



critical thought creating change

Challenge with purpose

At its most impactful, Channel 4's content exposes the truth and acts as a powerful catalyst for change. Through our best-in-class news and current affairs, our challenging documentaries and searing dramas, we're unafraid to say something about modern Britain.

Four areas of focus:

-  British creativity
-  Digital excellence
-  Nations and Regions
-  Young and diverse



Jon Snow

Fatima Manji



10.1m

followers on social media



Channel 4 News



Channel 4 News

Renowned for its high-quality journalism, hard-hitting stories and global impact, *Channel 4 News* provides news and analysis for people who want to know ‘why?’. It’s a key element of Channel 4’s remit to deliver high-quality innovative, alternative content that challenges the status quo.

Key editorial highlights for 2021 included Lindsey Hilsum’s on-the-ground reporting from Afghanistan; Jamal Osman’s coverage of the Tigray conflict in Ethiopia; and Ayshah Tull’s reports on the St Vincent volcanic eruption. Krishnan Guru-Murthy also hosted the first UK-wide televised debate of Scotland’s main party leaders. The year also saw the end of an era as acclaimed broadcaster and journalist Jon Snow stepped down after 32 years at *Channel 4 News*.

Channel 4 News has continued to achieve huge success with reaching audiences digitally. On Twitter, a video on Professor Chris Whitty responding to concerns that the NHS was prioritising Covid over other serious health issues drew 3.3 million views, while our fond farewell to presenter Jon Snow received 1.2 million views.

It was a strong year for *Channel 4 News* on Snap as well, with our two strands, *Divided America* and *Divided World*, becoming mainstays of our digital output, attracting a loyal audience of nearly 400,000 subscribers. Our podcasts, *The Fourcast* and the award-winning *Ways to Change the World*, continued to build their audiences, each with around 1 million downloads across the year.

TikTok was a new focus in 2021, with pieces on subjects such as upskirting, needle spiking and the increased visibility of disability on reality TV together drawing over 1 million likes. Across the main social media platforms (Facebook, YouTube, Twitter, Instagram, Snapchat and TikTok), *Channel 4 News* had 10.1 million followers/subscribers by the end of 2021.

Having reached a record 9.8 million people on linear in 2020, as viewers tuned in for the latest updates on the pandemic, viewing figures in 2021 returned to pre-pandemic levels. Over the year, an average of 7.7 million people watched *Channel 4 News* for at least 15 consecutive minutes each month on the main channel, across the main weekday evening programmes and the daytime and weekend bulletins.

Channel 4 News continues to appeal to ethnically diverse audiences. This group represented 17% of the programme’s total viewing in 2021, an increase of two percentage points year-on-year, taking this figure to its highest-ever level since it was first reported in 2009. Channel 4 remains the only main PSB channel whose news-viewing by ethnically diverse audiences exceeds this group’s representation in the UK population (estimated to be around 13%-14%).

The programme continues to appeal to young people, with 16-34-year-olds accounting for 8% of the *Channel 4 News* audience across the year. While this is higher than the corresponding viewer profiles of the other main PSB channels’ national news programmes (which ranged from 5% to 7%), it’s three percentage points down year-on-year, as young audiences migrate faster than other age groups to social media to access *Channel 4 News*.



You don't have to be a mother for this to affect you. On a human level, it's not okay.

Rochelle Humes
Dispatches: The Black Maternity Scandal

Shining a light

#BlackMaternityScandal



#BlackMaternityScandal

Dispatches: The Black Maternity Scandal

on what matters



Talked-about documentaries

At their best, our shows drive the national conversation, helping to cement Channel 4's position as the UK's most distinctive broadcaster.

Across three episodes, *Undercover Police: Hunting Paedophiles*, reached 5.1 million viewers. Three years in the making, this hard-hitting documentary series gained exclusive access to some of the most secretive covert units working in modern day policing, and witnessed the work of undercover detectives as they went about their search for paedophiles operating online.

The series was impactful, with a huge 94% of viewers agreeing that programmes like these are important as they shed light on key issues in society. Importantly, it also prompted 42% of viewers with children aged under 16 to talk to them about the issues raised in the programme.

Also this year, *Caroline Flack: Her Life and Death* told the story of the actor/presenter's life and the impact that fame, mental health issues, press and social media had on her. In this powerful and revealing film, her friends and family spoke candidly about her rise to fame and examined the role that the media played in her death.

Described by *The Guardian* as "a compassionate eulogy suffused with pain" and by *The Telegraph* as "a sensitive study of suicide and mental health", it generated many conversations on social media, with many users adopting the hashtag #BeKind. The film struck a chord with audiences, attracting an audience of over 3 million viewers, equivalent to a 13.9% audience share – an impressive 91% above the slot average.

