

## Historical metrics 2011–2015

	Page ref	2011	2012	2013	2014	2015
<b>Creativity</b>						
<b>Commissioning success</b>						
Number of major television and film awards won	94 to 101	44	46	40	64	<b>45</b>
Originated content spend (£m)	19, 110	419	434	429	430	<b>455</b>
<b>Engaging audiences</b>						
Portfolio high peak-time viewing share (8–11pm)		12.7%	12.6%	12.4%	12.5%	<b>12.9%</b>
Portfolio viewing share ABC1s		11.5%	11.4%	11.3%	10.9%	<b>11.0%</b>
Portfolio viewing share 16–34-year-olds	36	17.0%	16.9%	16.7%	17.0%	<b>16.5%</b>
Channel 4 viewing share	35	6.8%	6.6%	6.1%	5.9%	<b>5.9%</b>
Portfolio viewing share	35, 111	11.6%	11.5%	11.0%	10.9%	<b>10.6%</b>
Portfolio 15 minute reach	34	88.7%	88.1%	86.8%	85.2%	<b>83.8%</b>
<b>Digital and innovation measures</b>						
Digital revenues (£m)	108	50	51	61	63	<b>82</b>
Registered viewers (m) <sup>1</sup>	43	3.2	6.3	10.2	11.3	<b>13.1</b>
<sup>1</sup> Registered viewers are net of duplicate and active users within the last two years.						
<b>Sustainability</b>						
<b>Financial metrics</b>						
Corporation revenue (£m)	108, 138	941	925	908	938	<b>979</b>
Content and marketing spend (£m)	148	635	667	649	651	<b>685</b>
Year end cash (£m)	140	290	261	238	222	<b>252</b>
Non-advertising and sponsorship revenue (£m)		96	81	62	69	<b>54</b>
Content and marketing spend and surplus/(deficit) as a percentage of revenue		72%	69%	70%	69%	<b>73%</b>
Other operating costs as a percentage of total costs		29%	30%	30%	30%	<b>28%</b>
Pre-tax surplus/(deficit) (£m)	138	45	(27)	(16)	4	<b>26</b>
<b>Ad sales measures</b>						
Sales House SONAR	177	27.8%	27.4%	26.3%	25.9%	<b>26.4%</b>
Advertising and sponsorship revenue (£m)	110	845	844	846	869	<b>925</b>
SOCI portfolio high peak-time (8–11pm)		19.7%	19.9%	18.7%	19.1%	<b>19.7%</b>
SOCI portfolio ABC1s		19.7%	19.9%	19.0%	18.2%	<b>18.5%</b>
SOCI portfolio 16–34-year-olds		24.7%	24.8%	23.3%	23.3%	<b>22.5%</b>
SOCI portfolio		18.4%	18.5%	17.1%	16.6%	<b>16.2%</b>

## Historical metrics 2011–2015 *continued*

	2011	2012	2013	2014	2015
<b>Performance versus competitors</b>					
<b>Portfolio viewing share</b>					
Channel 4	11.6%	11.5%	11.0%	10.9%	<b>10.6%</b>
BBC	32.9%	33.6%	32.4%	33.1%	<b>32.8%</b>
ITV	23.1%	22.4%	23.1%	22.0%	<b>21.2%</b>
Channel 5	5.9%	6.0%	6.0%	5.9%	<b>6.0%</b>

Source: BARB all individuals

<b>Portfolio high peak-time viewing share 8–11pm</b>					
Channel 4	12.7%	12.6%	12.4%	12.5%	<b>12.9%</b>
BBC	33.0%	34.1%	32.8%	33.3%	<b>33.0%</b>
ITV	25.4%	24.3%	24.9%	24.0%	<b>22.9%</b>
Channel 5	7.3%	7.2%	7.2%	7.0%	<b>7.1%</b>

Source: BARB all individuals

<b>SOCI portfolio</b>					
Channel 4	18.4%	18.5%	17.1%	16.6%	<b>16.2%</b>
ITV	39.5%	38.3%	38.3%	36.2%	<b>34.9%</b>
Channel 5	10.1%	10.1%	9.7%	9.5%	<b>9.3%</b>
Sky	21.4%	21.7%	21.7%	25.6%	<b>24.7%</b>

