

Channel 5 delivers biggest year for ABC1 viewers in 15 years and the portfolio's highest ever family share

- **Highest year-on-year increase in ABC1 viewers since 2006**
- **Channel 5's highest festive fortnight ratings since 2005**
- **Christmas Eve highest day of the year with *All Creatures Great & Small* securing 4.2m viewers and 21% share**
- **My5 saw uplift of 36% in streams, year-on-year**

LONDON – 6 January 2022 - Channel 5 grew its share of individuals viewing, ABC1 viewers and free-to-air portfolio more than any other terrestrial channel in 2021, according to BARB data¹.

Building on Channel 5's exceptional performance in 2020, share of viewing increased by 5% year-on-year, overall. The channel's share of primetime viewing was a key factor behind its success, increasing 11% year-on-year between 7 and 11pm, a higher margin than any other public service broadcaster.

2021 was the channel's strongest year since 2009, with a year-on-year increase amongst ABC1s of 7%, the highest since 2006. Growth of share of both audiences rose by a higher margin than any other terrestrial broadcaster.

Additionally, the free-to-air digital portfolio grew by 5%, making it the best year ever for the Channel 5 family of channels.

Once again, drama was a key contributor to audience growth – *The Drowning* peaked at 5.1m and a 22% share in February, while the second series of *All Creature Great & Small* hit a series high of 4.4m / 21% in September. In the factual arena, *Our Yorkshire Farm* continued to be a hit, averaging 3.6m / 16% across the series. Other top rating shows included *Inside Chernobyl With Ben Fogle*, *The Disappearance of Shannon Mathews* and *Ben Fogle: New Lives in the Wild* – all with over 2.5m viewers.

The 7pm and 8pm timeslots had the highest ever year for share of viewing, up 14% and 13% respectively, year-on-year, in addition to success in peak, year-on-year. Key titles driving this included talent-led series *Susan Calman's Grand Days Out*; *Adrian Dunbar's Costal Ireland*; *Gardening with Carol Klein* and *Sally Lindsay: Britain's Poshest Sleep Over* along with *The Yorkshire Vet: Springtime on The Farm*.

Elsewhere in the schedule, the channel saw strong performances from royal and observational documentaries including *Kensington Palace: Behind Closed Doors*; *Dogs Behaving (Very) Badly* and *Casualty 24/7*.

Christmas Success

Channel 5 completed a successful year with a strong performance over the Christmas period, its highest festive fortnight since 2005, claiming a 5.23% share.

¹ Rating data based on 1st January 2020 to 31ST December 2021

Christmas Eve was the channel's highest day of the year overall, thanks to a festive special of *All Creatures Great & Small* which attracted 4.2m viewers and a 21% share, making it the most popular programme on TV across the hour.

Growth of My5

My5, Channel 5's VOD platform, saw its best performance for the second consecutive year, with a 36% year-on-year uplift in streams and 31% year-on-year uplift in time spent viewing. *The Drowning* was My5's best-ever performing title, echoing its success on the linear channel.

My5 also saw a string of highly successful documentaries drive growth early in 2021. *Inside Chernobyl with Ben Fogle* is My5's best performing documentary of all time, closely followed by *The Disappearance of Shannon Mathews* and *Lost Boy: The Killing of James Bulger*.

Ben Frow, Director of Programmes, ViacomCBS Networks UK, said: "I'm pleased that 2021 was Channel 5's best year ever, with success on the linear channel mirrored on My5. We've built on our factual successes and reached new viewers by continuing to elevate our drama slate, with stand-out shows like *All Creatures Great & Small* driving ratings success. It's clear that a combination of drama, alongside talent-led factual programmes taking viewers to places they want to see, is proving to be a winning formula."

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About Channel 5

Channel 5 is a public service broadcaster and the UK's third largest commercial TV station. Launched in March 1997, Channel 5 has been owned by ViacomCBS Inc. since September 2014. Channel 5, 5STAR, 5USA, 5Select and My5 TV reach 3 in 4 of the UK viewing public each month with a diverse schedule including issue-led documentaries, popular factual, accessible history, stunning natural history, inclusive entertainment and reality, top level sport, high quality scripted programming and critically acclaimed children's, news and current affairs programming.

Through its agenda-driving commissions, Channel 5 has led on societal issues from inequality to inner city gang life, homelessness to mental health, aiming to tell the story of modern Britain by reflecting the lives of people across the nation. In 2018, Channel 5 won its first BAFTA for *Cruising with Jane McDonald* and was named 'Channel of the Year' at the Edinburgh TV Festival. In 2019, Channel 5 won best documentary award for *The Abused* at the RTS Awards, Edinburgh TV Awards and the Association of International Broadcasters Awards. In 2020, Channel 5 was crowned 'Channel of the Year' at the Broadcast Awards and 'Channel of the Year' at the RTS awards. In addition, it secured its first ever Grierson award win in the 'Best Single Documentary – Domestic' category with *Suicidal: In Our Own Words*. In 2021,

Springtime On The Farm was named 'Best Lockdown Programme - Factual Entertainment, Popular Factual & Kids' at the Broadcast Awards.