

Historical metrics 2025 (unaudited)

	Page reference	2020	2021	2022	2023	2024	2025
Creativity							
Commissioning success							
Originated content spend (£m)	47	370	492	570	520	489	480
Engaging audiences							
Channel 4 viewing share		5.9%	6.1%	5.8%	5.7%	5.6%	5.4%
Portfolio viewing share		10.1%	10.3%	9.9%	9.8%	9.9%	9.7%
Programme streaming views (bn)	99	1.3	1.5	1.4	1.6	1.8	1.9
Sustainability							
Financial metrics							
Corporation revenue (£m)	68	934	1,164	1,142	1,023	1,036	1,027
Digital advertising revenue (£m)	66	161	224	255	280	306	346
Non-advertising revenue (£m)	66	84	105	121	101	95	105
Content spend (£m)	68	522	671	713	663	643	640
Net assets (£m)	69	452	566	560	491	472	428
Year-end net cash reserves (£m)	69	201	272	253	96	111	49
Pre-tax surplus/(deficit) before exceptional items (£m)	69	74	101	20	(52)	(2)	(10)
Pre-tax surplus/(deficit) (£m)	147	74	101	3	(52)	(12)	(10)
Advertising sales measures							
Linear advertising revenue (£m)	152	689	835	766	642	635	576
SOCI portfolio ABC1s	67	16.3%	16.6%	16.9%	16.5%	16.4%	16.4%
SOCI portfolio 16-34-year-olds	67	21.3%	20.1%	19.6%	18.9%	17.3%	18.1%