



Dame Caroline Dinenage MP
Chair, Culture Media and Sport Committee
House of Commons
London
SW1A 0AA

BY EMAIL

30 April 2025

Dear Dame Caroline

Thank you again for the opportunity to give evidence to your Committee, alongside our former Chair, Sir Ian Cheshire. I trust that you and the Committee found the session helpful.

As discussed during the session, we agreed to follow up with the Committee on a few areas of interest which I have included below, along with other areas we believe are of relevance to your ongoing work. I am also including information on Freely as discussed. This is commercially sensitive and therefore we ask that the Committee considers this information confidentially.

As the session will likely have been my last as Chief Executive of Channel 4, I would like to take this opportunity to thank you and your colleagues for your support and scrutiny of our work during my time in this role. Working at Channel 4 has been a lifetime privilege because Channel 4 is the most extraordinary organisation. What we get to do here is much more than television because we reflect our country with humour, creativity, grit, and care. Shaping the national conversation in ways no other broadcaster dares to, doing things that are bigger than programmes. I hope that with continued support from your Committee and Parliament, Channel 4 will continue to deliver not just public service – but actual public impact.

Should there be anything else you wish to discuss or would find useful, please do not hesitate to let me and my team know.

Yours sincerely

A handwritten signature in dark ink, appearing to read 'Alex Mahon'.

Alex Mahon
Chief Executive, Channel 4

Non-advertising revenue

Bayo Alaba MP asked about the portion of our revenue coming from non-advertising sources. This table shows the portion of revenue coming from these sources in 2021, 2022 and 2023.

Revenue	2021	2022	2023
£	105m	121m	101m
%	9	11	10

Our target for these revenues is 10%, meaning we matched that target in both 2022 and 2023. In absolute terms, the decline from 2022 to 2023 was as per my answer during the session - slower film revenues and certain partnership deals reaching a conclusion. We continue to develop strategic new revenue streams and remain committed to our 2025 target of 10% of revenue coming from these sources.

CPM and advertising on YouTube

I am confirming that as per my comments during the session with Damian Hinds MP, our CPM on YouTube is within 10-20% of that on our digital owned and operated platforms. As part of this section we also discussed the difference between adverts per hour or minutes per hour, and I said I would check for Mr Hinds. It is the case that as YouTube defines the rules behind the ad break experience for viewers, we use adverts per view as the metric and therefore it is not comparable to our digital owned and operated platforms where we have full control to optimise for a longform TV like experience.

Investigation into Russell Brand

As I said during the session and in my previous statements, the complaint from the former employee raised by Paul Waugh MP was not investigated as it ought to have been, given the procedures that were in place at the time, and the sincere apology I made both in private and in public for the distress this matter has caused reflects this position.

I would like to make an additional comment – when referring to the escalation of the former employee’s serious complaint in our 21 March 2024 statement and to your Committee on 1 April 2025, the phrase “senior management” / “management” referred to the former employee’s complaint having not been raised with Channel 4’s then Executive Management Team, CEO and Board, all of whom have changed since 2009.

Broadcaster letter on AI

You raised a letter from broadcasters to the Government on the consultation on AI and copyright. I am confirming that we did sign the letter.

Paralympics coverage

As mentioned during the session, we are particularly proud of our coverage of the Paris 2024 Paralympic Games. We reached one-third of the UK population with our coverage. Three-quarters of viewers said that watching the Games gave them a new perspective on the challenges that disabled people face, and we engaged with millions of young people with our content on social platforms. Our production partners Whisper and Open Mike, along with our sponsors Allianz and Toyota, enabled us to fulfil our vision of inclusion and excellence to drive positive change and shift perceptions about disability.

Before 2024 we were changing attitudes, but with Paris we went a step further and tried to help change behaviours as well. Through our partnership with ParalympicsGB – from the Equal Play

documentary highlighting the need for equal access to sports for all children, to the groundbreaking partnership with Every Body Moves – we broke down barriers and redefined access to sport for disabled people.

You can find more information on our Paris 2024 Paralympic Games impact [here](#).

Nations and Regions offices

With the Committee's longstanding interest in our – and the wider industry's – work outside of London, we would be delighted to host the Committee (as a whole or individually) at our National HQ in Leeds, or at any of our hubs in Glasgow, Manchester or Bristol, to showcase the impact that both Channel 4 and our partners in those cities and regions are having. My team will follow up with your officials to identify any opportunities to align with your priorities and interests, for example your work on sport and comedy.