

71%

of viewers said that Channel 4's factual programming has inspired change in their lives (+6%)

91%

of *Channel 4 News* viewers regard it as independent from the government (+7%) and 88% regard it as independent from big business

In a rapidly changing world, Channel 4 continued to play a crucial role in provoking debate, inspiring change and telling stories from contemporary Britain.

Social change

In News and Current Affairs, we produced bold, impactful, high-quality investigative journalism that held others to account, while also continuing to deliver long-form programmes in peak-time and forging connections with young people through digital platforms.

Looking outward, we explored life inside the secretive North Korea, uncovered a global sex abuse scandal and continued to shine a light on the plight of the Rohingya people in Myanmar.

Closer to home, across a mix of genres – including Factual, Documentaries and Current Affairs – we provoked debate and offered a platform for alternative views. At its most impactful, our content exposes the truth and acts as a powerful catalyst for social change.

2019 ambitions

- 1 — **Our programmes will challenge orthodoxies and we will double down on our remit, exploring hard-hitting issues through programmes that say something significant about Britain. Big contemporary issues include social mobility, gender and sexuality, and the housing crisis.**
- 2 — **As Britain navigates through political uncertainty, our award-winning News and Current Affairs teams will continue to hold those in power to account and tell the full story at home and further afield.**



Grayson Perry: Rites of Passage

Social change (continued)

91%

of regular *Channel 4 News* viewers regard it as independent from the government



Channel 4 News

7.4m

viewers watched *Channel 4 News* each month in 2018

Telling the full story

Channel 4's distinctive approach to news and current affairs – in terms of the form and subject matter of our programmes – allows us to provide alternative views and stimulate debate, particularly among younger viewers.

Channel 4's flagship *Channel 4 News* is the only hour-long news programme in peak-time on the main PSB channels. This extended running time enables us to tell the full story from multiple angles and in more depth. In addition to linear programmes, *Channel 4 News* also significantly expanded its digital presence in 2018.

Throughout the year, *Channel 4 News* provided its distinctive take on the news, offering in-depth analysis that stood out from the mainstream. We held the powerful to account – most notably Facebook's CEO Mark Zuckerberg, who was put in front of a US Senate enquiry following our extraordinary undercover investigation into Cambridge Analytica, which dominated headlines at home and abroad (see case study, opposite).

This story helped us to grow our reputation as being independent from government and big business. A huge 91% of regular viewers of *Channel 4 News* regarded it as being independent from the government – this is a seven percentage-point jump on 2017 and is the first time any broadcaster has scored higher than 90% on this metric since it was first reported in 2009.

88% of regular viewers of *Channel 4 News* also agreed that it is independent from the influence of big businesses. Again, this is a record score – a full ten percentage points more than our previous high of 78% in 2017.

On average, 7.4 million viewers watched *Channel 4 News* each month, down 9% year-on-year due to a number of factors including change in TV viewing habits, our overall reach being down, increased competition from other news programmes and 'Brexit fatigue'. The news programme has a particular appeal to young adults, with 16-34-year-olds making up 12% of viewers, more than any other public service broadcaster. The programme also performed well among BAME groups, who accounted for 15% of viewers.

Some of the fall in linear viewing was offset by the very strong performance of *Channel 4 News* online. *Channel 4 News* has continued to record strong growth online, led by younger viewers. The programme achieved 113 million video views on YouTube in 2018 (up 107% year-on-year), of which 64% came from 13-34-year-olds. Total watch time also grew significantly, by 250% in 2018 to 650 million minutes. The brand now reaches over two million UK 16-34-year-olds on YouTube every month (watching for over five minutes on average).



This is fantastic journalism. Hats off to Channel 4 News for lifting the lid and digging deep."

Stewart McDonald MP

Data, democracy and dirty tricks

Channel 4 News' story of the year was its award-winning undercover investigation into Cambridge Analytica and its ties to social media giant Facebook.

In March 2018, working in close partnership with *The Observer*, the *New York Times* and journalist Carole Cadwalladr, a whistleblower revealed to *Channel 4 News* how UK data firm Cambridge Analytica secretly campaigned in elections across the world. Bosses were filmed talking about using bribes, ex-spies, fake IDs and sex workers to further their clients' ambitions.

