

Ofcom—supplementary written evidence (FCF0046)

House of Lords Communications and Digital Committee inquiry into the future of Channel 4

Response to questions from the Chair

The All 4 minutes viewed by 16-34 year olds (or 18-34).

We have not made an assessment of this. As stated in our note, currently there is no standard cross-industry audience measurement of the minutes of viewing on BVoD services. Individual broadcasters, including Channel 4, have internal performance indicators on this area but it is not made publicly available.

All 4's weekly reach for 16/18-34s specifically (the document only has all adults) and confirm how reach is defined here.

According to the survey data we have access to, All 4 reached just under 15% (14.7%) of 16-34 in the UK every week in 2020. It reached 11.1% of all individuals aged 15+ in 2020. The source we use for this data is an industry survey called TouchPoints, run by the Institute of Practitioners in Advertising (IPA). For this survey, reach is defined as the percentage of those aged 15+ or 16-34 who have used the services in the past week.

a) the average age of Channel 4 linear viewers and b) the average age of All 4 viewers.

On (a), the average age of all broadcast TV channel audiences exceeds the average age of the UK population and is weighted towards older viewers due to the larger quantity of television watched by this demographic. When we publish channel profile data, for age we present the proportion of the channel audience who are aged 35 or over. As useful context, we typically present the profiles of the PSB channels in the same chart along with their portfolio channels as well as selected other commercial channels. The most recent example of this can be found in the analysis supporting our third Annual Report of the BBC <https://www.ofcom.org.uk/tv-radio-and-on-demand/information-for-industry/bbc-operating-framework/performance/bbc-annual-report/third-bbc-annual-report-interactive-data>. This shows that, in 2019, 79% of Channel 4's audience was 35 or over, similar to Channel 5's profile and skewing younger than ITV, BBC One and BBC Two.

On (b), we have not made an assessment of the average age of All 4 viewers.

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