



Stand Up To Cancer 2025



Hamleys: Top 100 Toys of All Time



Finding Father Christmas



Channel 4's Alternative Christmas Message