



The Great British Bake Off (S17)

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 and 5 strike historic partnership to create unique offering for advertisers 📺

Channel 4 begins **major transformation strategy** to prioritise content investment, grow impact and secure long-term sustainability 📺

Ordinary people face the ultimate test in Channel 4's new modern survival series **Apocalypse** 📺

Channel 4 and Love Productions serve up 'Second Helpings' in a new-look companion show to **The Great British Bake Off** 📺

4 Insights 📊

3M VIEWERS

Love You to Death has currently reached 3m viewers across streaming and linear in the 28 days post-transmission.

1.8M VIEWERS

The Great ADHD Myth has currently reached 1.8m viewers across streaming and linear in the 28 days post-transmission.

1.7M VIEWERS

Episode one of **Celebrity Hunted (S7)** averaged 1.7m viewers across streaming and linear in the 28 days post-transmission.

SOCIAL IMPACT

1 IN 2

Dirty Business viewers (54%) said they will stop swimming in UK rivers or the sea after 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

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)

15.3M VIEWS

Views of episodes of Channel 4 programmes on YouTube in August hit 15.3 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

98M STREAMING HOURS

Total streaming viewing of 98 million hours in August

#1

Celebrity Hunted was the No.1 entertainment title across all commercial BVOD in August



Awards



Nine Grierson nominations:

Best Single Documentary – Domestic

Molly vs The Machines
One Day in Southport
The Dunblane Tapes

Best History Documentary

The Dunblane Tapes

Best Science and Natural History Documentary

The Secret of Me

Best Documentary Series

See No Evil

Best Constructed and Formatted Documentary Series

The Jury: Murder Trial
Virgin Island

Best Digital Documentary

Phone Snatchers Exposed

Next on 4 🥞

The Great British Bake Off (S17)

On your marks... get set... the Bake is back! Twelve new bakers, three delicious challenges and a brand-new judge. The iconic Nigella Lawson joins fellow judge Paul Hollywood and presenters Noel Fielding and Alison Hammond for more salivating Signatures, tantalising Technicals and sensational Showstoppers.

Represent unheard voices

Tempting Fortune (S3)

Rob Beckett hosts as 12 strangers take on an arduous 13-day trek through the tropical jungle of Langkawi in Malaysia, in a bid to win a share of £300,000.

Reinvent entertainment

Break Clause

Their relationship's over. The tenancy isn't. Break Clause follows Ben (Samuel Bottomley) and Lil (Lara Ricote) as they navigate their break-up whilst stuck in the same flat.

Reinvent entertainment

Pierre

Contemporary legal drama starring David Harewood OBE as a West London duty solicitor who finds himself taking on more than the day job. When you come at the system, the system comes at you...

Reinvent entertainment



The Great British Bake Off (S17)



Tempting Fortune (S3)



Break Clause



Pierre