Misappropriating data from an estimated 87 million Facebook accounts, the firm targeted British and American voters through fake advertisements on the social network to seek to influence how they voted in elections, including the Brexit referendum and the US presidential elections.

Our investigation had huge immediate – and real-world – repercussions. Alexander Nix, Chief Executive of Cambridge Analytica, was suspended as a result of the exposé. The UK's Information Commissioner obtained a search warrant for Cambridge Analytica's London premises. Facebook lost \$36 billion in market value and the company announced it would change the way that it shares data with third-party applications. The Electoral Commission and the House of Commons DCMS Select Committee opened investigations. And Mark Zuckerberg, Facebook's founder and CEO, was called to appear before the US Senate's Commerce and Judiciary committees to discuss data privacy on the social network. The repercussions of this investigation continue to play out, with further ongoing public inquiries around the world into Facebook's activities.

Channel 4 News was recognised for its work on the investigation in the 2018 British Journalism Awards, jointly winning the Investigation of the Year prize with *The Observer*. Judges noted: "This was a fantastic example of a collaborative investigation. Both organisations showed long-term commitment to this story and both made a contribution appropriate to the genre they were working in."



Channel 4 News

Social change (continued)

At home and further afield

Our flagship *Dispatches* and *Unreported World* strands investigated the things that matter to communities that are often neglected by the state and ignored by the media – both in the UK and across the world.

Dispatches aired almost entirely in a peak-time 8pm slot in 2018, bringing large audiences to its domestic and international investigations on topics such as poverty, homelessness and the British legal system. Across 21 films this year, *Dispatches* averaged close to one million viewers per episode and attracted a lot of attention in Parliament and in the wider media. For example, our *Breastfeeding Uncovered* film was screened in Parliament and our *Baby Bank* film was used by MPs to highlight the poverty crisis in the UK during a debate in Parliament.

Overseas, the *Dispatches* team exposed international scandals through impactful documentaries including *Myanmar's Killing Fields*, which provided evidence of years of repression, violence and mass murder by the Myanmar authorities against the Rohingya people, and *UN Sex Abuse Scandal*, which exposed how more than 1,700 UN peacekeepers have been accused of raping the vulnerable people they are meant to protect. Based on the evidence uncovered in this film, the UN has launched a new independent investigation and report.



Unreported World



Dispatches

Reporters from our multi-award-winning foreign affairs series *Unreported World* also uncovered stories that have been ignored by world media. *Unreported World's* 12 films explored wide-ranging international stories including the deadly gold rush in South Africa, sex tourism in the Dominican Republic and the public health crisis caused by pollution in Mongolia.

Unreported World also joined into a unique partnership with social media and entertainment giant LADBible, helping to make our content available to a young-skewing online audience. Together, our five most-watched videos received in excess of five million views.



Prison

Challenging perceptions

Beyond News and Current Affairs, our other genres also helped to stimulate debate and inspire change among the British public in 2018.

My F-ing Tourette's Family, which attracted 1.8 million viewers, showed the challenges of raising a young boy with Tourette's Syndrome, helping viewers to better understand the illness and challenge perceptions.

Factual Entertainment series *Bride & Prejudice*, which looked at couples facing objections to their marriages, reached 6.2 million people and challenged perceptions: close to half of viewers said the programme had opened their eyes to modern relationships.

Our lifestyle programming also acted as a catalyst for positive change in people's lives, with a range of programmes such as *Live Well For Longer*, *Food Unwrapped*, and *Secrets of our Favourite Snacks* exploring how we can live life better.

Many of our documentaries also raised thought-provoking or challenging issues. Filmed over seven months inside HMP Durham, *Prison* offered unprecedented access and insight into life behind bars, exploring the issues faced by prisoners and prison staff, such as drug abuse, violence and mental health. The series, directed by Paddy Wivell, was our best-performing new factual and non-scripted series of 2018, with an average of 2.3 million viewers.

Countdown to Brexit

As the UK moved closer to leaving the European Union, Channel 4 commissioned a range of Brexit-related programmes in 2018 that sought to explain, uncover and challenge.

