

Historical metrics 2020–2024 (unaudited)

	Page reference	2020	2021	2022	2023	2024
Creativity						
Commissioning success						
Originated content spend (£m)	78	370	492	570	520	489
Engaging audiences						
Channel 4 viewing share		5.9%	6.1%	5.8%	5.7%	5.6%
Portfolio viewing share		10.1%	10.3%	9.9%	9.8%	9.9%
Programme streaming views (bn)	102	1.3	1.5	1.4	1.6	1.8
Sustainability						
Financial metrics						
Corporation revenue (£m)	175	934	1,164	1,142	1,023	1,036
Digital advertising revenue (£m)	102	161	224	255	280	306
Non-advertising revenue (£m)	102	84	105	121	101	95
Content spend (£m)	100	522	671	713	663	643
Net assets (£m)	100	452	566	560	491	472
Year-end net cash reserves (£m)	101	201	272	253	96	111
Pre-tax surplus/(deficit) before exceptional items (£m)	101	74	101	20	(52)	(2)
Pre-tax surplus/(deficit) (£m)	181	74	101	3	(52)	(12)
Ad sales measures						
Linear advertising revenue (£m)	186	689	835	766	642	635
SOCI portfolio ABC1s	103	16.3%	16.6%	16.9%	16.5%	16.4%
SOCI portfolio 16-34-year-olds	103	21.3%	20.1%	19.6%	18.9%	17.3%