Source: Donovan Data Systems

<b>SOCI portfolio ABC1s</b>					
Channel 4	19.7%	19.9%	19.0%	18.2%	<b>18.5%</b>
ITV	37.2%	36.7%	36.4%	34.6%	<b>33.7%</b>
Channel 5	8.6%	8.9%	8.9%	8.7%	<b>8.5%</b>
Sky	23.3%	23.0%	22.6%	25.8%	<b>24.0%</b>

Source: Donovan Data Systems (DDS)

<b>SOCI portfolio 16–34-year-olds</b>					
Channel 4	24.7%	24.8%	23.3%	23.3%	<b>22.5%</b>
ITV	29.4%	27.5%	27.3%	26.3%	<b>26.2%</b>
Channel 5	8.5%	8.5%	8.0%	7.7%	<b>7.6%</b>
Sky	26.3%	27.6%	27.7%	30.1%	<b>26.4%</b>

Source: Donovan Data Systems

## Historical record

	2006 £m	2007 £m	2008 £m	2009 £m	2010 £m	2011 £m	2012 £m	2013 £m	2014 £m	2015 £m
<b>Consolidated results</b>										
Revenue	937	945	906	830	935	941	925	908	938	<b>979</b>
<b>Operating surplus/(deficit)</b>	14	(9)	(1)	4	49	41	(29)	(15)	4	<b>24</b>
Net financial income/(expense)	7	10	14	(2)	2	2	1	(1)	(1)	<b>(1)</b>
Share of profit/(loss) in joint venture	–	1	(3)	–	3	2	1	–	1	<b>3</b>
<b>Surplus/(deficit) before taxation</b>	21	2	10	2	54	45	(27)	(16)	4	<b>26</b>
Taxation	(7)	(1)	(8)	(2)	(15)	(10)	–	1	(1)	<b>–</b>
<b>Surplus/(deficit) for the year</b>	<b>14</b>	<b>1</b>	<b>2</b>	<b>–</b>	<b>39</b>	<b>35</b>	<b>(27)</b>	<b>(15)</b>	<b>3</b>	<b>26</b>

All figures are shown in accordance with IFRS.

### Advertising sales

	2006 £m	2007 £m	2008 £m	2009 £m	2010 £m	2011 £m	2012 £m	2013 £m	2014 £m	2015 £m
Channel 4 Sales House	777	825	790	707	819	939	916	935	967	<b>1,047</b>
Other	2,523	2,608	2,487	2,179	2,490	2,442	2,430	2,616	2,770	<b>2,922</b>
<b>Total broadcast</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>	<b>3,737</b>	<b>3,969</b>
	%	%	%	%	%	%	%	%	%	%
Channel 4 Sales House share	23.5	24.0	24.1	24.5	24.8	27.8	27.4	26.3	25.9	<b>26.4</b>
Other share	76.5	76.0	75.9	75.5	75.2	72.2	72.6	73.7	74.1	<b>73.6</b>
<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)

	2006 %	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013 %	2014 %	2015 %
BBC (ten channels)	34.5	34.0	33.5	32.6	32.9	32.9	33.6	32.4	33.1	<b>32.8</b>
ITV (seven channels)	22.9	23.1	23.2	23.1	22.9	23.1	22.4	23.1	22.0	<b>21.2</b>
<b>Channel 4 excluding S4C (six channels)</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>	<b>10.9</b>	<b>10.6</b>
Channel 5 (five channels)	5.9	6.0	6.1	6.1	5.9	5.9	6.0	6.0	5.9	<b>6.0</b>
Other (approximately 200 channels)	24.8	25.2	25.4	26.7	26.9	26.5	26.5	27.5	28.1	<b>29.4</b>
<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 2015.

Source: BARB all individuals

### Audience share

	2006 %	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013 %	2014 %	2015 %
BBC One	22.8	22.0	21.8	20.9	20.8	20.7	21.3	21.0	21.6	<b>21.9</b>
BBC Two	8.8	8.6	7.8	7.5	6.9	6.6	6.1	5.8	6.1	<b>5.7</b>
ITV and GMTV	19.6	19.2	18.4	17.9	17.0	16.6	15.7	16.2	15.6	<b>15.0</b>
<b>Channel 4 excluding S4C</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>	<b>5.9</b>	<b>5.9</b>
Channel 5	5.7	5.2	5.0	4.9	4.5	4.4	4.5	4.4	4.4	<b>4.3</b>
Other	33.5	36.4	38.9	41.4	43.8	44.9	45.8	46.5	46.4	<b>47.2</b>
<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