

Historical metrics 2012–2016

| | Page ref | 2012 | 2013 | 2014 | 2015 | 2016 |
|---|----------|-------|-------|-------|-------|--------------|
| Creativity | | | | | | |
| Commissioning success | | | | | | |
| Number of major television and film awards won | 90 to 97 | 46 | 40 | 64 | 45 | 47 |
| Originated content spend (£m) | 63, 106 | 434 | 429 | 430 | 455 | 501 |
| Engaging audiences | | | | | | |
| Portfolio high peak-time viewing share (8–11pm) | | 12.6% | 12.4% | 12.5% | 12.9% | 12.5% |
| Portfolio viewing share ABC1s | | 11.4% | 11.3% | 10.9% | 11.0% | 10.8% |
| Portfolio viewing share 16–34-year-olds | 83 | 16.9% | 16.7% | 17.0% | 16.5% | 16.2% |
| Channel 4 viewing share | 82 | 6.6% | 6.1% | 5.9% | 5.9% | 5.9% |
| Portfolio viewing share | 82, 107 | 11.5% | 11.0% | 10.9% | 10.6% | 10.5% |
| Portfolio 15 minute reach | | 88.1% | 86.8% | 85.2% | 83.8% | 83.5% |
| Digital VoD views (m) | | 450 | 476 | 492 | 512 | 620 |
| Registered viewers (m) ¹ | 56 | 6.3 | 10.2 | 11.3 | 13.1 | 14.9 |

¹ Registered viewers are net of duplicate and active users within the last two years.

Sustainability

Financial metrics

| | | | | | | |
|--|-----|------|------|-----|-----|-------------|
| Corporation revenue (£m) | 134 | 925 | 908 | 938 | 979 | 995 |
| Digital revenues (£m) | | 51 | 61 | 63 | 82 | 102 |
| Content and marketing spend (£m) | 143 | 667 | 649 | 651 | 685 | 750 |
| Content and marketing spend and surplus/(deficit) as a percentage of revenue | | 69% | 70% | 69% | 73% | 75% |
| Year end cash (£m) | 136 | 261 | 238 | 222 | 252 | 215 |
| Non-advertising and sponsorship revenue (£m) | | 81 | 62 | 69 | 54 | 56 |
| Other operating costs as a percentage of total costs | | 30% | 30% | 30% | 28% | 26% |
| Pre-tax surplus/(deficit) (£m) | 134 | (27) | (16) | 4 | 26 | (15) |

Ad sales measures

| | | | | | | |
|--|-----|-------|-------|-------|-------|--------------|
| Sales House SONAR | 172 | 27.4% | 26.3% | 25.9% | 26.4% | 26.6% |
| Advertising and sponsorship revenue (£m) | 106 | 844 | 846 | 869 | 925 | 938 |
| SOCI portfolio high peak-time (8–11pm) | | 19.9% | 18.7% | 19.1% | 19.7% | 19.1% |
| SOCI portfolio ABC1s | | 19.9% | 19.0% | 18.2% | 18.5% | 17.9% |
| SOCI portfolio 16–34-year-olds | | 24.8% | 23.3% | 23.3% | 22.5% | 21.5% |
| SOCI portfolio | | 18.5% | 17.1% | 16.6% | 16.2% | 15.6% |

Historical metrics 2012–2016 continued

| | 2012 | 2013 | 2014 | 2015 | 2016 |
|---------------------------------------|-------|-------|-------|-------|--------------|
| Performance versus competitors | | | | | |
| Portfolio viewing share | | | | | |
| Channel 4 | 11.5% | 11.0% | 10.9% | 10.6% | 10.5% |
| BBC | 33.6% | 32.4% | 33.1% | 32.8% | 32.1% |
| ITV | 22.4% | 23.1% | 22.0% | 21.2% | 21.3% |
| Channel 5 | 6.0% | 6.0% | 5.9% | 6.0% | 6.2% |

Source: BARB all Individuals

Portfolio high peak-time viewing share 8–11pm

| | | | | | |
|-----------|-------|-------|-------|-------|--------------|
| Channel 4 | 12.6% | 12.4% | 12.5% | 12.9% | 12.5% |
| BBC | 34.1% | 32.8% | 33.3% | 33.0% | 32.1% |
| ITV | 24.3% | 24.9% | 24.0% | 22.9% | 23.5% |
| Channel 5 | 7.2% | 7.2% | 7.0% | 7.1% | 7.3% |

Source: BARB all Individuals

SOCI portfolio

| | | | | | |
|-----------|-------|-------|-------|-------|--------------|
| Channel 4 | 18.5% | 17.1% | 16.6% | 16.2% | 15.6% |
| ITV | 38.3% | 38.3% | 36.2% | 34.9% | 34.4% |
| Channel 5 | 10.1% | 9.7% | 9.5% | 9.3% | 9.2% |
| Sky | 21.7% | 21.7% | 25.6% | 24.7% | 24.8% |

Source: Mediaocean

SOCI portfolio ABC1s

| | | | | | |
|-----------|-------|-------|-------|-------|--------------|
| Channel 4 | 19.9% | 19.0% | 18.2% | 18.5% | 17.9% |
| ITV | 36.7% | 36.4% | 34.6% | 33.7% | 33.7% |
| Channel 5 | 8.9% | 8.9% | 8.7% | 8.5% | 8.6% |
| Sky | 23.0% | 22.6% | 25.8% | 24.0% | 23.6% |

