4Facts

October 2026



It Gets Worse

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 appoints Mary Basterfield as Chief Financial Officer

Channel 4 Sales launches Instant Re4ch as it scales advertising opportunities across its expanded ecosystem

Channel 4 News launches new daily podcast series **Four the Record: Russell Brand on Trial**

David Brindley appointed Director of Programmes at Channel 4

4Insights

6.5M VIEWERS

The launch episode of **The Great British Bake Off (S17)** averaged a combined 6.5m across streaming and linear (C4 and 4Seven) in the 28 days post-transmission.

2.2M VIEWERS

The launch episode of the new series of **The Great Celebrity Pottery Throw Down** averaged 2.2m viewers across streaming and linear in the 28 days post-transmission.

2.1M VIEWERS

The launch episode of the new series of **Taskmaster** averaged 2.1m 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

44% DIVERSIFIED REVENUES

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

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

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

£1.03BN TOTAL REVENUE

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

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

9% STREAMING HOURS GROWTH

Channel 4 saw a 9% year on year increase in streamed viewing hours year to date

58% 16-34s VIA STREAMING

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

YOUNGEST

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

107M STREAMING HOURS

Total streaming viewing of 107 million hours in September

13M VIEWS

Views of episodes of Channel 4 programmes on YouTube in September hit 13 million

#1

The Great British Bake Off was the No.1 entertainment title across all commercial BVOD in September



The Great British Bake Off



Dirty Business

Awards

INTERNATIONAL EMMY® AWARDS

Nomination

Non-Scripted Entertainment
Educating Yorkshire

CICLOPE

For Good: Sustainability – Gold
Dirty Business 'Fountain of Filth' campaign

Innovation: Live Experience and Activation – Bronze
Dirty Business 'Fountain of Filth' campaign

Next on 4

It Gets Worse

Comedy from Leo Reich. After being evicted, dysfunctional besties Ethan, Abi and Sam stumble through their twenties, clinging to friendship as the world falls apart. Surely it gets better than this...

Reinvent entertainment

The Last Leg (S35)

Adam Hills, Josh Widdicombe and Alex Brooker host the acclaimed comedy chat show that takes a sideways look at the week's news.

Represent unheard voices

Unreported World

The critically acclaimed foreign affairs series that looks beyond the typical news agenda returns.

Represent unheard voices

I Am Helen

The latest instalment of the BAFTA-winning anthology series explores the experience of womanhood within a world shaped by masculine power, aggression, and control. Starring Nicola Coughlan and Joe Cole.

Challenge with purpose


It Gets Worse


The Last Leg (S35)


Unreported World


I Am Helen