

Historical metrics 2014–2018

	Page ref	2014	2015	2016	2017	2018
Creativity						
Commissioning success						
Originated content spend (£m)	109,160	430	455	501	510	489
Engaging audiences						
Portfolio high peak-time viewing share (8-11pm)		12.5%	12.9%	12.5%	12.7%	12.6%
Portfolio viewing share ABC1s		10.9%	11.0%	10.8%	10.8%	10.4%
Portfolio viewing share 16-34-year-olds	135	17.0%	16.5%	16.2%	16.4%	15.9%
Channel 4 viewing share	134,161	5.9%	5.9%	5.9%	5.9%	5.9%
Portfolio viewing share	134,161	10.9%	10.6%	10.5%	10.5%	10.2%
Portfolio 15-minute reach	133	85.2%	83.8%	83.5%	81.4%	78.7%
Digital VoD views (m)	134,161	492	512	620	727	915
Registered viewers (m) ¹	40,60-61	11.3	13.1	14.9	16.6	19.6
<small>¹ Registered viewers are net of duplicate and active users within the last two years.</small>						
Sustainability						
Financial metrics						
Corporation revenue (£m)	198	938	979	995	960	975
Digital revenues (£m)	207	63	82	102	124	138
Content and marketing spend (£m)	207	651	685	750	722	708
Content and marketing spend and surplus/(deficit) as a percentage of revenue		69%	73%	75%	73%	73%
Year end cash reserves (£m)	200	222	252	215	190	180
Non-advertising, sponsorship and digital revenue (£m)		57	37	39	38	46
Pre-tax surplus/(deficit) (£m)	198	4	26	(15)	(17)	5
Ad sales measures						
Sales House SONAR	234	25.9%	26.4%	26.6%	26.1%	26.1%
TV advertising and sponsorship revenue (£m)	207	819	859	853	798	791
SOCI portfolio high peak-time (8-11pm)		19.1%	19.7%	19.1%	18.7%	17.9%
SOCI portfolio ABC1s		18.2%	18.5%	17.9%	17.5%	16.6%
SOCI portfolio 16-34-year-olds		23.3%	22.5%	21.5%	21.4%	20.8%
SOCI portfolio		16.6%	16.2%	15.6%	15.4%	14.7%

Historical metrics 2014–2018 (continued)

	2014	2015	2016	2017	2018
Performance versus competitors					
Portfolio viewing share					
Channel 4	10.9%	10.6%	10.5%	10.5%	10.2%
BBC	33.1%	32.8%	32.1%	31.6%	30.9%
ITV	22.0%	21.2%	21.3%	21.7%	23.2%
Channel 5	5.9%	6.0%	6.2%	6.5%	6.3%

Source: BARB all individuals.

Portfolio high peak-time viewing share 8-11pm					
Channel 4	12.5%	12.9%	12.5%	12.7%	12.6%
BBC	33.3%	33.0%	32.1%	31.3%	29.6%
ITV	24.0%	22.9%	23.5%	23.6%	25.2%
Channel 5	7.0%	7.1%	7.3%	7.5%	7.2%

Source: BARB all individuals.

SOCI portfolio					
Channel 4	16.6%	16.2%	15.6%	15.4%	14.7%
ITV	36.2%	34.9%	34.4%	34.5%	36.1%
Channel 5	9.5%	9.3%	9.2%	9.4%	8.9%
Sky	25.6%	24.7%	24.8%	25.5%	26.1%

Source: Mediaocean.

SOCI portfolio ABC1s					
Channel 4	18.2%	18.5%	17.9%	17.5%	16.6%
ITV	34.6%	33.7%	33.7%	34.0%	35.7%
Channel 5	8.7%	8.5%	8.6%	8.8%	8.8%
Sky	25.8%	24.0%	23.6%	24.0%	24.2%

Source: Mediaocean.

SOCI portfolio 16-34-year-olds					
Channel 4	23.3%	22.5%	21.5%	21.4%	20.8%
ITV	26.3%	26.2%	27.3%	28.8%	32.4%
Channel 5	7.7%	7.6%	8.4%	8.4%	8.0%
Sky	30.1%	26.4%	25.5%	24.8%	24.1%

Source: Mediaocean.

Historical record

	2009 £m	2010 £m	2011 £m	2012 £m	2013 £m	2014 £m	2015 £m	2016 £m	2017 £m	2018 £m
Consolidated results										
Revenue	830	935	941	925	908	938	979	995	960	975
Operating surplus/(deficit)	4	49	41	(29)	(15)	4	24	(18)	(25)	8
Net financial income/(expense)	(2)	2	2	1	(1)	(1)	(1)	-	(1)	-
Gain on sale of investment	-	-	-	-	-	-	-	-	8	1
Share of profit/(loss) in joint venture	-	3	2	1	-	1	3	3	1	-
Fair value loss on joint venture	-	-	-	-	-	-	-	-	-	(9)
Gain on bargain purchase	-	-	-	-	-	-	-	-	-	5
Surplus/(deficit) before taxation	2	54	45	(27)	(16)	4	26	(15)	(17)	5
Taxation	(2)	(15)	(10)	-	1	(1)	-	(3)	2	(2)
Surplus/(deficit) for the year	-	39	35	(27)	(15)	3	26	(18)	(15)	3

All figures are shown in accordance with IFRS.

Advertising sales

	2009 £m	2010 £m	2011 £m	2012 £m	2013 £m	2014 £m	2015 £m	2016 £m	2017 £m	2018 £m
Channel 4 Sales House	707	819	939	916	935	967	1,047	1,056	1,002	994
Other	2,179	2,490	2,442	2,430	2,616	2,770	2,922	2,908	2,830	2,820
Total broadcast	2,886	3,309	3,381	3,346	3,551	3,737	3,969	3,964	3,832	3,814
	%	%	%	%	%	%	%	%	%	%
Channel 4 Sales House share	24.5	24.8	27.8	27.4	26.3	25.9	26.4	26.6	26.1	26.1
Other share	75.5	75.2	72.2	72.6	73.7	74.1	73.6	73.4	73.9	73.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Audience share (portfolio)

	2009 %	2010 %	2011 %	2012 %	2013 %	2014 %	2015 %	2016 %	2017 %	2018 %
BBC	32.6	32.9	32.9	33.6	32.4	33.1	32.8	32.1	31.6	30.9
ITV	23.1	22.9	23.1	22.4	23.1	22.0	21.2	21.3	21.7	23.2
Channel 4 excluding S4C	11.5	11.4	11.6	11.5	11.0	10.9	10.6	10.5	10.5	10.2
Channel 5	6.1	5.9	5.9	6.0	6.0	5.9	6.0	6.2	6.5	6.3
Other	26.7	26.9	26.5	26.5	27.5	28.1	29.4	29.9	29.7	29.4
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

Audience share

	2009 %	2010 %	2011 %	2012 %	2013 %	2014 %	2015 %	2016 %	2017 %	2018 %
BBC One	20.9	20.8	20.7	21.3	21.0	21.7	21.9	22.0	21.8	21.3
BBC Two	7.5	6.9	6.6	6.1	5.8	6.1	5.7	5.9	5.8	5.8
ITV and GMTV	17.9	17.0	16.6	15.7	16.2	15.6	15.0	15.4	15.5	16.9
Channel 4 excluding S4C	7.4	7.0	6.8	6.6	6.1	5.9	5.9	5.9	5.9	5.9
Channel 5	4.9	4.5	4.4	4.5	4.4	4.4	4.2	4.1	4.2	4.0
Other	41.4	43.8	44.9	45.8	46.5	46.3	47.3	46.7	46.8	46.1
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