

# Historical metrics 2016–2020

	Page ref	2016	2017	2018	2019	2020
<b>Creativity</b>						
<b>Commissioning success</b>						
Originated content spend (£m)	98	501	510	489	492	370
<b>Engaging audiences</b>						
Portfolio high peak-time viewing share (8-11pm)		12.5%	12.7%	12.6%	12.2%	12.8%
Portfolio viewing share ABC1s		10.8%	10.8%	10.4%	10.1%	10.2%
Portfolio viewing share 16-34-year-olds	89	16.2%	16.4%	15.9%	15.7%	15.7%
Channel 4 viewing share	85	5.9%	5.9%	5.9%	5.8%	5.9%
Portfolio viewing share	85	10.5%	10.5%	10.2%	9.9%	10.1%
Portfolio 15-minute reach	86	83.5%	81.4%	78.7%	75.8%	73.0%
Programme streaming views (m)	87, 135	620	719	915	995	1,253
Registered viewers (m) <sup>1</sup>	24	14.9	16.6	19.6	22.2	24.0
<small><sup>1</sup> Registered viewers are net of duplicates and active users within the last two years.</small>						
<b>Sustainability</b>						
<b>Financial metrics</b>						
Corporation revenue (£m)	181	995	960	975	985	934
Digital advertising revenue (£m)	191	84	100	120	145	161
Non-advertising revenue	191	67	75	81	73	84
Content spend (£m)	191	695	675	662	660	522
Year-end net cash reserves (£m)	186	215	190	180	137	201
Pre-tax surplus/(deficit) (£m)	181	(15)	(17)	5	(26)	74
<b>Ad sales measures</b>						
Linear advertising revenue (£m)	191	844	785	774	767	689
SOCI portfolio high peak-time (8-11pm)		19.1%	18.7%	17.9%	17.6%	18.2%
SOCI portfolio ABC1s		17.9%	17.5%	16.6%	16.2%	16.3%
SOCI portfolio 16-34-year-olds		21.5%	21.4%	20.8%	20.9%	21.3%
SOCI portfolio		15.6%	15.4%	14.7%	14.3%	14.7%

## Historical metrics 2016-2020 (continued)

	2016	2017	2018	2019	2020
<b>Performance versus competitors</b>					
<b>Portfolio viewing share</b>					
Channel 4	10.5%	10.5%	10.2%	9.9%	<b>10.1%</b>
BBC	32.3%	31.6%	30.9%	30.7%	<b>31.1%</b>
ITV	21.3%	21.7%	23.2%	23.2%	<b>22.2%</b>
Channel 5	6.2%	6.5%	6.3%	6.5%	<b>6.7%</b>

Source: BARB all individuals.

### Portfolio high peak-time viewing share 8-11pm

Channel 4	12.5%	12.7%	12.6%	12.2%	<b>12.8%</b>
BBC	32.3%	31.3%	29.6%	30.3%	<b>29.4%</b>
ITV	23.5%	23.6%	25.2%	24.6%	<b>22.8%</b>
Channel 5	7.3%	7.5%	7.2%	7.3%	<b>8.0%</b>

Source: BARB all individuals.

### SOCI portfolio

Channel 4	15.6%	15.4%	14.7%	14.3%	<b>14.7%</b>
ITV	34.4%	34.5%	36.1%	35.7%	<b>34.6%</b>
Channel 5	9.2%	9.4%	8.9%	9.0%	<b>9.6%</b>
Sky	24.8%	25.5%	26.1%	27.2%	<b>27.4%</b>

Source: TechEdge.

### SOCI portfolio ABC1s<sup>1</sup>

Channel 4	17.9%	17.5%	16.6%	16.2%	<b>16.3%</b>
ITV	33.7%	34.0%	35.7%	35.3%	<b>34.7%</b>
Channel 5	8.6%	8.8%	8.8%	8.9%	<b>9.5%</b>
Sky	23.6%	24.0%	24.2%	25.5%	<b>25.9%</b>

<sup>1</sup> See also Key Performance Indicators on pages 134 to 135

Source: TechEdge.