Source: Mediaocean

SOCI portfolio 16–34-year-olds

| | | | | | |
|-----------|-------|-------|-------|-------|--------------|
| Channel 4 | 24.8% | 23.3% | 23.3% | 22.5% | 21.5% |
| ITV | 27.5% | 27.3% | 26.3% | 26.2% | 27.3% |
| Channel 5 | 8.5% | 8.0% | 7.7% | 7.6% | 8.4% |
| Sky | 27.6% | 27.7% | 30.1% | 26.4% | 25.5% |

Source: Mediaocean

Historical record

| | 2007 £m | 2008 £m | 2009 £m | 2010 £m | 2011 £m | 2012 £m | 2013 £m | 2014 £m | 2015 £m | 2016 £m |
|--|------------|------------|------------|------------|------------|-------------|-------------|------------|------------|-------------|
| Consolidated results | | | | | | | | | | |
| Revenue | 945 | 906 | 830 | 935 | 941 | 925 | 908 | 938 | 979 | 995 |
| Operating surplus/(deficit) | (9) | (1) | 4 | 49 | 41 | (29) | (15) | 4 | 24 | (18) |
| Net financial income/(expense) | 10 | 14 | (2) | 2 | 2 | 1 | (1) | (1) | (1) | - |
| Share of profit/(loss) in joint venture | 1 | (3) | - | 3 | 2 | 1 | - | 1 | 3 | 3 |
| Surplus/(deficit) before taxation | 2 | 10 | 2 | 54 | 45 | (27) | (16) | 4 | 26 | (15) |
| Taxation | (1) | (8) | (2) | (15) | (10) | - | 1 | (1) | - | (3) |
| Surplus/(deficit) for the year | 1 | 2 | - | 39 | 35 | (27) | (15) | 3 | 26 | (18) |

All figures are shown in accordance with IFRS.

Advertising sales

| | 2007 £m | 2008 £m | 2009 £m | 2010 £m | 2011 £m | 2012 £m | 2013 £m | 2014 £m | 2015 £m | 2016 £m |
|-----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Channel 4 Sales House | 825 | 790 | 707 | 819 | 939 | 916 | 935 | 967 | 1,047 | 1,056 |
| Other | 2,608 | 2,487 | 2,179 | 2,490 | 2,442 | 2,430 | 2,616 | 2,770 | 2,922 | 2,908 |
| Total broadcast | 3,433 | 3,277 | 2,886 | 3,309 | 3,381 | 3,346 | 3,551 | 3,737 | 3,969 | 3,964 |
| | % | % | % | % | % | % | % | % | % | % |
| Channel 4 Sales House share | 24.0 | 24.1 | 24.5 | 24.8 | 27.8 | 27.4 | 26.3 | 25.9 | 26.4 | 26.6 |
| Other share | 76.0 | 75.9 | 75.5 | 75.2 | 72.2 | 72.6 | 73.7 | 74.1 | 73.6 | 73.4 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Audience share (portfolio)

| | 2007 % | 2008 % | 2009 % | 2010 % | 2011 % | 2012 % | 2013 % | 2014 % | 2015 % | 2016 % |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| BBC (sixteen channels) | 34.0 | 33.5 | 32.6 | 32.9 | 32.9 | 33.6 | 32.4 | 33.1 | 32.8 | 32.1 |
| ITV (seven channels) | 23.1 | 23.2 | 23.1 | 22.9 | 23.1 | 22.4 | 23.1 | 22.0 | 21.2 | 21.3 |
| Channel 4 excluding S4C (six channels) | 11.7 | 11.8 | 11.5 | 11.4 | 11.6 | 11.5 | 11.0 | 10.9 | 10.6 | 10.5 |
| Channel 5 (five channels) | 6.0 | 6.1 | 6.1 | 5.9 | 5.9 | 6.0 | 6.0 | 5.9 | 6.0 | 6.2 |
| Other (approximately 200 channels) | 25.2 | 25.4 | 26.7 | 26.9 | 26.5 | 26.5 | 27.5 | 28.1 | 29.4 | 29.9 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

The number of channels in brackets indicates the number of channels in that portfolio as at 31 December 2016.

Source: BARB all Individuals

Audience share

| | 2007 % | 2008 % | 2009 % | 2010 % | 2011 % | 2012 % | 2013 % | 2014 % | 2015 % | 2016 % |
|--------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| BBC One | 22.0 | 21.8 | 20.9 | 20.8 | 20.7 | 21.3 | 21.0 | 21.7 | 21.9 | 22.0 |
| BBC Two | 8.6 | 7.8 | 7.5 | 6.9 | 6.6 | 6.1 | 5.8 | 6.1 | 5.7 | 5.9 |
| ITV and GMTV | 19.2 | 18.4 | 17.9 | 17.0 | 16.6 | 15.7 | 16.2 | 15.6 | 15.0 | 15.4 |
| Channel 4 excluding S4C | 8.6 | 8.1 | 7.4 | 7.0 | 6.8 | 6.6 | 6.1 | 5.9 | 5.9 | 5.9 |
| Channel 5 | 5.2 | 5.0 | 4.9 | 4.5 | 4.4 | 4.5 | 4.4 | 4.4 | 4.2 | 4.1 |
| Other | 36.4 | 38.9 | 41.4 | 43.8 | 44.9 | 45.8 | 46.5 | 46.3 | 47.3 | 46.7 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Source: BARB all Individuals