



Live from The Lyceum Arms

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.

Altogether
Different

New at 4 ✨

Channel 4 commissions timely new factual drama **Billionaires W/T** from the makers of Dirty Business 📺

Streaming smash hit, **Handcuffed: Last Pair Standing**, confirmed for a second series with Jonathan Ross returning to the helm 📺

Channel 4 commissions **Your Time Starts Now** from Taskmaster creator Alex Horne

Channel 4 Sales, Love and Lebara Mobile bake up **new sponsorship partnership for The Great British Bake Off** 📺

4 Insights 📊

5.9M VIEWERS

The Piano (S4) episodes 1-6 have currently reached 5.9m viewers across streaming and linear in the 28 days post-transmission (series still airing).

4.2M VIEWERS

Murder Case: The Digital Detectives (S2) has reached 4.2m viewers across streaming and linear in the 28 days post-transmission.

3M VIEWERS

The Undeclared War (S2) has reached 3m viewers across streaming and linear in the 28 days post-transmission.

SOCIAL IMPACT

9 IN 10

Tip Toe viewers (87%) said the series highlighted the real-world impact of prejudice and discrimination

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

13% STREAMING HOURS GROWTH

Channel 4 saw a 13% year on year increase in streamed viewing hours year to date

YOUNGEST

Channel 4 is the youngest and most upmarket profiling commercial BVOD player (August)

15.7M VIEWS

Views of episodes of Channel 4 programmes on YouTube in July hit 15.7 million

58% 16-34s VIA STREAMING

16-34s streamed 58% of their overall Channel 4 viewing year to date – more than any other commercial BVOD

128M STREAMING HOURS

Total streaming viewing of 128 million hours in July

#2

The Undeclared War was the No.2 original drama across all commercial BVOD in July



Dirty Business



The Undeclared War (S2)

Award wins



Dirty Business – *Climate Storytelling Award*

Cancer Detectives: Finding the Cures – *Best Branded Entertainment*

How I Made £1 Million in 90 Days – *Oobah Butler – Best TV Presenter, Factual*

Next on 4 🥚

The Jury: Fourteen and On Trial for Murder

The BAFTA-winning series returns, as we go inside the jury room of a re-enacted real-life trial of two brothers, one aged 14, for the killing of their stepfather.

Challenge with purpose

Live from The Lycett Arms

Join Joe Lycett live on Channel 4 from his brand-new technicolour, paisley-carpeted pub that’s only open for one hour a week, from 10-11pm on a Friday night. It’s a place where everyone can escape the world and also put it to rights.

Reinvent entertainment

The Great Celebrity Pottery Throw Down

Six celebrities, each with little to no pottery experience, will brave the clay and take to the wheel in a series of bold ceramic challenges.

Reinvent entertainment

Apocalypse

In a radical experiment, two groups of ordinary people enter an abandoned town, unaware of each other’s existence. With no power or food, can they survive 28 days in the Apocalypse?

Reinvent entertainment



The Jury: Fourteen and On Trial for Murder



Live from The Lycett Arms



The Great Celebrity Pottery Throw Down



Apocalypse