

Historical metrics 2019–2023 (unaudited)

	Page reference	2019	2020	2021	2022	2023
Creativity						
Commissioning success						
Originated content spend (£m)	83	492	370	492	570	520
Engaging audiences						
Channel 4 viewing share		5.8%	5.9%	6.1%	5.8%	5.7%
Portfolio viewing share		9.9%	10.1%	10.3%	9.9%	9.8%
Programme streaming views (bn)	68,123	1.0	1.3	1.5	1.4	1.6
Sustainability						
Financial metrics						
Corporation revenue (£m)	193	985	934	1,164	1,142	1,023
Digital advertising revenue (£m)	204	145	161	224	255	280
Non-advertising revenue (£m)	204	73	84	105	121	101
Content spend (£m)	204	660	522	671	713	663
Net assets (£m)	196	385	452	566	560	491
Year-end net cash reserves (£m)	199	137	201	272	253	96
Pre-tax surplus/(deficit) (£m)	193	(26)	74	101	3	(52)
Ad sales measures						
Linear advertising revenue (£m)	204	767	689	835	766	642
SOCI portfolio ABC1s	123	16.2%	16.3%	16.6%	16.9%	16.5%
SOCI portfolio 16-34-year-olds	123	20.9%	21.3%	20.1%	19.6%	18.9%