



Facts

March 2026



Your Song

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 bold new format **"War Room"** (w/t) 📺

Channel 4 enhances long-term support for senior disabled off-screen talent via **'OnTrack', a Paralympic alumni network** 📺

Crew unveiled for **The CHANEL J12 Boat Race 2026** as Channel 4 confirm debut broadcast will be presented by Clare Balding 📺

Channel 4 Sales' B Corp competition returns for second year as entries officially open 📺

4Insights 🖱️

6.2M VIEWERS

Secret Genius has reached 6.2m viewers across streaming and linear in the 28 days post-transmission.

3.9M VIEWERS

Dirty Business has reached 3.9m viewers across streaming and linear in the 28 days post-transmission.

1.4M VIEWERS

A Woman of Substance has delivered our biggest new drama series overnight audience since 2023 (1.4 million) and our highest overnight share for a new drama series since 2020 (13.8%).

SOCIAL IMPACT

2 IN 3

What Not To Eat viewers said they feel more confident making informed decisions on their food choices 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

19% STREAMING GROWTH

Streaming viewing minutes increased by 19% year on year in February, outgrowing the biggest streaming platforms in the UK

YOUNGEST AUDIENCE

16-34s streamed 56% of their overall Channel 4 viewing in February – more than any other commercial broadcaster

MOST UPMARKET

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

17% YOUTUBE GROWTH

Views of full episodes of Channel 4 programmes on YouTube grew 17% year on year in February



Channel 4 News



Patience

Award wins



RTS Journalism Awards

Channel 4 News
Network Daily News
Programme of the Year –
for a third consecutive year

Gary Gibbon for
Channel 4 News
Political Journalist of the Year

The Fall of Assad
News Coverage –
International

Lindsey Hilsum for
Channel 4 News
Outstanding
Contribution Award

Next on 4

The Great Celebrity Bake Off for SU2C

Another batch of celebrities put their baking skills to the test for charity. In a returning comedians special, reigning star baker Joe Wilkinson, Roisin Conaty, Rose Matafeo, Judi Love, Tom Davies and Jon Richardson enter the tent.

Reinvent entertainment

The Hunt: Prey vs Predator

In this epic, exciting new adventure reality series, 10 players enter an extraordinary contest of stamina and strategy, all competing to win up to £100,000. Deep in a vast, remote forest, the players are pitted against each other as Prey versus Predator.

Reinvent entertainment

The Boat Race

Exclusive coverage of this iconic annual British sporting event held on the River Thames. Led by Clare Balding, Alex Brooker and Ade Adepitan.

Reinvent entertainment

Your Song

From the team behind The Piano, this uplifting series spotlights hidden voices as non-professionals perform meaningful songs. Hosted by Alison Hammond, with Sam Ryder and Paloma Faith as mentors.

Represent unheard voices



The Great Celebrity Bake Off for SU2C



The Hunt: Prey vs Predator



The Boat Race



Your Song