

Facts

July 2026



The Piano (S4)

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.

New at 4 ✨

Channel 4 Unveils **New Commissioning Leadership**

Channel 4 Drama delivers outstanding growth in 2026 as hit series drive streaming and audience performance

Joe Lycett's bid to be a pub landlord as he applies for licence to run a one hour a week pub*

Comcast's **Universal Ads** Launches in the UK with Channel 4, ITV & Sky to Simplify Access to Premium TV Advertising for SMEs

*Also new TV series for Channel 4

4Insights

5.6M VIEWERS

Tip Toe has reached 5.6m viewers across streaming and linear in the 28 days post-transmission.

1.5M VIEWERS

The launch of **The Light in the Hall: Still Waters (S2)** is averaging 1.5m viewers across streaming and linear in the 28 days post-transmission.

1.4M VIEWERS

Jon Snow: A Last Big Story has reached 1.4m viewers across streaming and linear in the 28 days post-transmission.

SOCIAL IMPACT

54%

Over half (54%) of surveyed **Dirty Business** viewers said they will stop swimming in UK rivers or the sea as a result of watching.

2025: Sustained investment in British content

£640M CONTENT INVESTMENT

Channel 4 invested £640 million in content in 2025, including £480 million in originated British content

STRONG VIEWING GROWTH

Total streaming viewing up 15% year on year to 72.8 billion viewer minutes, as audiences continue to shift towards on-demand viewing. SOCI up 2% year on year, reflecting strong linear reach among 16-34 and ABC1 audiences

£1.03BN TOTAL REVENUE

Total corporate revenue reached £1.03 billion, broadly in line with 2024, demonstrating continued resilience amid challenging macroeconomic conditions.

44% DIVERSIFIED REVENUES

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

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

51,600 OPPORTUNITIES

Through 4Skills, Channel 4 delivered 51,600 training, development, and learning opportunities across the UK in 2025, with a focus on young people and those from underrepresented backgrounds.

2026: Momentum continues

19% STREAMING HOURS GROWTH

Channel 4 saw a 19% year on year increase in streamed viewing hours year to date (Jan-June)

YOUNGEST

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

14.2M VIEWS

Views of episodes of Channel 4 programmes on YouTube in June hit 14.2 million

59% 16-34s VIA STREAMING

16-34s streamed 59% of their overall Channel 4 viewing year to date (Jan-June) – more than any other commercial BVOD

102M STREAMING HOURS

Total streaming viewing of 102 million hours in June

#1

Tip Toe was the top scripted title across all BVOD in June



UK Prisons Exposed: Sex, Drugs & Corruption: UNTOLD



Tip Toe

Award wins

BROADCAST
DIGITAL
AWARDS

Channel 4.0 – Best Entertainment Channel

Love Is In The Blood – Best Content Partnership or AFP

In Too Deep: Phone Snatching Exposed – Best Short-Form Documentary

UK Prisons Exposed: Sex, Drugs & Corruption: UNTOLD – Best Current Affairs Programme

Celebs Go Dating – Best Entertainment Programme

Next on 4 🐼

The Piano (S4)

Claudia Winkleman, Mika and internationally acclaimed pianist Tiffany Poon kick off a brand-new series as the latest search for Britain’s best amateur pianists begins.

Represent unheard voices

How To Trick Your Way Onto the Property Ladder

From satirical mastermind Oobah Butler, the ultimate guide to tricking your way onto the property ladder.

Challenge with purpose

Murder Case: The Digital Detectives (S2)

Returning for a second series, Murder Case: The Digital Detectives, goes deep inside murder cases and the digital forensics units of police forces across the UK.

Challenge with purpose

The Undeclared War (S2)

The cyber-thriller The Undeclared War returns with a fresh wave of tension and drama. Starring Simon Pegg, Hannah Khalique-Brown and Sian Brooke.

