

# Historical metrics 2017–2021

	Page ref	2017	2018	2019	2020	2021
<b>Creativity</b>						
<b>Commissioning success</b>						
Originated content spend (£m)	107	510	489	492	370	492
<b>Engaging audiences</b>						
Portfolio high peak-time viewing share (8-11pm)		12.7%	12.6%	12.2%	12.8%	13.2%
Portfolio viewing share ABC1s		10.8%	10.4%	10.1%	10.2%	10.5%
Portfolio viewing share 16-34-year-olds	97	16.4%	15.9%	15.7%	15.7%	15.0%
Channel 4 viewing share	93	5.9%	5.9%	5.8%	5.9%	6.1%
Portfolio viewing share	93	10.5%	10.2%	9.9%	10.1%	10.3%
Portfolio 15-minute reach	94	81.4%	78.7%	75.8%	73.0%	70.5%
Programme streaming views (m)	95, 147	719	915	995	1,253	1,518
Registered viewers (m) <sup>1</sup>	24	16.6	19.6	22.2	24.0	26.8
<small>1 Registered viewers are net of duplicate and active users within the last two years.</small>						
<b>Sustainability</b>						
<b>Financial metrics</b>						
Corporation revenue (£m)	200	960	975	985	934	1,164
Digital advertising revenue (£m)	210	100	120	145	161	224
Non-advertising revenue (£m)	210	75	81	73	84	105
Content spend (£m)	210	675	662	660	522	671
Year-end net cash reserves (£m)	205	190	180	137	201	272
Pre-tax surplus/(deficit) (£m)	200	(17)	5	(26)	74	101
<b>Ad sales measures</b>						
Linear advertising revenue (£m)	210	785	774	767	689	835
SOCI portfolio high peak-time (8-11pm)		18.7%	17.9%	17.6%	18.2%	18.8%
SOCI portfolio ABC1s		17.5%	16.6%	16.2%	16.3%	16.6%
SOCI portfolio 16-34-year-olds		21.4%	20.8%	20.9%	21.3%	20.1%
SOCI portfolio		15.4%	14.7%	14.3%	14.7%	14.8%

## Historical metrics 2017–2021 (continued)

	2017	2018	2019	2020	2021
<b>Performance versus competitors</b>					
<b>Portfolio viewing share</b>					
Channel 4	10.5%	10.2%	9.9%	10.1%	<b>10.3%</b>
BBC	31.6%	30.9%	30.7%	31.1%	<b>31.5%</b>
ITV	21.7%	23.2%	23.2%	22.2%	<b>22.3%</b>
Channel 5	6.5%	6.3%	6.5%	6.7%	<b>6.8%</b>

Source: BARB all individuals.

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

Channel 4	12.7%	12.6%	12.2%	12.8%	<b>13.2%</b>
BBC	31.3%	29.6%	30.3%	29.4%	<b>30.0%</b>
ITV	23.6%	25.2%	24.6%	22.8%	<b>23.2%</b>
Channel 5	7.5%	7.2%	7.3%	8.0%	<b>8.4%</b>

Source: BARB all individuals.

### SOCI portfolio

Channel 4	15.4%	14.7%	14.3%	14.7%	<b>14.8%</b>
ITV	34.5%	36.1%	35.7%	34.6%	<b>34.5%</b>
Channel 5	9.4%	8.9%	9.0%	9.6%	<b>9.9%</b>
Sky	25.5%	26.1%	27.2%	27.4%	<b>27.1%</b>

Source: TechEdge.

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

Channel 4	17.5%	16.6%	16.2%	16.3%	<b>16.6%</b>
ITV	34.0%	35.7%	35.3%	34.7%	<b>34.6%</b>
Channel 5	8.8%	8.8%	8.9%	9.5%	<b>10.1%</b>
Sky	24.0%	24.2%	25.5%	25.9%	<b>25.3%</b>

<sup>1</sup> See also key performance indicators on pages 146 to 147.

Source: TechEdge.

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

Channel 4	21.4%	20.8%	20.9%	21.3%	<b>20.1%</b>
ITV	28.8%	32.4%	32.9%	30.0%	<b>33.3%</b>
Channel 5	8.4%	8.0%	8.0%	8.5%	<b>7.5%</b>
Sky	24.8%	24.1%	25.7%	27.9%	<b>27.0%</b>

<sup>1</sup> See also key performance indicators on pages 146 to 147.

Source: TechEdge.

# Historical record

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
<b>Consolidated results</b>										
Revenue	925	908	938	979	995	960	975	985	934	1,164
<b>Operating surplus/(deficit)</b>	(29)	(15)	4	24	(18)	(25)	8	(27)	71	102
Net financial income/(expense)	1	(1)	(1)	(1)	-	(1)	-	(1)	(2)	(1)
Gain on sale of investment	-	-	-	-	-	8	1	4	5	1
Impairment losses on investments	-	-	-	-	-	-	-	-	-	(1)
Share of profit/(loss) in joint venture/ investments	1	-	1	3	3	1	-	(2)	-	-
Fair value loss on joint venture	-	-	-	-	-	-	(9)	-	-	-
Gain on bargain purchase	-	-	-	-	-	-	5	-	-	-
<b>Surplus/(deficit) before taxation</b>	(27)	(16)	4	26	(15)	(17)	5	(26)	74	101
Taxation	-	1	(1)	-	(3)	2	(2)	1	(5)	(12)
<b>Surplus/(deficit) for the year</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>	<b>89</b>

All figures are shown in accordance with IFRS.

## Advertising sales

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Channel 4 Sales House	1,009	1,036	1,073	1,171	1,203	1,166	1,183	1,161	1,047	1,298
<b>Total TV market</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>	<b>4,640</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)

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
	%	%	%	%	%	%	%	%	%	%
BBC	33.6	32.4	33.1	32.8	32.1	31.6	30.9	30.7	31.1	31.6
ITV	22.4	23.1	22.0	21.2	21.3	21.7	23.2	23.2	22.2	22.3
<b>Channel 4 excluding S4C</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>	<b>10.2</b>
Channel 5	6.0	6.0	5.9	6.0	6.2	6.5	6.3	6.5	6.7	6.8
Other	26.5	27.5	28.1	29.4	29.9	29.7	29.4	29.7	29.9	29.1
<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

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
	%	%	%	%	%	%	%	%	%	%
BBC One	21.3	21.0	21.7	21.9	22.0	21.8	21.3	20.9	21.3	22.2
BBC Two	6.1	5.8	6.1	5.7	5.9	5.8	5.8	5.7	5.6	5.7
ITV and GMTV	15.7	16.2	15.6	15.0	15.4	15.5	16.9	16.9	16.7	16.8
<b>Channel 4 excluding S4C</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>	<b>6.1</b>
Channel 5	4.5	4.4	4.4	4.2	4.1	4.2	4.0	4.0	4.3	4.5
Other	45.8	46.5	46.3	47.3	46.7	46.8	46.1	46.7	46.2	44.7
<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.