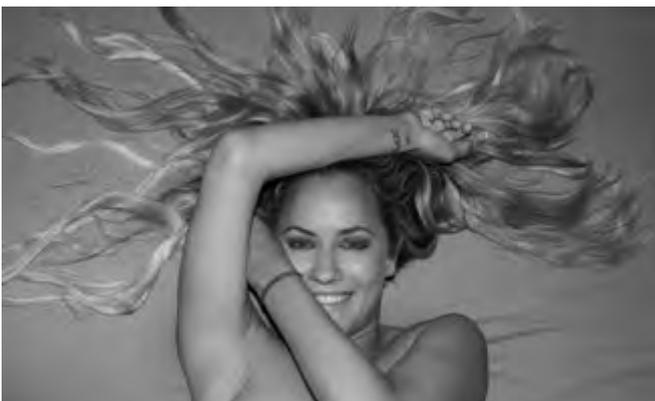


Undercover Police: Hunting Paedophiles

Dispatches: The Black Maternity Scandal

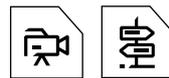


Caroline Flack: Her Life and Death





Dispatches: India's Rape Scandal



Dispatches

Dispatches is Channel 4's award-winning current affairs strand. Its topical documentaries are often investigative. They're sometimes opinionated. They're always original.

Last year, across 23 episodes, the series tackled hard-hitting subjects ranging from India's rape scandal to the performance of our much-loved NHS.

The most-watched episode in 2021, attracting 1.2 million viewers (a 6.2% viewing share), was *The Truth About Electric Cars*. With the country fretting over climate change and fuel shortages, journalist Morland Sanders looked into whether hybrid electric cars are as clean and green as we think.

Rape: Who's On Trial was filmed over two years by an all-female team. It followed four separate investigations by the Avon and Somerset Constabulary and shed light on the challenges faced by the police force and victims in securing convictions. This hard-hitting documentary was followed by a debate hosted by Jackie Long, which looked at the issues raised and asked what can be done. And *The Black Maternity Scandal* investigated why Black women were five times more likely than White women to die during pregnancy and childbirth. Hosted by Rochelle Humes, the award-winning documentary sparked a national conversation and helped to create a change in government policy.

Alongside *Dispatches*, our foreign affairs series *Unreported World* revealed some of the world's biggest untold stories. Channel 4 reporters were on the front line in Myanmar as protesters defied the military junta's coup, and they travelled to Serbia to interview migrants who had been beaten back from the EU border. In the most popular documentary of the series, Krishnan Guru-Murthy headed to New York to explore the Big Apple's epidemic of homelessness, made worse by Covid-19, race inequality and alleged profiteering.

Dispatches: Rape: Who's On Trial?



Close to

1m

viewers watched
Joe Lycett vs
the Oil Giant



Tackling the climate emergency

In autumn 2021, the UK hosted COP26 – a pivotal moment in the fight against climate change. Channel 4 offered a unique, entertaining and sometimes irreverent look at how the climate emergency is affecting us all.

Channel 4's creative response to the climate emergency highlighted a distinctive range of climate change programming, from hard-hitting investigations such as *How Green Is the Government? Dispatches* and Kieran Hodgson's irreverent documentary *How We Forgot to Save the Planet*, to *Celebrity Trash Monsters: What's Your Waste Size?*, in which celebrities wore suits containing their own rubbish to educate themselves on the impact of household waste.



Celebrity Trash Monsters: What's Your Waste Size?

Celebrity Trash Monsters



Celebrity Trash Monsters: What's Your Waste Size?

What's Your Waste Size?



Thought-provoking and eye-opening...



24 Hours in Police Custody



A distinctive look at policing in the UK

Channel 4's landmark documentary series *24 Hours in Police Custody* returned in 2021. The fly-on-the-wall series followed Bedfordshire Police as they attempted to catch criminals and get answers for victims and their families.

With more than 80 cameras following Bedfordshire Police – from Luton Police Station's holding cells to the heart of major crime investigation teams – viewers learned first-hand the challenges faced by officers and detectives. Each episode looked into real-life dramas at their most intense, bringing viewers unique access into major crimes.

At times a tough watch, this year's run covered sexual violence, murder, assault, child abuse and neglect. Viewers praised *24 Hours in Police Custody* for being "eye-opening" and "thought-provoking". Some nine in ten viewers agreed that the series has made them realise what police officers have to deal with on a day-to-day basis, and six in ten viewers felt the series had increased both their trust and confidence in the UK police force.

The show, which launched in 2014, continues to perform strongly for Channel 4. Over its eight-year run, it has reached 29.6 million viewers on linear TV alone, including almost half of all 16-34-year-olds.



24 Hours in Police Custody

Help



BAFTA-winning screenwriter Jack Thorne wrote *Help* to shine an unflinching light on the care sector during the pandemic. “I wanted viewers to feel anger. Real anger,” he says. “We have to tell these stories because people are being ignored.”