### SOCI portfolio 16-34-year-olds<sup>1</sup>

Channel 4	21.5%	21.4%	20.8%	20.9%	<b>21.3%</b>
ITV	27.3%	28.8%	32.4%	32.9%	<b>30.0%</b>
Channel 5	8.4%	8.4%	8.0%	8.0%	<b>8.5%</b>
Sky	25.5%	24.8%	24.1%	25.7%	<b>27.9%</b>

<sup>1</sup> See also Key Performance Indicators on pages 134 to 135

Source: TechEdge.

# Historical record

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
<b>Consolidated results</b>										
Revenue	941	925	908	938	979	995	960	975	985	934
<b>Operating surplus/(deficit)</b>	<b>41</b>	<b>(29)</b>	<b>(15)</b>	<b>4</b>	<b>24</b>	<b>(18)</b>	<b>(25)</b>	<b>8</b>	<b>(27)</b>	<b>71</b>
Net financial income/(expense)	2	1	(1)	(1)	(1)	-	(1)	-	(1)	(2)
Gain on sale of investment	-	-	-	-	-	-	8	1	4	5
Share of profit/(loss) in joint venture/ investments	2	1	-	1	3	3	1	-	(2)	-
Fair value loss on joint venture	-	-	-	-	-	-	-	(3)	-	-
Gain on bargain purchase	-	-	-	-	-	-	-	5	-	-
<b>Surplus/(deficit) before taxation</b>	<b>45</b>	<b>(27)</b>	<b>(16)</b>	<b>4</b>	<b>26</b>	<b>(15)</b>	<b>(17)</b>	<b>5</b>	<b>(26)</b>	<b>74</b>
Taxation	(10)	-	1	(1)	-	(3)	2	(2)	1	(5)
<b>Surplus/(deficit) for the year</b>	<b>35</b>	<b>(27)</b>	<b>(15)</b>	<b>3</b>	<b>26</b>	<b>(18)</b>	<b>(15)</b>	<b>3</b>	<b>(25)</b>	<b>69</b>

All figures are shown in accordance with IFRS.

## Advertising sales

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Channel 4 Sales House	1,008	1,009	1,036	1,073	1,171	1,203	1,166	1,183	1,161	1,047
<b>Total TV market</b>	<b>3,754</b>	<b>3,808</b>	<b>3,936</b>	<b>4,169</b>	<b>4,478</b>	<b>4,485</b>	<b>4,342</b>	<b>4,344</b>	<b>4,191</b>	<b>3,698</b>

Source (Total TV Market): Thinkbox. Channel 4 Sales House revenues are based on internal data and include immaterial revenue streams not included in the Thinkbox Total TV market.

## Audience share (portfolio)

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
	%	%	%	%	%	%	%	%	%	%
BBC	32.9	33.6	32.4	33.1	32.8	32.1	31.6	30.9	30.7	31.1
ITV	23.1	22.4	23.1	22.0	21.2	21.3	21.7	23.2	23.2	22.2
<b>Channel 4 excluding S4C</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>	<b>10.2</b>	<b>9.9</b>	<b>10.1</b>
Channel 5	5.9	6.0	6.0	5.9	6.0	6.2	6.5	6.3	6.5	6.7
Other	26.5	26.5	27.5	28.1	29.4	29.9	29.7	29.4	29.7	29.9
<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>

Source: BARB all individuals

## Audience share

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
	%	%	%	%	%	%	%	%	%	%
BBC One	20.7	21.3	21.0	21.7	21.9	22.0	21.8	21.3	20.9	21.3
BBC Two	6.6	6.1	5.8	6.1	5.7	5.9	5.8	5.8	5.7	5.6
ITV and GMTV	16.6	15.7	16.2	15.6	15.0	15.4	15.5	16.9	16.9	16.7
<b>Channel 4 excluding S4C</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>	<b>5.9</b>	<b>5.8</b>	<b>5.9</b>
Channel 5	4.4	4.5	4.4	4.4	4.2	4.1	4.2	4.0	4.0	4.3
Other	44.9	45.8	46.5	46.3	47.3	46.7	46.8	46.1	46.7	46.2
<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