

## HISTORICAL METRICS 2013-2017

	Page ref	2013	2014	2015	2016	2017
<b>Creativity</b>						
<b>Commissioning success</b>						
Originated content spend (£m)	65, 104	429	430	455	501	<b>510</b>
<b>Engaging audiences</b>						
Portfolio high peak-time viewing share (8-11pm)		12.4%	12.5%	12.9%	12.5%	<b>12.7%</b>
Portfolio viewing share ABC1s		11.3%	10.9%	11.0%	10.8%	<b>10.8%</b>
Portfolio viewing share 16-34-year-olds	85	16.7%	17.0%	16.5%	16.2%	<b>16.4%</b>
Channel 4 viewing share	84	6.1%	5.9%	5.9%	5.9%	<b>5.9%</b>
Portfolio viewing share	84, 105	11.0%	10.9%	10.6%	10.5%	<b>10.5%</b>
Portfolio 15 minute reach	83	86.8%	85.2%	83.8%	83.5%	<b>81.4%</b>
Digital VoD views (m)	84	476	492	512	620	<b>719</b>
Registered viewers (m) <sup>1</sup>	58	10.2	11.3	13.1	14.9	<b>16.6</b>
1 Registered viewers are net of duplicate and active users within the last two years.						
<b>Sustainability</b>						
<b>Financial metrics</b>						
Corporation revenue (£m)	139	908	938	979	995	<b>960</b>
Digital revenues (£m)		61	63	82	102	<b>124</b>
Content and marketing spend (£m)	148	649	651	685	750	<b>722</b>
Content and marketing spend and surplus/(deficit) as a percentage of revenue		70%	69%	73%	75%	<b>73%</b>
Year end cash (£m)	141	238	222	252	215	<b>190</b>
Non-advertising and sponsorship revenue (£m)		62	69	54	56	<b>63</b>
Pre-tax surplus/(deficit) (£m)	139	(16)	4	26	(15)	<b>(17)</b>
<b>Ad sales measures</b>						
Sales House SONAR	175	26.3%	25.9%	26.4%	26.6%	<b>26.1%</b>
Advertising and sponsorship revenue (£m)	104	846	869	925	938	<b>897</b>
SOCI portfolio high peak-time (8-11pm)		18.7%	19.1%	19.7%	19.1%	<b>18.7%</b>
SOCI portfolio ABC1s		19.0%	18.2%	18.5%	17.9%	<b>17.5%</b>
SOCI portfolio 16-34-year-olds		23.3%	23.3%	22.5%	21.5%	<b>21.4%</b>
SOCI portfolio		17.1%	16.6%	16.2%	15.6%	<b>15.4%</b>

## Historical metrics 2013–2017 continued

	2013	2014	2015	2016	2017
<b>Performance versus competitors</b>					
<b>Portfolio viewing share</b>					
Channel 4	11.0%	10.9%	10.6%	10.5%	<b>10.5%</b>
BBC	32.4%	33.1%	32.8%	32.1%	<b>31.6%</b>
ITV	23.1%	22.0%	21.2%	21.3%	<b>21.7%</b>
Channel 5	6.0%	5.9%	6.0%	6.2%	<b>6.5%</b>

Source: BARB all individuals

<b>Portfolio high peak-time viewing share 8-11pm</b>					
Channel 4	12.4%	12.5%	12.9%	12.5%	<b>12.7%</b>
BBC	32.8%	33.3%	33.0%	32.1%	<b>31.3%</b>
ITV	24.9%	24.0%	22.9%	23.5%	<b>23.6%</b>
Channel 5	7.2%	7.0%	7.1%	7.3%	<b>7.5%</b>

Source: BARB all individuals

<b>SOCI portfolio</b>					
Channel 4	17.1%	16.6%	16.2%	15.6%	<b>15.4%</b>
ITV	38.3%	36.2%	34.9%	34.4%	<b>34.5%</b>
Channel 5	9.7%	9.5%	9.3%	9.2%	<b>9.4%</b>
Sky	21.7%	25.6%	24.7%	24.8%	<b>25.5%</b>

Source: Mediaocean

<b>SOCI portfolio ABC1s</b>					
Channel 4	19.0%	18.2%	18.5%	17.9%	<b>17.5%</b>
ITV	36.4%	34.6%	33.7%	33.7%	<b>34.0%</b>
Channel 5	8.9%	8.7%	8.5%	8.6%	<b>8.8%</b>
Sky	22.6%	25.8%	24.0%	23.6%	<b>24.0%</b>

