

REMIT PERFORMANCE



YOU'VE BEEN SAYING

PEOPLE

Maintaining and growing our connection with young people is now, more than ever, a key focus for Channel 4. Across all our output, our alternative and distinctive approach to subjects appeals strongly to young audiences, and our programmes tend to focus on themes that are particularly relevant to young people. Factual programmes especially often contain educational content that helps young people develop life skills, bridging the knowledge gap between what is taught in the classroom and at home, and supporting young people, especially 14-19-year-olds, as they transition from childhood to adulthood.

Engaging young people

16.4%
portfolio viewing share among
16-34-year-olds (+1%)

5.2%
viewing share for E4 among
16-34-year-olds (+5%)

3rd
Channel 4 is the third most
popular UK TV channel
among 16-34-year-olds (=)

7.5%
Channel 4 has a share of 7.5%
of 16-34-year-olds (+1%)

2018 ambitions

- We will grow our emphasis on young-skewing popular Factual, Education and Entertainment content with new programmes including *Class of Mum and Dad* plus extended returning series such as *Ackley Bridge* and *Lego Masters*. We will also launch new titles that appeal to 10-14-year-olds, including *Postcode Playdates*. Meanwhile, new series *Derry Girls* will showcase an array of new on-screen talent from Northern Ireland.
- We will further build on our successful online strategy to engage young people in News and Current Affairs and explore issues that impact their lives, while our Education content will continue to focus on life skills for teens.

This approach results in disproportionately strong viewing figures relative to other public service broadcasters, particularly in our factual genres. In 2017, Channel 4 programmes accounted for seven of the top ten factual entertainment shows among young audiences, with *The Great British Bake Off* attracting higher viewing figures and share amongst 16-34-year-olds than any other series.

Our factual genres are one of the most effective ways to engage with young people. Of our ten top-performing programmes among 16-34-year-olds, eight were original commissions and seven came from factual genres.

REMIT PERFORMANCE
YOUNG PEOPLE CONTINUED

Engaging young audiences is a core part of our remit. We work hard to commission programmes that appeal to 16-34-year-olds, an increasingly hard-to-reach audience as young viewers migrate towards on-demand content and platforms. In 2017, our programmes tackled serious subjects such as cyber bullying (*Hollyoaks*, *Ackley Bridge*), sexuality (*50 Shades of Gay*, *Is Love Racist?*, *The Sex Testers*), and fake news (*The Fake News Show*).

Viewing amongst 16-34-year-olds was particularly strong in Factual genres this year. In Factual Entertainment, seven of the UK's top ten programmes amongst 16-34-year-olds were shown on Channel 4. New launches such as *The Great British Bake Off*, *Celebrity Hunted* and *First Dates Hotel* complemented existing titles such as *The Island*, *Gogglebox*, *The Undateables* and *Travel Man*.

Overall, the main channel's share of 16-34-year-olds grew by one percentage point in 2017, in a highly competitive market. Indeed, for the first time, ITV2 overtook E4 in terms of 16-34-year-old viewing share in 2017, largely due to ITV2's success with *Love Island*. Our dedicated youth-focused digital channel, E4, saw a 5% rise in viewing amongst 16-34-year-olds, thanks to the continued success of shows such as *Made in Chelsea*, *Tattoo Fixers* and *Celebs Go Dating*.

Our flagship soap *Hollyoaks* has run on Channel 4 for more than 20 years and continues to be the youngest-skewing soap on British television. 65% of its audience on E4 were under the age of 35, whilst across Channel 4 and E4 it reached 50% of 16-34-year-olds in 2017, or 7.2 million young viewers. With storylines in *Hollyoaks* featuring a range of important contemporary themes in 2017 – including mental health, sexuality and relationships – the soap continues to provide a platform to tackle important social issues.



▲
Hollyoaks

50%

Hollyoaks reached 50% of the 16-34-year-old TV-viewing population in 2017

7.2m

Hollyoaks viewers under 35

Older children strategy – focusing on prime time

Our strategy for older children is to provide content that reflects their lives and interests while also having popular mainstream appeal amongst broader age groups. This was exemplified by *Child Genius*, an annual competition to find the UK's child prodigies.

In 2017, we sought to develop successful returnable formats for this audience. *Lego Masters* was a new commission that put children's Lego design and construction skills to the test. It aired at 8pm on Thursdays in August and September, forming part of a deliberate strategy to schedule programmes that appeal to 10-14-year-olds in the pre-watershed 8pm time slot. This strategy was extremely successful, with a 38% increase in viewing share amongst 10-14-year-olds in this time slot, a bigger increase than for any other age group.

Lego Masters will return as an extended series in 2018, along with *Postcode Playdates*, in which families with children from the same neighbourhood but across social divides will open their doors to their neighbours' offspring for a playdate for the very first time.

As well as programmes made specifically for 10-14-year-olds, Channel 4 engages this age group with a wide range of programming, including programmes for young audiences more generally (such as *Ackley Bridge*) and programmes with broad family appeal, such as *The Secret Life of 4 and 5 Year Olds* and *The Great British Bake Off*.

Channel 4's appeal to older children was evidenced by Ofcom research in 2017 which found that 48% of 10-14-year-olds "like or love" the Channel 4 family, rising to 63% among regular Channel 4 viewers.

