

4 Facts

Channel 4 Factsheet July 2019



Channel 4:

Channel 4 is a unique and distinctive part of the UK. Publicly owned but entirely commercial and self-sufficient, our public-service remit mandates us to take risks and offer alternative programming, commissioning all of our programmes externally.

We're a network of 12 television channels plus a streaming platform, All 4. We have the youngest-skewing PSB channel in the UK – and we reach more 16-34-year-olds than any other commercial broadcaster across TV and VOD. Through Film4, we back creative excellence and invest in British filmmakers, to huge critical acclaim – Film4 films have produced 138 Oscar nominations and 35 wins in our 37-year history.

We bring to life new creative ideas and, in the process, create thousands of jobs and support hundreds of independent production companies across the UK.



Key stats (2018):



10.2%

viewing share

15.9%

viewing share among 16-34-year-olds – the only PSB to have greater share of viewing of 16-34s than general population

85%

Channel 4's portfolio reach of all UK individuals per month on average – or 51m people

77%

Channel 4's main channel reach of all UK individuals per month on average – or 46m people



915m

programme views on All 4 (+26% year on year)

20m

viewers registered on All 4 (+18%)

70%

of 16-34s in the UK are registered on All 4

13k

hours of content available on demand (June 2019) – versus 5k on BBC's iPlayer



1st

biggest channel on Facebook globally

87%

of Channel 4's social media audience is aged under 35

10bn+

Channel 4 brands achieved more than 10 billion views on social media in 2018



E4 has the biggest Facebook page of all the UK broadcasters

Financials

£662m

total content spend – the third highest in Channel 4's history

£489m

originated content spend

£975m

total corporation revenue

£138m

digital revenue, making up 14% of total corporation revenue

4 All the UK:

3,000

estimated number of new production jobs in the Nations and Regions economy supported by 4 All the UK



Inclusion and diversity

have always been at the heart of Channel 4's mission. Our '4 All the UK' plan is the biggest and most exciting change in our history, as we supercharge the impact we have in all parts of the country.

Recent award wins:



Hollyoaks

Our flagship young-skewing soap, *Hollyoaks*, brings in over half a million 16-34s five nights a week – and more 16-34s have watched *Hollyoaks* than *Love Island*

The British Soap Awards:

- Soap of the Year
- Best Actor for Gregory Finnegan
- Villain of the Year for Nathan Sussex
- Best Male Dramatic Performance for Adam Woodward



For Sama

The remarkable documentary by Waad Al-Kateab and Edward Watts

- Best Documentary at SXSW
- Golden Eye for Best Documentary at Cannes
- Best International Feature Documentary at Hot Docs
- Audience Award at Sheffield Doc/Fest
- Best Documentary at Lighthouse International Film Festival

Impact (2018):



Channel 4's biggest show

The Great British Bake Off

reached more 16-34-year-olds (6.8 million) in 2018 than ITV2's *Love Island* (6.7 million).

Channel 4 News

has the highest 16-34 audience profile of any PSB National News programme (12% against 6-9% for other PSBs).

36

of the top 50 most 16-34 skewing shows in 2018 across the PSB channels were from Channel 4

7

out of the UK's top 10 factual entertainment programmes in 2018 were shown on Channel 4

Reputation (2018):



UK adults rank Channel 4 as the best public service broadcaster for:

Taking risks with programmes that other channels wouldn't take

(42% of UK select C4 as the best – the next highest channel was selected by just 16%)

Tackling issues other channels wouldn't

(41% of UK select C4 as the best – the next highest channel was selected by just 13%)

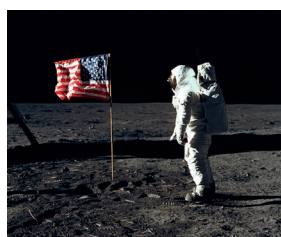
Being experimental

(35% of UK select C4 as the best – the next highest channel was selected by just 18%)

Coming up in July



Drag SOS: Major new makeover show in which drag collective Family Gorgeous show why drag is for everyone.



Moon Landing Live: Exciting multi-platform commission to celebrate the 50th anniversary of the Apollo 11 mission.



The Lateish Show with Mo Gilligan: Hotly anticipated late night series hosted by comedian Mo Gilligan.



Gameface (S2): Roisin Conaty's laugh-out-loud sitcom returns for six more episodes.



Born Famous: The teenage offspring of some of Britain's most successful celebs step out of their privileged world for a unique one week experiment.



Generation Porn: Bold and timely documentary exploring the influence of the 'modern internet epidemic'.

Recent programme highlights

Catch-22: George Clooney's adaptation of the classic satirical novel launched with an average of 3.1m viewers / 13.3% share – double the slot average and our best drama launch since *Kiri* in January 2018.



The Year of the Rabbit: The new comedy series launched with 1.2m viewers / 7.6%, which was up +20% on slot average and is our second-biggest new comedy launch this year (behind *Home*).

Celebrity Gogglebox: The launch episode consolidated with 3.9m viewers, the highest audience for a *Celebrity Gogglebox* since the Stand Up To Cancer special in 2017.