4Facts

November 2026



I Am Helen

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

Sunshine Success for Waddell Media as Channel 4 Orders more **Escape To Florida**

Channel 4 shares outcome of external review of **Married at First Sight UK**

Channel 4 and The Walt Disney Company strike **landmark deal to bring Channel 4 to Disney+**

Channel 4 **Writing for TV Award Winners** Announced

4Insights

3.7M VIEWERS

New drama **Pierre** has currently reached 3.7m viewers across streaming and linear in the 28 days post-transmission.

2.4M VIEWERS

The **Gogglebox for SU2C** episode featuring the Prime Minister is currently averaging 2.4m viewers across streaming and linear in the 28 days post-transmission.

1.4M VIEWERS

New comedy **It Gets Worse** has currently reached 1.4m 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

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

6% STREAMING HOURS GROWTH

Channel 4 saw a 6% year on year increase in streamed viewing hours (Jan-Oct)

59% 16-34s VIA STREAMING

16-34s streamed 59% of their overall Channel 4 viewing in October – more than any other commercial BVOD

YOUNGEST

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

114M STREAMING HOURS

Total streaming viewing of 114 million hours in October

14M VIEWS

Views of episodes of Channel 4 programmes on YouTube in October hit 14 million

#2

The Great British Bake Off was the No.2 title across all commercial BVOD in October



The Great British Bake Off



The Boat Race

Award wins

Broadcast Sport Awards:

Broadcaster/Streamer of the Year – *Channel 4*

Grierson British Documentary Awards:

Best Documentary Series – *See No Evil*

Best Constructed and Formatted Documentary Series – *Virgin Island*

Next on 4

I Am Helen

Brand-new two-part instalment in Dominic Savage's BAFTA-winning, female-led anthology series. Toxic ideologies infiltrate Helen and Steve's relationship in this piercing, contemporary drama starring Nicola Coughlan and Joe Cole.

Challenge with purpose

Terror on Bondi Beach

Eyewitnesses share their stories of survival and heroism in the face of hate in December 2025, when Jewish families were targeted for their faith on Australia's most famous beach.

Challenge with purpose

Top Guns: Inside the RAF (S3)

At a time of increased global tension, this series has unprecedented access to the RAF's fighter jets, war planes and service personnel.

Represent unheard voices

Women's FA Cup

Witness the passion of women's domestic football as Jill Scott and Maisie Adam present live Women's FA Cup coverage.

Reinvent entertainment


I Am Helen



Terror on Bondi Beach


Top Guns: Inside the RAF (S3)


Women's FA Cup