

## 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 leads young viewers into streaming future as **fastest-growing major streamer in 2025** ➡

David Thewlis, Jason Watkins, Asim Chaudhry, and Bafta Rising Star Posy Sterling lead the cast of **vital new factual-drama, Dirty Business**, from the makers of Partygate ➡

**Channel 4 and UKTV Deliver Unmissable Entertainment and More Choice for Viewers** ➡

Channel 4 celebrates **UK's Altogether Different Viewing Habits in 2025**  
Roundup as New Records Reached ➡

## 4Insights ↗

### 3.8M VIEWERS

The launch episode of **The Great Christmas Bake Off 2025** averaged 3.8 million viewers across streaming and linear in the 28 days post-transmission

### 3.2M VIEWERS

**The Big Fat Quiz of 2025** averaged 3.2 million viewers across streaming and linear in the 28 days post-transmission

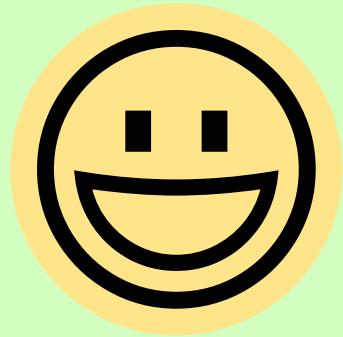
### 3.1M VIEWERS

**Finding Father Christmas** reached 3.1 million viewers across streaming and linear in the 28 days post-transmission

### SOCIAL IMPACT

# 3 IN 10

**Educating Yorkshire** viewers (28%) aged 16-34 claim the series has inspired them to consider a career in education or youth work



## 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%**

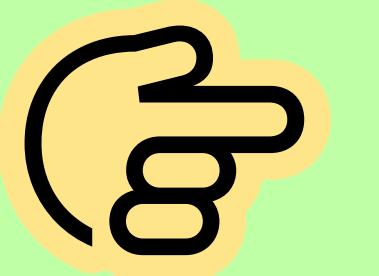
revenue reinvested into UK content – higher than key competitors

### **£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**

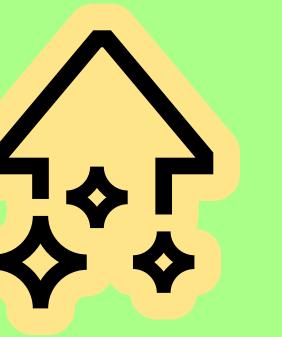
Channel 4 total viewing via streaming – significantly outperforming other main UK commercial public service broadcasters

### **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)

### **YOUNGEST**

53% of all Channel 4 viewing by 16-34-year-olds via streaming in 2025 – significantly higher than ITV (47%) and Sky (45%)

### **MOST UPMARKET**

57% viewing from ABC1s on streaming – the highest of the commercial BVOD players in 2025

### **15% STREAMING GROWTH**

Channel 4 streaming viewer minutes up 15% year on year across all individuals in 2025

### **56% YOUTUBE GROWTH**

Channel 4 full episode views on YouTube totalled 175 million in the UK – an all-time high and up 56% year on year

## Award wins



**Channel 4 News**  
News Provider of the Year

**Cathy Newman (Channel 4 News)**  
Interviewer of the Year

**Cathy Newman (Channel 4 News)**  
Journalist of the Year

**The King, The Prince & Their Secret Millions: Dispatches** – Business, Finance and Economics

**Gaza: Doctors Under Attack**  
Foreign Affairs Journalism

**Groomed: A National Scandal**  
Crime and Legal Journalism



Gaza: Doctors Under Attack

# Next on 4

## Women's FA Cup

Witness the passion of women's domestic football as Jill Scott and Maisie Adam present live Women's FA Cup coverage. With impressive talent on display, who will rise to the occasion to bag the trophy?

Reinvent entertainment

## The Secret of Me

Kristi never felt at home in her body. Aged 19, she found out she'd been born a boy but raised as a girl. Kristi became Jim. This is his story but also the story of many others.

Represent unheard voices

## 24 Hours in Police Custody Investigates: Zombie Knives

A compelling and disturbing investigation into how weapons deliberately designed and marketed to appeal to young people went on to be used with deadly effect.

Challenge with purpose

## Secret Genius

Alan Carr and Susie Dent test Britain's brainpower like never before to uncover the country's most gifted and unsung minds.

Reinvent entertainment



Women's FA Cup



24 Hours in Police Custody Investigates: Zombie Knives



The Secret of Me



Secret Genius