Source: Mediaocean

<b>SOCI portfolio 16-34-year-olds</b>					
Channel 4	23.3%	23.3%	22.5%	21.5%	<b>21.4%</b>
ITV	27.3%	26.3%	26.2%	27.3%	<b>28.8%</b>
Channel 5	8.0%	7.7%	7.6%	8.4%	<b>8.4%</b>
Sky	27.7%	30.1%	26.4%	25.5%	<b>24.8%</b>

Source: Mediaocean

## HISTORICAL RECORD

	2008 £m	2009 £m	2010 £m	2011 £m	2012 £m	2013 £m	2014 £m	2015 £m	2016 £m	2017 £m
<b>Consolidated results</b>										
Revenue	906	830	935	941	925	908	938	979	995	960
<b>Operating surplus/ (deficit)</b>	(1)	4	49	41	(29)	(15)	4	24	(18)	(25)
Net financial income/ (expense)	14	(2)	2	2	1	(1)	(1)	(1)	–	(1)
Gain on sale of investment	–	–	–	–	–	–	–	–	–	8
Share of profit/(loss) in joint venture	(3)	–	3	2	1	–	1	3	3	1
<b>Surplus/(deficit) before taxation</b>	10	2	54	45	(27)	(16)	4	26	(15)	(17)
Taxation	(8)	(2)	(15)	(10)	–	1	(1)	–	(3)	2
<b>Surplus/(deficit) for the year</b>	<b>2</b>	<b>–</b>	<b>39</b>	<b>35</b>	<b>(27)</b>	<b>(15)</b>	<b>3</b>	<b>26</b>	<b>(18)</b>	<b>(15)</b>

All figures are shown in accordance with IFRS.

### Advertising sales

	2008 £m	2009 £m	2010 £m	2011 £m	2012 £m	2013 £m	2014 £m	2015 £m	2016 £m	2017 £m
Channel 4 Sales House	790	707	819	939	916	935	967	1,047	1,056	1,002
Other	2,487	2,179	2,490	2,442	2,430	2,616	2,770	2,922	2,908	2,830
<b>Total broadcast</b>	<b>3,277</b>	<b>2,886</b>	<b>3,309</b>	<b>3,381</b>	<b>3,346</b>	<b>3,551</b>	<b>3,737</b>	<b>3,969</b>	<b>3,964</b>	<b>3,832</b>
	%	%	%	%	%	%	%	%	%	%
Channel 4 Sales House share	24.1	24.5	24.8	27.8	27.4	26.3	25.9	26.4	26.6	26.1
Other share	75.9	75.5	75.2	72.2	72.6	73.7	74.1	73.6	73.4	73.9
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

### Audience share (portfolio)

	2008 %	2009 %	2010 %	2011 %	2012 %	2013 %	2014 %	2015 %	2016 %	2017 %
BBC	33.5	32.6	32.9	32.9	33.6	32.4	33.1	32.8	32.1	31.6
ITV	23.2	23.1	22.9	23.1	22.4	23.1	22.0	21.2	21.3	21.7
<b>Channel 4 excluding S4C</b>	<b>11.8</b>	<b>11.5</b>	<b>11.4</b>	<b>11.6</b>	<b>11.5</b>	<b>11.0</b>	<b>10.9</b>	<b>10.6</b>	<b>10.5</b>	<b>10.5</b>
Channel 5	6.1	6.1	5.9	5.9	6.0	6.0	5.9	6.0	6.2	6.5
Other	25.4	26.7	26.9	26.5	26.5	27.5	28.1	29.4	29.9	29.7
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Source: BARB all individuals

### Audience share

	2008 %	2009 %	2010 %	2011 %	2012 %	2013 %	2014 %	2015 %	2016 %	2017 %
BBC One	21.8	20.9	20.8	20.7	21.3	21.0	21.7	21.9	22.0	21.8
BBC Two	7.8	7.5	6.9	6.6	6.1	5.8	6.1	5.7	5.9	5.8
ITV and GMTV	18.4	17.9	17.0	16.6	15.7	16.2	15.6	15.0	15.4	15.5
<b>Channel 4 excluding S4C</b>	<b>8.1</b>	<b>7.4</b>	<b>7.0</b>	<b>6.8</b>	<b>6.6</b>	<b>6.1</b>	<b>5.9</b>	<b>5.9</b>	<b>5.9</b>	<b>5.9</b>
Channel 5	5.0	4.9	4.5	4.4	4.5	4.4	4.4	4.2	4.1	4.2
Other	38.9	41.4	43.8	44.9	45.8	46.5	46.3	47.3	46.7	46.8
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Source: BARB all individuals