The one-off, feature-length drama was set in a fictional Liverpool care home called Sunshine Homes in 2020, and explored the relationship between newly qualified carer Sarah (played by Jodie Comer) and Tony (Stephen Graham), a patient with young-onset Alzheimer’s.

When Covid-19 strikes, Sarah and her colleagues fight tooth and nail to protect the residents but are ill-equipped, poorly prepared and left helpless by the powers that be – despite the government’s promise that it has thrown a ‘protective ring’ around care homes. In an unbroken, 25-minute single take – reminiscent of a horror movie – the camera follows Sarah as the nightmare unfolds around her.

Help highlighted the panic, fear and desperation experienced by those working or resident in care homes during the pandemic. It pointed an accusing finger at government policy decisions that saw a shocking 40% of all Covid-19 deaths between mid-March and mid-June 2020 being of care home residents. “I hope that this film goes some way in telling the unseen and unheard stories of our country’s carers and the horrendous position they found themselves in,” says Jodie Comer.

Within a week of airing, the programme had attracted a record-breaking 1.4 million views online, making it the best drama launch on All 4. And with a consolidated average TV audience of 3 million, it is Channel 4’s second-best one-off drama after *Mo* (4.2 million) in 2010. Viewers described *Help* as “heart wrenching”, “an incredibly moving, powerful bit of telly” and “a voice for the voiceless”.

1.4m

views online, making it the best drama launch on All 4

Help

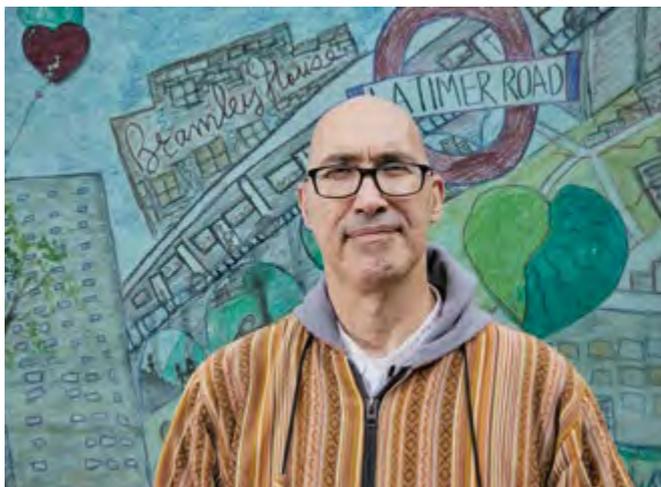




An incredibly moving, powerful bit of telly.



Grenfell: The Untold Story



The Diana Interview: Truth Behind the Scandal



Hunting the Football Trolls – Jermaine Jenas



Challenging preconceptions and shaping culture

Channel 4's most powerful shows test boundaries and inspire critical thought. Highlights in 2021 included *Davina McCall: Sex, Myths and the Menopause*, which initiated conversations about the menopause; *Cops on Trial: Dispatches*, which revealed the scale of sexual misconduct by serving police officers; *Grenfell: The Untold Story*; *The Truth About Police Stop & Search* and *Hunting the Football Trolls – Jermaine Jenas*.

Meanwhile, *The Diana Interview: Truth Behind the Scandal* led to the exposure of dirty tricks used by journalist Martin Bashir to obtain the famous Diana interview and the BBC's subsequent cover-up. And our *Rape: Who's on Trial?* night of programming, which comprised a major 90-minute documentary followed by a debate, was one of the most revealing and thoughtful explorations of the criminal justice system's failures over rape seen on British TV.



For far too long, there's been a shroud of embarrassment, shame and fear around this topic, and this is where it stops!

Davina McCall



Davina McCall: Sex, Myths and the Menopause



Davina McCall: Sex, Myths and the Menopause

With nine in ten women saying that the menopause affects their work, and around half that their sex lives are adversely affected, *Davina McCall: Sex, Myths and the Menopause* fearlessly tackled the midlife taboos that can destroy women's jobs and relationships, exposing the lack of specialist education for GPs and the confusion that still exists around hormone replacement therapy.

With startling honesty, Davina described her own menopause journey in a bid to get women talking about theirs, and discovered that help is out there.

The one-off documentary reached 2.5 million viewers, equivalent to 4.1% of the TV population, including 5.8% of women, and a notable 14% of women aged 45-54.

Its impact on viewers was strong, with 83% agreeing that the programme made them think differently about the challenges menopausal women face, and three-quarters claiming to feel better informed about the help or support available to women going through the menopause. Significantly, 56% of viewers reported that they felt more comfortable asking questions about the menopause since watching it.

More than 21,000 health professionals have signed up for training about the menopause since the documentary aired. It kickstarted a national conversation that continues today.

2.5m

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(4.1% of TV population)

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