

2015 at a glance

Creative success

2015 was a year of many creative highlights, with both returning hits and new programmes making an impact on the schedule. With hundreds of awards won and record investment in content, we continued to feel the benefits of creative renewal on ratings and critical opinion.

We worked with 295 suppliers to deliver our content, with record levels of investment ensuring that our total content spend reached a high of £629m, with another record of £455m spent on original content. £149m was spent in the Nations and Regions.

Financial stability

2015 was a year of demonstrable financial stability and commercial self-sufficiency. Following on from our Investing in Innovation strategy, we achieved a £26m surplus with record revenues of £979m (£41m higher than 2014).

For the first time in nine years, we increased audience share on the main channel, bucking the trend of fragmentation of audiences in this digital era. And we grew our peak-time portfolio share year-on-year to 12.9%.

And in a year that we relaunched our online platform All 4, including our short-form content strand, digital revenues grew an impressive 30% year-on-year – further cementing All 4 as a central revenue stream.

Innovation and sustainable future

2015 saw continued development of our digital strategy, with 13.1 million people registered with All 4 at the end of 2015, including more than 50% of all 16–34-year-olds in the UK.

We also saw notable growth on our new All 4 platform, with 4% growth of All 4 videos views year-on-year.

And our Indie Growth Fund continued to support the independent production sector, working with nine companies, making a total commitment of £9m out of the £20m fund with £1.6m committed to BAME companies.

RECORD

£629m

TOTAL CONTENT SPEND

£149m

invested in original
content in Nations
and Regions

323

AWARDS 2015

RECORD

£455m

ORIGINAL CONTENT SPEND

WORKED WITH

295

SUPPLIERS

30%

YEAR-ON-YEAR GROWTH IN
TOTAL DIGITAL REVENUES

GROWTH in main channel share
for the first time in nine years

12.9%

PEAK-TIME
PORTFOLIO SHARE (8-11PM)

RECORD

£979m

CORPORATION REVENUE
AND WE ACHIEVED A £26M SURPLUS

13.1m

VIEWERS REGISTERED WITH ALL 4

£20m Indie Growth Fund has
supported nine production
companies, including £1.6m BAME
Indie Growth Fund investment

OVER

1/2

OF ALL 16-34-YEAR-OLDS
IN THE UK REGISTERED
WITH CHANNEL 4