

4oD Monthly Report

July 2011



Jul-11 highlights

VoD views – All Platforms

2011 YTD
242 million YoY % Change
20.9%

Jul-11
29 million

4oD on channel4.com

Average minutes per view: **24.0**

Average hours per month per unique user: **1.8**

Average monthly unique viewers: **3.4 million**

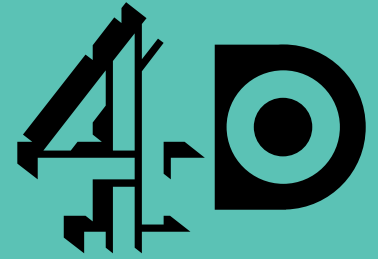
Top Series for July

Top VoD	Season	Views
Hollyoaks	2011	1,820,095
8 Out of 10 Cats	Season 11	1,075,681
Sirens	Season 1	1,060,235
Come Dine with Me	Season 22	1,040,453
The Inbetweeners	Season 3	901,696
Camelot	Season 1	812,576
Dirty Sexy Things	Season 1	754,295
The Killing	Season 1	707,928
Deal or No Deal	2011	624,105
The Big Bang Theory	Season 4	582,558

Top Genres for July

Genre	Jul-11
Entertainment	9,153,389
Drama	6,690,407
Health and Wellbeing	4,376,916
Comedy	4,161,153
Factual	2,666,139
Home	1,099,217
Lifestyle	520,534





Glossary

- **VoD Views**

- VoD views is a combination of all our 4oD VoD Platforms which covers: channel4.com, Youtube, SeeSaw, iOS, Playstation, BT Vision, Virgin Media, and Talk Talk.
- We utilise a range of sources in order to calculate views across all our platforms.
- For all Channel 4-owned platforms - a video views is when the user starts to stream the content, regardless of position in the content. Any user returning to view the content within thirty (30) minutes will not be counted.
- For channel4.com; PlayStation and iOS – we utilise Omniture Web Analytics to capture views.
- For our other platforms: YouTube, Seesaw, Virgin Media, BT Vision and Talk Talk– we rely on our platform partners to send us a detail report of every view, which we post-process to ensure data integrity.
- All our data points are thoroughly checked on a daily basis to ensure that we provide the most accurate data at all times.
- All views are all platforms unless specifically stated.

- **Average monthly unique viewers:**

- Tracked by Omniture based on cookies, this only covers 4oD on channel4.com and excludes all other platforms.