



CHALLENGE WITH PURPOSE:

JOE WICKS: LICENSED TO KILL

December 2025



What's the truth around ultra-processed food? Joe Wicks and Dr Chris van Tulleken executed a highly provocative stunt to convince the government to change our food laws for good.

The documentary reached **1.7m viewers** across streaming and linear within 28 days.

Challenging perceptions

Joe Wicks: Licensed to Kill raises awareness of the hidden dangers of consuming ultra-processed foods (UPFs), challenging perceptions of healthy eating, and highlighting the lack of regulation surrounding UPFs.

9 in 10 (95%)

viewers think the government needs to do more to regulate the amount of additives and harmful ingredients in food.

7 in 10 (68%)

viewers said they will check the ingredient labels of food more often as a result of watching.

7 in 10 (68%)

viewers agreed the programme has made them reconsider how many ultra-processed foods they/ their family consume.

Creating change

Channel 4 is committed to engage mass audiences and challenge them to think differently. At their most impactful, Channel 4 shows act as a powerful catalyst for social change.

9 in 10 (87%)

viewers said they learned something new from the programme.

“

It honestly changed my life, I have totally overhauled my diet after watching this show, I have cut out almost all UPFs.”

F 25-34



Watch Joe Wicks: Licensed to Kill
Stream free on Channel 4

Channel 4 'Joe Wicks: Licensed to Kill' Social Impact Study based on 122 viewers of the programme via a bespoke online study.