

Historical metrics 2014–2019

| | Page ref | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|----------|-------|-------|-------|-------|-------|-------|
| Creativity | | | | | | | |
| Commissioning success | | | | | | | |
| Originated content spend (£m) | 85, 134 | 430 | 455 | 501 | 510 | 489 | 492 |
| Engaging audiences | | | | | | | |
| Portfolio high peak-time viewing share (8-11pm) | | 12.5% | 12.9% | 12.5% | 12.7% | 12.6% | 12.2% |
| Portfolio viewing share ABC1s | | 10.9% | 11.0% | 10.8% | 10.8% | 10.4% | 10.1% |
| Portfolio viewing share 16-34-year-olds | 109 | 17.0% | 16.5% | 16.2% | 16.4% | 15.9% | 15.7% |
| Channel 4 viewing share | 108, 135 | 5.9% | 5.9% | 5.9% | 5.9% | 5.9% | 5.8% |
| Portfolio viewing share | 108, 135 | 10.9% | 10.6% | 10.5% | 10.5% | 10.2% | 9.9% |
| Portfolio 15-minute reach | 107 | 85.2% | 83.8% | 83.5% | 81.4% | 78.7% | 75.8% |
| Digital VoD views (m) | 108, 135 | 482 | 512 | 620 | 727 | 915 | 995 |
| Registered viewers (m) ¹ | 16 | 11.3 | 13.1 | 14.9 | 16.6 | 19.6 | 22.2 |
| <small>¹ Registered viewers are net of duplicate and active users within the last two years.</small> | | | | | | | |
| Sustainability | | | | | | | |
| Financial metrics | | | | | | | |
| Corporation revenue (£m) | 180 | 938 | 979 | 995 | 960 | 975 | 985 |
| Digital revenues (£m) | 190 | 63 | 82 | 102 | 124 | 138 | 163 |
| Content spend (£m) | 190 | 602 | 629 | 695 | 675 | 662 | 660 |
| Year end cash reserves (£m) | 182, 202 | 222 | 252 | 215 | 190 | 180 | 137 |
| Other Commercial Revenue (£m) | 190 | 57 | 37 | 39 | 38 | 46 | 50 |
| Pre-tax surplus/(deficit) (£m) | 180 | 4 | 26 | (15) | (17) | 5 | (26) |
| Ad sales measures | | | | | | | |
| Sales House SONAR | 220 | 25.9% | 26.4% | 26.6% | 26.1% | 26.1% | 25.7% |
| TV advertising and sponsorship revenue (£m) | 190 | 819 | 859 | 853 | 798 | 791 | 772 |
| SOCI portfolio high peak-time (8-11pm) | | 19.1% | 19.7% | 19.3% | 18.7% | 17.9% | 17.6% |
| SOCI portfolio ABC1s | | 18.2% | 18.5% | 17.9% | 17.5% | 16.6% | 16.2% |
| SOCI portfolio 16-34-year-olds | | 23.3% | 22.5% | 21.5% | 21.4% | 20.8% | 20.9% |
| SOCI portfolio | | 16.6% | 16.2% | 15.6% | 15.4% | 14.7% | 14.3% |

Historical metrics 2014–2019 (continued)

| | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---------------------------------------|-------|-------|-------|-------|-------|--------------|
| Performance versus competitors | | | | | | |
| Portfolio viewing share | | | | | | |
| Channel 4 | 10.9% | 10.6% | 10.5% | 10.5% | 10.2% | 9.9% |
| BBC | 33.1% | 32.8% | 32.1% | 31.6% | 30.9% | 30.7% |
| ITV | 22.0% | 21.2% | 21.3% | 21.7% | 23.2% | 23.2% |
| Channel 5 | 5.9% | 6.0% | 6.2% | 6.5% | 6.3% | 6.5% |

Source: BARB all individuals.

| | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|--|-------|-------|-------|-------|-------|--------------|
| Portfolio high peak-time viewing share 8-11pm | | | | | | |
| Channel 4 | 12.5% | 12.9% | 12.5% | 12.7% | 12.6% | 12.2% |
| BBC | 33.3% | 33.0% | 32.1% | 31.3% | 29.6% | 30.3% |
| ITV | 24.0% | 22.9% | 23.5% | 23.6% | 25.2% | 24.6% |
| Channel 5 | 7.0% | 7.1% | 7.3% | 7.5% | 7.2% | 7.3% |

Source: BARB all individuals.

| | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|-----------------------|-------|-------|-------|-------|-------|--------------|
| SOCI portfolio | | | | | | |
| Channel 4 | 16.6% | 16.2% | 15.6% | 15.4% | 14.7% | 14.3% |
| ITV | 36.2% | 34.9% | 34.4% | 34.5% | 36.1% | 35.7% |
| Channel 5 | 9.5% | 9.3% | 9.2% | 9.4% | 8.9% | 9.0% |
| Sky | 25.6% | 24.7% | 24.8% | 25.5% | 26.1% | 26.1% |

Source: Techedge.

| | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|-----------------------------|-------|-------|-------|-------|-------|--------------|
| SOCI portfolio ABC1s | | | | | | |
| Channel 4 | 18.2% | 18.5% | 17.9% | 17.5% | 16.6% | 16.2% |
| ITV | 34.6% | 33.7% | 33.7% | 34.0% | 35.7% | 35.3% |
| Channel 5 | 8.7% | 8.5% | 8.6% | 8.8% | 8.8% | 8.9% |
| Sky | 25.8% | 24.0% | 23.6% | 24.0% | 24.2% | 24.8% |

Source: Techedge.

| | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---------------------------------------|-------|-------|-------|-------|-------|--------------|
| SOCI portfolio 16-34-year-olds | | | | | | |
| Channel 4 | 23.3% | 22.5% | 21.5% | 21.4% | 20.8% | 20.9% |
| ITV | 26.3% | 26.2% | 27.3% | 28.8% | 32.4% | 32.9% |
| Channel 5 | 7.7% | 7.6% | 8.4% | 8.4% | 8.0% | 8.0% |
| Sky | 30.1% | 26.4% | 25.5% | 24.8% | 24.1% | 24.8% |

Source: Techedge.

Historical record

| | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|------|------|------|------|------|------|------|------|------|------|------|
| | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m |
| Consolidated results | | | | | | | | | | | |
| Revenue | 830 | 935 | 941 | 925 | 908 | 938 | 979 | 995 | 960 | 975 | 985 |
| Operating surplus/(deficit) | 4 | 49 | 41 | (29) | (15) | 4 | 24 | (18) | (25) | 8 | (27) |
| Net financial income/(expense) | (2) | 2 | 2 | 1 | (1) | (1) | (1) | - | (1) | - | (1) |
| Gain on sale of investment | - | - | - | - | - | - | - | - | 8 | 1 | 4 |
| Share of profit/(loss) in joint venture/investments | - | 3 | 2 | 1 | - | 1 | 3 | 3 | 1 | - | (2) |
| 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 | (26) |
| Taxation | (2) | (15) | (10) | - | 1 | (1) | - | (3) | 2 | (2) | 1 |
| Surplus/(deficit) for the year | - | 39 | 35 | (27) | (15) | 3 | 26 | (18) | (15) | 3 | (25) |

All figures are shown in accordance with IFRS.

Advertising sales

| | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|-----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m | £m |
| Channel 4 Sales House | 707 | 819 | 939 | 916 | 935 | 967 | 1,047 | 1,056 | 1,002 | 994 | 990 |
| Other | 2,179 | 2,490 | 2,442 | 2,430 | 2,616 | 2,770 | 2,922 | 2,908 | 2,830 | 2,820 | 2,747 |
| Total broadcast | 2,886 | 3,309 | 3,381 | 3,346 | 3,551 | 3,737 | 3,969 | 3,964 | 3,832 | 3,814 | 3,697 |
| | % | % | % | % | % | % | % | % | % | % | % |
| 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 | 25.7 |
| Other share | 75.5 | 75.2 | 72.2 | 72.6 | 73.7 | 74.1 | 73.6 | 73.4 | 73.9 | 73.9 | 74.3 |
| Total | 100.0 | 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 | 2019 |
|--------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | % | % | % | % | % | % | % | % | % | % | % |
| BBC | 32.6 | 32.9 | 32.9 | 33.6 | 32.4 | 33.1 | 32.8 | 32.1 | 31.6 | 30.9 | 30.7 |
| ITV | 23.1 | 22.9 | 23.1 | 22.4 | 23.1 | 22.0 | 21.2 | 21.3 | 21.7 | 23.2 | 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 | 9.9 |
| Channel 5 | 6.3 | 5.9 | 5.9 | 6.0 | 6.0 | 5.9 | 6.0 | 6.2 | 6.5 | 6.3 | 6.5 |
| Other | 26.7 | 26.9 | 26.5 | 26.5 | 27.5 | 28.1 | 29.4 | 29.9 | 29.7 | 29.4 | 29.7 |
| Total | 100.0 | 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 | 2019 |
|--------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | % | % | % | % | % | % | % | % | % | % | % |
| BBC One | 20.9 | 20.8 | 20.7 | 21.3 | 21.0 | 21.7 | 21.9 | 22.0 | 21.8 | 21.3 | 20.9 |
| BBC Two | 7.5 | 6.9 | 6.6 | 6.1 | 5.8 | 6.1 | 5.7 | 5.9 | 5.8 | 5.8 | 5.7 |
| ITV and GMTV | 17.9 | 17.0 | 16.6 | 15.7 | 16.2 | 15.6 | 15.0 | 15.4 | 15.5 | 16.9 | 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 | 5.8 |
| Channel 5 | 4.9 | 4.5 | 4.4 | 4.5 | 4.4 | 4.4 | 4.2 | 4.1 | 4.2 | 4.0 | 4.0 |
| Other | 41.4 | 43.8 | 44.9 | 45.8 | 46.5 | 46.3 | 47.3 | 46.7 | 46.8 | 46.1 | 46.7 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Source: BARB all individuals