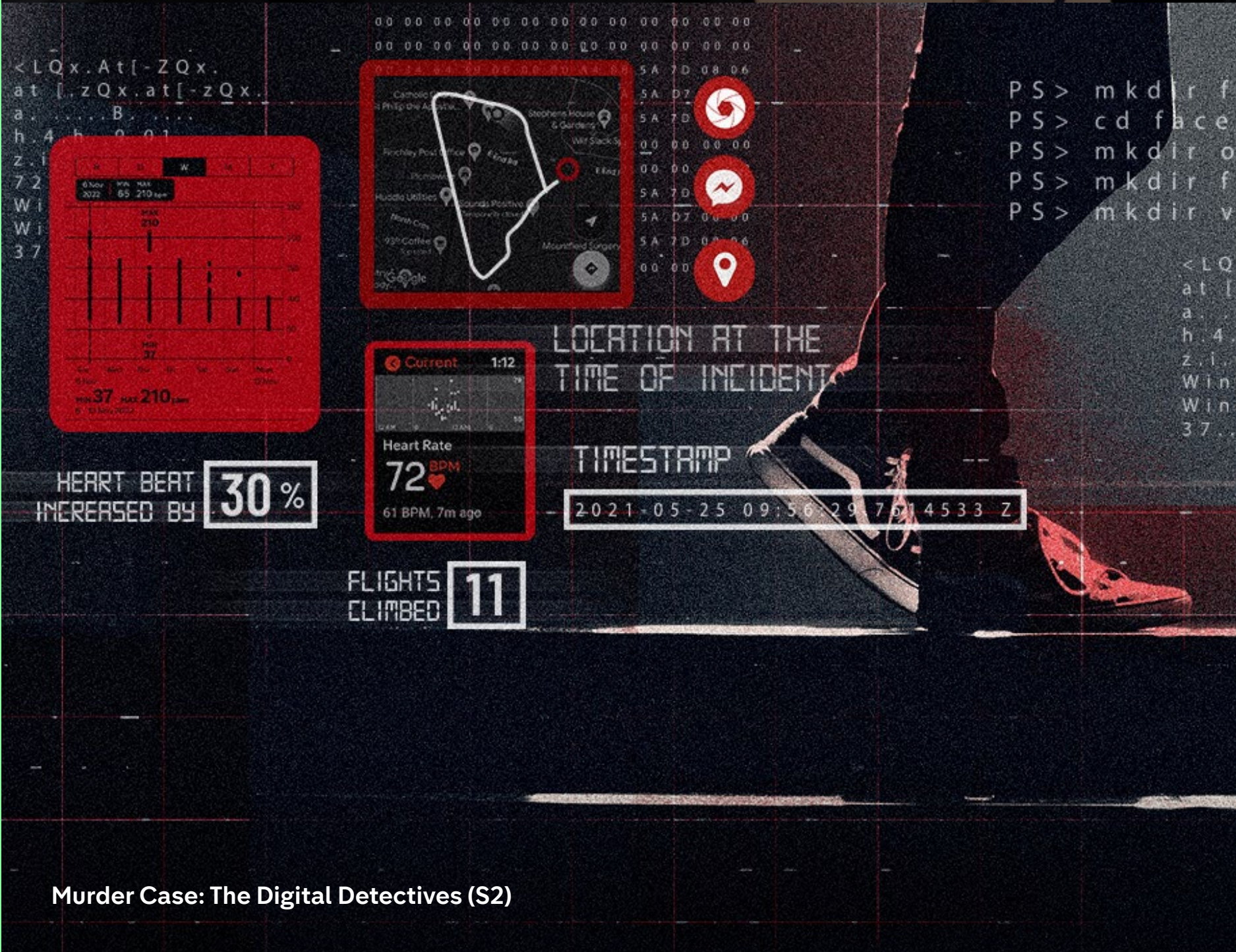
Reinvent entertainment



The Piano (S4)



How To Trick Your Way Onto the Property Ladder



Murder Case: The Digital Detectives (S2)



The Undeclared War (S2)