

Historical metrics 2018–2022

	Page 94	2018	2019	2020	2021	2022
Creativity						
Commissioning success						
Originated content spend (£m)	94	489	493	370	462	570
Engaging audiences						
Channel 4 viewing share		5.9%	5.8%	5.9%	6.7%	5.8%
Portfolio viewing share		10.2%	9.9%	10.7%	10.3%	9.9%
Programme streaming views (bn)	42, 131	0.9	1.0	1.3	1.5	1.4
Sustainability						
Financial metrics						
Corporation revenue (£m)	195	975	985	934	1,164	1,342
Digital advertising revenue (£m)	206	120	145	161	224	255
Non-advertising revenue (£m)	206	81	73	84	105	121
Content spend (£m)	206	662	660	522	671	710
Net assets (£m)	198	439	385	452	566	560
Year-end net cash reserves (£m)	201	180	137	201	272	252
Pre-tax surplus/(deficit) (£m)	195	5	(26)	74	101	3
Ad sales measures						
Linear advertising revenue (£m)	208	774	767	689	835	766
SOC1 portfolio ABC1s	131	16.6%	16.2%	16.2%	16.6%	16.9%
SOC1 portfolio 16-34-year-olds	131	20.8%	20.9%	21.2%	20.0%	19.6%