

STATEMENT OF MEDIA CONTENT POLICY

HIGHLIGHT

The Great British Bake Off

A highlight of 2017 was The Great British Bake Off, which launched on Channel 4 to huge critical acclaim and some of the largest audiences in our history.

The amateur baking competition has become a quintessential British television staple and cultural reference. It is also one of the country's favourite shows, appealing to vast audiences across all demographics and bringing families together for a shared viewing experience.

Produced by Love Productions, *The Great British Bake Off* was moved from the BBC to Channel 4 in 2017. The innovative and uniquely Channel 4 line-up of presenters was instrumental to the programme's successful transfer, alongside the diverse cast of 12 amateur bakers.

In its new home, the programme welcomed restaurateur, food writer and novelist Prue Leith alongside Paul Hollywood as judges. Presenter, comedian and writer Sandi Toksvig and comedian and actor Noel Fielding also joined the expert judges to present the show, which premiered on Channel 4 in August.

The show was an unparalleled success for Channel 4. *The Great British Bake Off* was the most watched series of the year across all of British television amongst 16-34-year-olds, for both volume of viewers and primetime share.

The Great British Bake Off is also a strong example of Channel 4's business model, where superstar programmes help to bring in audiences – and therefore revenues – which help to fund public service programmes and deliver our public service remit.

Across the series, the programme attracted an average audience of nine million viewers, with an average share of 54.5% of 16-34-year-olds. The programme was also a hit on our on-demand platform All 4, with the first episode becoming the most watched programme ever on All 4, and the series breaking many of the platform's viewing and registration records. The programme was also a critical success, attracting favourable reviews in the press and strongly positive sentiment across social media by the public.

All ten episodes feature in the top 25 programmes shown on Channel 4 since modern reporting began. The series peaked at the final with 10 million viewers, which represented more than one in three TV viewers across the UK.

Our Christmas special, *The Great Christmas Bake Off*, was also a huge success on Christmas Day. It delivered an average audience of 4.8 million viewers and a 16.1% share, making it Channel 4's biggest Christmas Day audience since our modern records began.


The Great British Bake Off will return in 2018, alongside a suite of spin-off programmes, including after-show *The Great British Bake Off: An Extra Slice*, hosted by Jo Brand; *The Great Celebrity Bake Off for Stand Up To Cancer*, which sees celebrities enter the Bake Off tent to impress our judges with their baking skill; and *Bake Off: The Professionals*, where 12 professional duos from across the UK will go head to head in a series of competitive heats judged by celebrated pastry chefs Cherish Finden and Benoit Blin.



The Great British Bake Off

54.5%

Share of 16-34 year olds across the series



"On a new channel with a largely new cast, would this delicate confection still taste as sweet? The answer has proved to be an empathetic yes."

The Sunday Telegraph