



Facts

April 2026



Big Mood (S2)

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 Launches **New Development Fund for Unscripted Content** 🇬🇧

Channel 4 renews **A Comedy Thing** after breakout first year 🇬🇧

Distinctive programming drives Channel 4 to **new benchmarks and youth audience highs** 🇬🇧

Channel 4, The Barbara Taylor Bradford Trust and HM Treasury host reception at No.11 Downing Street to celebrate **A Woman of Substance** and women in the creative industries 🇬🇧

4Insights 🖱

6.3M VIEWERS

A Woman of Substance has reached 6.3m viewers across streaming and linear in the 28 days post-transmission.

4.5M VIEWERS

Handcuffed: Last Pair Standing has reached 4.5m viewers across streaming and linear in the 28 days post-transmission.

3M VIEWERS

Channel 4's coverage of the **2026 Boat Race** saw an overall reach of 3 million people (based on overnight viewing, viewers watching at least 3 mins).

SOCIAL IMPACT

1 IN 2

Guy Martin's House Without Bills viewers (52%) have or plan to make changes to improve energy efficiency or reduce carbon emissions in their own home after watching.

2025: Audience-led growth at scale

53% OF 16-34 VIEWING VIA STREAMING

Over half of all Channel 4 viewing among 16-34s now takes place via streaming – the first major UK commercial broadcaster to pass this threshold, and ahead of ITV and Sky

15% STREAMING GROWTH

Total streaming viewing up 15% year on year to 72.8 billion viewer minutes, as audiences continue to shift towards on-demand viewing

54% GROWTH ON YOUTUBE

Full-episode YouTube views rose to 174 million in 2025 – an increase of 54% year on year, extending Channel 4's reach with younger audiences on platforms they already use

17.2% SHARE OF COMMERCIAL IMPACTS

SOCI up 2% year on year, reflecting strong linear reach among 16-34 and ABC1 audiences

34% DIGITAL ADVERTISING REVENUE

Digital now accounts for over one-third of Channel 4's revenues, compared with 18% across other UK and international commercial broadcasters

44% DIVERSIFIED REVENUES

Combined digital advertising (34%) and non-advertising revenues (10%) now make up 44% of Channel 4's total revenues

2026: Momentum continues

#1 AND #3 SHOWS

MAFS Australia and A Woman of Substance were top and third respectively across commercial BVOD in March for viewer hours

YOUNGEST AUDIENCE

16-34s streamed 61% of their overall Channel 4 viewing in March – more than any other commercial broadcaster

MOST UPMARKET

Channel 4 was the most upmarket and youngest profiling commercial PSB BVOD player in March

11% YOUTUBE GROWTH

Views of full episodes of Channel 4 programmes on YouTube grew 11% year on year in Q1



Big Boys



A Woman of Substance

Awards



RTS Programme Awards

Big Boys
Comedy Drama



BAFTA TV & TV Craft Awards
Channel 4 has received 25 BAFTA TV Award & TV Craft nominations

Next on 4

Grayson Perry Has Seen the Future

Artist Sir Grayson Perry visits Silicon Valley to explore how AI and robotics will shape the future in a series that raises profound questions about what it is to be human.

Challenge with purpose

Big Mood (S2)

Camilla Whitehill's comedy returns for a second series, starring Nicola Coughlan and Lydia West.

Represent unheard voices

Virgin Island (S2)

Welcome back to Virgin Island. 12 new virgins arrive on an untouched paradise ready to take their first steps into (very) unfamiliar territory.

Reinvent entertainment

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

