

4 Facts

Channel 4 Factsheet September 2019

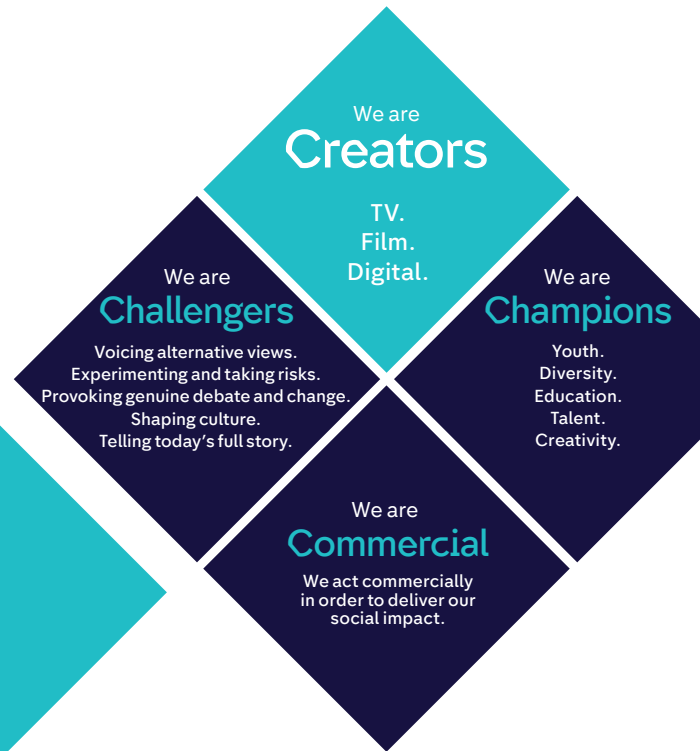


Channel 4:

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 streaming. 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):



TV

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



Digital

915m

programme views on All 4

20m

viewers registered on All 4

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



Social

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:



Leaving Neverland

Dan Reed's unflinching and meticulous two-part documentary, originally commissioned by Channel 4, tells the story of how Michael Jackson groomed and abused two young boys for years.

- Television Critics Association Awards – Outstanding Achievement in News and Information

EDINBURGH TV AWARDS

Edinburgh TV Festival Awards

Now in their 18th year, these awards celebrate creatives both on and off screen.

- Best Popular Factual Series – Old People's Home for 4-Year-Olds
- Best Entertainment Series – Gogglebox

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%)

Recent programme highlights



The Great British Bake Off: Britain's biggest show for young people is back for its 2019 series.



Justice: In-depth eight-part documentary about the crucial dilemmas and challenges that exist within the justice system.



Jamie's Meat-Free Meals: Jamie Oliver returns with a new cooking show that makes veg the hero.



Inside Cadbury: Exclusive access to Britain's most iconic chocolate maker as they prepare for the high-stakes launch of a new, reduced sugar bar of Dairy Milk.



The Circle: The Circle – the first reality show where players communicate via a social network – returns with an extended run and a weekly live episode.



Treasure Island with Bear Grylls: 12 members of the public are marooned on a tropical island and must battle for their survival – and £100,000 in cash.

Born Famous: The first episode launched in August, focusing on Gordon Ramsay and his son Jack. The episode averaged 1.4m viewers / 10.5% share, making it our top new programme in the 10pm slot this year so far.

Jade: The Reality Star Who Changed Britain:

The three-part documentary averaged 2.0m viewers per episode (10.1% share). This was +30% for volume and +51% for share versus the slot average. 16-34 share was also up a substantial +79% versus the slot norm.



Great British Bake Off: Series 10 launched with an average overnight of 5.7m / 30.6%, Channel 4's biggest overnight broadcast of the year so far and the biggest launch share for Bake Off since it moved to Channel 4. It was hugely popular with young viewers, with a 52.1% share of 16-34s.

Coming up in September