



Alex Mahon
Chief Executive, Channel 4 Corporation

Charles Gurassa
Chair, Channel 4 Corporation

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Dear Alex and Charles,

Thank you for giving evidence to the Committee last week. We found the session very useful.

Please could you provide us with answers to these additional questions on points of detail which arose from your evidence?

1. Comparison with other PSBs

Charles told us: “This is a channel that is focused primarily on younger people—which is the most watched PSB among younger audiences.”

Please could you provide evidence for this?

2. Average viewing per day

Ofcom reports how many minutes a day the average person (and the average person in different age groups) watches Channel 4’s linear service. Despite providing equivalent statistics for BBC iPlayer, Ofcom could not do so for All 4. Ofcom told us: “We do not have any such data from Channel 4 currently but are working with them to agree what All 4 data would be suitable for publication in the future.”

Please could you tell us for how many minutes a day the average adult (including those who do not watch it) watches All 4, and the same figure for 16-24 and 25-34 year olds? This would make clear whether the documented decline in linear viewing has been compensated for in digital viewing – a key measure of Channel 4’s performance. Alex suggested in oral evidence that the latter figure would not be made public due to commercial sensitivities. If so, please could you explain the discrepancy between this and the availability of linear TV viewing data?

3. Digital growth

Alex told us: “Last year, our digital business grew at 30 per cent”. However, Channel 4’s Annual Report for 2020 states: “Digital advertising revenues increased by 11 per cent on 2019”.

Please could you explain what the 30 per cent figure refers to?

Yours sincerely,

Lord Gilbert of Panteg
Chair of the House of Lords Select Committee on Communications and Digital