

Dirty Business

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 Commissions **New Drama** **'Wrong Move'** From Award-Winning Producers Roughcut TV 🇬🇧

Danny Dyer, David Morrissey and Motaz Malhees to lead cast of major **Channel 4 drama 'The Siege'** 🇬🇧

Channel 4 outgrowing every major streamer in 2026 whilst linear audiences thrive 🇬🇧

Channel 4 reaffirms its accessibility commitments ahead of the **Milano Cortina 2026 Paralympic Winter Games**, with NatWest to sponsor the coverage 🇬🇧

4Insights 🖱️

4.2M VIEWERS

Patience (S2) is the #1 drama across commercial BVOD in January – the first episode reached 4.2 million viewers in the 28 days post-transmission.

55M VIEWER MINS

Channel 4's highest rating new linear title this year is **What Not To Eat** with episode one attracting a 0-28 day audience of 1.9 million, and 55 million streaming viewer minutes across the series.

1.8M VIEWERS

Secret Genius episode one on linear brought in a consolidated 0-7-day audience of 1.8 million since launch – up 41% vs the Sunday evening slot average.

SOCIAL IMPACT

9 IN 10

viewers said they recognised the importance of early cancer detection, after watching **Stand Up To Cancer**



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

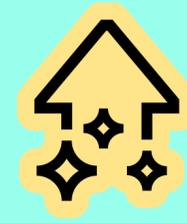
Channel 4 total viewing via streaming – significantly outperforming other main UK commercial public service broadcasters

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 (2026)

25% STREAMING GROWTH

Streaming viewer minutes (individuals) increased by 25% year on year in January, outgrowing the biggest streaming platforms in the UK

YOUNGEST

16–34-year-old viewers streamed 50% of their overall Channel 4 viewing in January – more than any other commercial broadcaster

MOST UPMARKET

The most upmarket and youngest profiling commercial PSB BVOD player in January

15% YOUTUBE GROWTH

Views of full episodes of Channel 4 shows on YouTube grew 15% year on year in January

Award wins

BROADCAST AWARDS

State of Rage

Best Current Affairs Programme

Virgin Island

Best Factual Entertainment Programme

Big Boys

Best Comedy Drama Programme



Big Boys

Next on 4

Dirty Business

In an idyllic Oxfordshire hamlet, the fish in the river keep dying. Why? David Thewlis and Jason Watkins lead this shocking real-life drama of victims, whistleblowers and England's water companies.

Challenge with purpose

Molly vs the Machines

The documentary examines how Molly's life and death were intertwined with algorithms born and generated in the depths of Silicon Valley. It interrogates one of the defining issues of our time: how digital systems designed for profit have come to shape emotional life and behaviour.

Challenge with purpose

Handcuffed: Last Pair Standing

Could you survive being handcuffed to a total stranger 24/7? In a brand-new social experiment, Jonathan Ross challenges 18 brave Brits to do just that, as they compete to win a £100,000 prize.

Reinvent entertainment

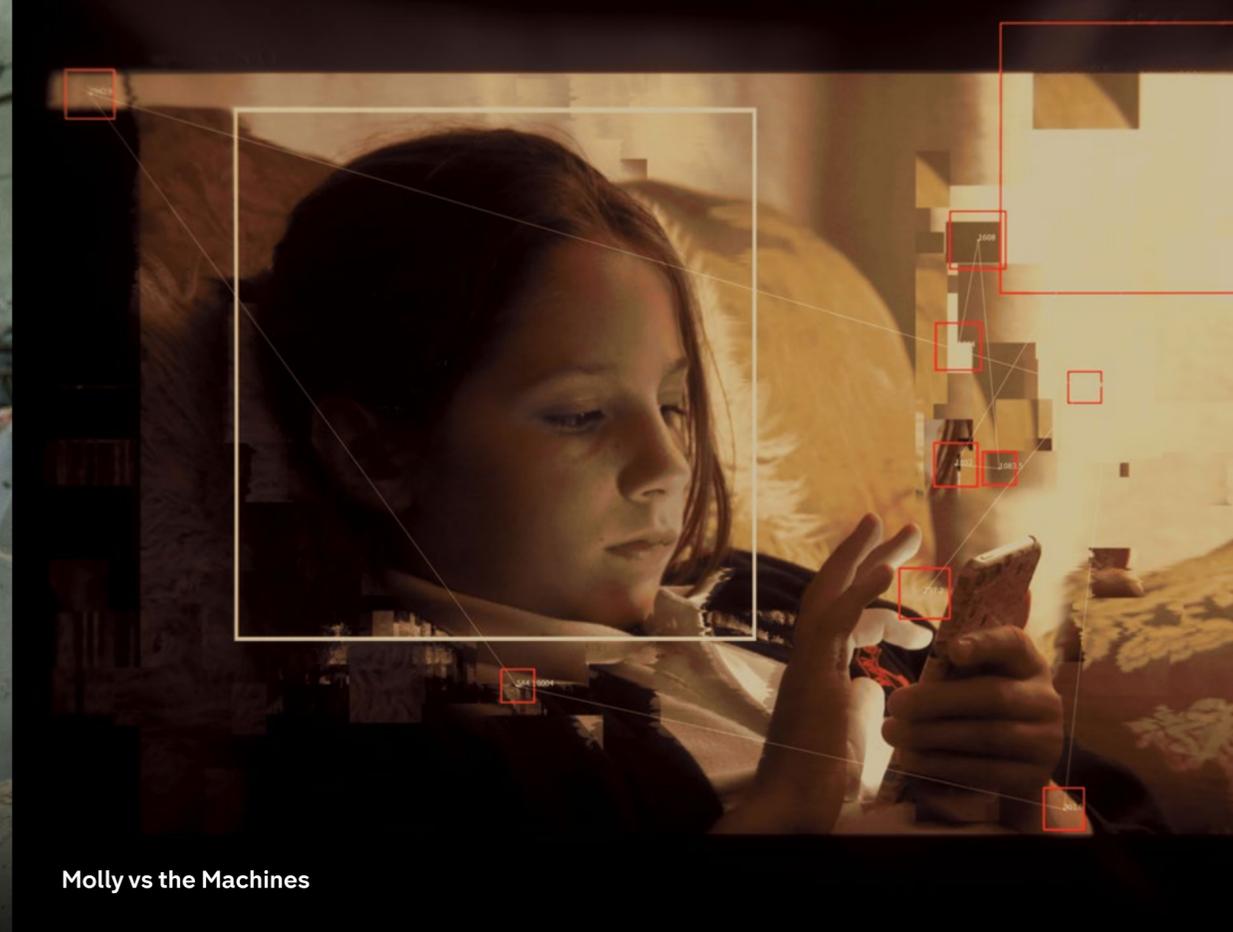
Milano Cortina 2026 Paralympic Winter Games

Live coverage from the Paralympic Winter Games, with presenting team Ade Adepitan, Billy Monger, Ed Jackson, Dame Sarah Storey and Alice Tai.

Represent unheard voices



Dirty Business



Molly vs the Machines



Handcuffed: Last Pair Standing



Milano Cortina 2026 Paralympic Winter Games