

## Historical record

	2004 £m	2005 £m	2006 £m	2007 £m	2008 £m	2009 £m	2010 £m	2011 £m	2012 £m	2013 £m
<b>Consolidated results:</b>										
Revenue	841	894	937	945	906	830	935	941	925	908
<b>Operating surplus/(deficit)</b>	60	57	14	(9)	(1)	4	49	41	(29)	(15)
Net financial income/(expense)	4	10	7	10	14	(2)	2	2	1	(1)
Share of profit/(loss) in joint venture	-	-	-	1	(3)	-	3	2	1	-
<b>Surplus/(deficit) before taxation</b>	64	67	21	2	10	2	54	45	(27)	(16)
Taxation	(19)	(18)	(7)	(1)	(8)	(2)	(15)	(10)	-	1
<b>Surplus/(deficit) for the year</b>	<b>45</b>	<b>49</b>	<b>14</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>39</b>	<b>35</b>	<b>(27)</b>	<b>(15)</b>

All figures are shown under Adopted IFRS.

### Advertising sales

	2004 £m	2005 £m	2006 £m	2007 £m	2008 £m	2009 £m	2010 £m	2011 £m	2012 £m	2013 £m
Channel 4 Sales House	720	769	777	825	790	707	819	939	916	935
Other	2,695	2,718	2,523	2,608	2,487	2,179	2,490	2,442	2,430	2,616
<b>Total broadcast</b>	<b>3,415</b>	<b>3,487</b>	<b>3,300</b>	<b>3,433</b>	<b>3,277</b>	<b>2,886</b>	<b>3,309</b>	<b>3,381</b>	<b>3,346</b>	<b>3,551</b>
	%	%	%	%	%	%	%	%	%	%
Channel 4 Sales House share	21.1	22.1	23.5	24.0	24.1	24.5	24.8	27.8	27.4	26.3
Other share	78.9	77.9	76.5	76.0	75.9	75.5	75.2	72.2	72.6	73.7
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

### Audience share (portfolio)

	2004 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013 %
BBC (nine channels)	36.6	35.2	34.5	34.0	33.5	32.6	32.9	32.9	33.6	32.4
ITV (five channels)	24.1	24.0	22.9	23.1	23.2	23.1	22.9	23.1	22.4	23.1
<b>Channel 4 excl S4C (six channels)</b>	<b>10.3</b>	<b>10.8</b>	<b>11.9</b>	<b>11.7</b>	<b>11.8</b>	<b>11.5</b>	<b>11.4</b>	<b>11.6</b>	<b>11.5</b>	<b>11.0</b>
Channel Five (three channels)	6.6	6.4	5.9	6.0	6.1	6.1	5.9	5.9	6.0	6.0
Other (> 350 channels)	22.4	23.6	24.8	25.2	25.4	26.7	26.9	26.5	26.5	27.5
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

The number of channels in brackets indicates the number of channels in that portfolio as at 31 December 2013.

Source: BARB all individuals

### Audience share

	2004 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013 %
BBC1	24.7	23.3	22.8	22.0	21.8	20.9	20.8	20.7	21.3	21.0
BBC2	10.0	9.4	8.8	8.6	7.8	7.5	6.9	6.6	6.1	5.8
ITV and GMTV	22.8	21.5	19.6	19.2	18.4	17.9	17.0	16.6	15.7	16.2
<b>Channel 4 excl S4C</b>	<b>9.6</b>	<b>9.6</b>	<b>9.6</b>	<b>8.6</b>	<b>8.1</b>	<b>7.4</b>	<b>7.0</b>	<b>6.8</b>	<b>6.6</b>	<b>6.1</b>
Channel Five	6.6	6.4	5.7	5.2	5.0	4.9	4.5	4.4	4.5	4.4
Other	26.3	29.8	33.5	36.4	38.9	41.4	43.8	44.9	45.8	46.5
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Source: BARB all individuals