SUSSEX



Lego Masters

New format *Lego Masters* attempted to find Britain and Ireland's most talented amateur Lego builders. Hosted by Melvin Odoom, eight pairs of children competed against one another by designing and building intricate Lego masterpieces.

The programme was developed with the aim both to appeal to the tastes of older children and also to meet our renewed strategy to develop strong returnable formats that are educational and entertaining. It performed strongly with a series average audience of two million viewers and a 9.7% viewing share.

The series became Channel 4's biggest prime time series for children by viewers since 2014: it gained a 24.2% viewing share for 10-15 year olds (272% higher than the slot average) and a 22.7% share of 4-9 year olds (254% above the slot average). The programme will return in 2018.

Our strategy has been to develop strong returnable formats that are not just educational – but also watchable.



◀ *The Secret Life of 4 and 5 Year Olds*



◀ *The Great British Bake Off*

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YOUNG PEOPLE CONTINUED

Fake News Week

It's never been easier to spread fake news stories. In the last year, new websites have sprung up posting unverified and untrue information, which has been shared widely on social media. Channel 4 dedicated a week-long season of programming in February 2017 to look at the 'post-truth' world.

Working with its award-winning Fact Check team, *Channel 4 News* explored where fake news comes from and the implications of the spread of fake news in a special programme. It also hosted an interactive Q&A on the subject using Facebook Live. The season also included two documentaries that looked at different aspects of the manipulation of truth (*Confessions of A Paparazzi* and *Britain's Greatest Hoaxer*)

as well as entertainment programmes, such as the one-off comedy panel show *The Fake News Show*, which dissected the outlandish headlines and wild lies that have pushed 'post-truth' to the front pages.

The Fake News season reached a total of 7.5 million viewers across the week, 1.6 million of whom were young people. This equates to 11.3% of 16-34-year-olds across the UK.

Channel 4 News' special programme performed especially strongly with young people, with a 40% boost in viewing share amongst 16-34-year-olds relative to its slot average, and an even higher 51% increase vs slot average for 16-24-year-olds.

Channel 4 News



57%

of 18-24 year olds state they are worried about the effects of fake news

1.6m

 viewers were young people

11.3%

of 16-34 year olds across the UK

Viewers across the week

7.5m

"Judging by the way things are going, it might be a good idea to make this programme a permanent fixture."

Radio Times
(*The Fake News Show*)

Ackley Bridge

Ackley Bridge, a new drama launched in June 2017 in an 8pm prime time slot, was developed as part of Channel 4's commitment to new talent and regional production. It formed the centrepiece of our educational content provision for 14-19 year olds.

Targeted at young people, the programme is set in a fictional Yorkshire mill town, home to a largely divided white and Asian population. Based on real schools in Lancashire and Yorkshire that merged in order to unite culturally divided communities, the six-part drama follows storylines at the fictional brand new academy Ackley Bridge College. The series had a strong educational element, focusing on subjects that affect young people, such as bullying, poverty, sexuality, social integration and racism.

Filmed in Halifax, West Yorkshire, production company The Forge worked with Calderdale, Kirklees, Bradford and Leeds city councils during the development of the series.

Many of the supporting actors in the series were 'street cast' alongside professionals. These local residents – who were talent scouted in local boxing clubs, schools and community groups – provided the show with extra authenticity and grit. The production company also gave work experience placements to local students throughout the preparation and production of the show.

Ackley Bridge was one of Channel 4's most successful dramas of 2017, reaching 5.5 million viewers over the series. The show performed very strongly with younger audiences, securing an 18.5% share of 16-34 year olds. It connected more strongly still with teen audiences, achieving a 21.8% share amongst 14-19 year olds, a 446% increase on the Wednesday 8pm slot average for this age group. And amongst older children aged 10-14, its share was 441% above the slot average.

Not only was the first series of *Ackley Bridge* popular, it was also impactful. A notable 72% of 10-15 year olds said that they had spoken about the show with friends, while 65% said they had spoken to their parents about issues tackled in the programme – such as diversity and integration, bullying, personal development and identity. A further 15% were motivated to talk to a teacher about aspects of *Ackley Bridge*.

Ackley Bridge returns for an extended second series in early 2018.

"All the threads of a great series come together for a brilliant finale, bring it back soon Channel 4!"

The Sun



Q&A interview: 17-year-old Nazmeen Kauser, who played Razia in Ackley Bridge

Q

Why was *Ackley Bridge* so successful with young people?

A

The topics and storylines of *Ackley Bridge* are like modern life; when you watch it, you see today's society – it shows how we speak and how we deal with things. It's just bang on about how we live today, as kids and teenagers. It shows all our tricks!

It's a drama series, but it's just like reality – it shows what real life is like for us. Most of the young people who worked on the show came from the same background as the characters they played.

Q

How did you end up with a role on *Ackley Bridge*?

A

I was cast on the street! I was walking home after being excluded from school for a day (for refusing to take my jacket off in winter!), when I bumped into Penny Woolcock, *Ackley Bridge*'s director, and she asked if I wanted to audition for a TV show.

Obviously, in real life, a normal, young person from West Yorkshire like myself would never expect to get a main part in a TV series – but I did, and it's been fantastic. It was a bit mad, but the *Ackley Bridge* set became like a second home to me.