With calls growing louder for a second Brexit referendum throughout the year, Channel 4 commissioned an exclusive poll to uncover the British public's views. The survey, conducted by Survation among 20,000 people from every constituency in Britain, was the largest independent survey on public opinion on Brexit since the referendum.

The results were unpacked during a live studio discussion in November. *Brexit: What The Nation Really Thinks* was hosted by Krishnan Guru-Murthy in Birmingham – the most evenly-split city in Britain in the 2016 referendum.

The debate featured Justice Secretary David Gauke, Shadow Trade Secretary Barry Gardiner, Caroline Lucas ('The People's Vote') and Nigel Farage ('Leave Means Leave'). Pulling in 1.3 million viewers, the debate stimulated important and insightful discussion during a particularly politically-charged period.

This programme was followed up by *The Real Brexit Debate* in December. Just days before MPs were given a 'meaningful vote' on Brexit in Parliament, the live, hour-long programme brought together four high-profile politicians to debate the realistic options remaining for the UK.

In addition, *Channel 4 News* produced a series of in-depth, intellectually-rigorous animated videos – specifically aimed at young people – to break down the most complicated political process of their lifetime. These have performed strongly: one of the explainers is the single most-watched piece of news content about Brexit on YouTube, watched by 1.5 million people under the age of 34.



Food Unwrapped

Social change

(continued)

Stand Up To Cancer

Stand Up To Cancer returned to Channel 4 in October – and the RTS award-winning and BAFTA-nominated national fundraising campaign was bigger and better than ever before.

Launched in 2012, the joint national fundraising campaign from Cancer Research UK and Channel 4 raises funds for research to accelerate new cancer treatments and tests, saving more UK lives, more quickly.

Dozens of celebrities from across the worlds of entertainment, music and sport – including Michael Bubl , Emeli Sand , James Corden, Sharon Horgan, Sting and John Legend to name but a few – took part in programming throughout the month, which culminated in a live telethon presented by Alan Carr, Maya Jama and Adam Hills.

In the run-up to the live show, we featured a line-up of celebrity-packed programming, with a number of our shows – including *Celebrity Gogglebox*, *Celebrity First Dates*, *Celebrity Hunted*, *Celebrity Island*, *The Great Celebrity Bake Off for Stand Up To Cancer* and brand new *Celebrity Call Centre* – getting Stand Up To Cancer makeovers.

A huge £24.6 million was raised for cancer research this year – the most successful campaign to date, exceeding the amounts raised over the previous six years.

Viewing also hit new records, with the combined reach of all Stand Up To Cancer programming totalling 25.2 million people, or 42% of the TV population. This is a far higher proportion of people than our 2016 campaign, which reached 18.7 million people (32% of the TV population).

Despite being a challenging watch at times, viewers recognised the importance of the programming, both in terms of its educational value and the significant funds raised on behalf of Cancer Research UK.

Nine in ten viewers agreed that the programme dealt with difficult issues in a sensitive way, and eight in ten said it made them feel like they could make a difference when it comes to combating cancer.

What’s more, the programme also prompted action, with one-third of viewers stating they had donated to a cancer charity since watching. And 15% of viewers also claimed to have made a positive change to their family’s lifestyle after watching *Stand Up To Cancer 2018*.

85%

of viewers said Stand Up To Cancer made them think differently about the challenges facing those with cancer

£24.6m

was raised by Stand Up To Cancer this year

42%

of the TV population watched Stand Up To Cancer programming in 2018

15%

of viewers claim to have made a positive change to their family’s lifestyle after watching Stand Up To Cancer

TESTIMONIAL

“Thanks to the brilliant and dedicated team at Channel 4, our Stand Up To Cancer campaign has raised over £62.9 million. Since its launch in 2012, the partnership has gone from strength to strength. The award-winning live show and special programming have proven to be a huge hit with the public, inspiring millions of people to raise money for life-saving research – including Channel 4 staff, who have raised a fantastic £200,000.

“All of this has enabled Cancer Research UK to fund 35 research trials, with another 15 projects joining the portfolio in 2019 – research that will help us to beat cancer.”

Simon Harrison,
Head of Stand Up To Cancer,
Cancer Research UK



SU2C viewing hit new records



Celebrity Gogglebox for Stand Up To Cancer