

## HISTORICAL METRICS 2010–2014

	Page ref	2010	2011	2012	2013	2014
<b>Creativity</b>						
<b>Commissioning success</b>						
Number of major television and film awards won	86–91	48	46	48	43	<b>66</b>
Originated content spend (£m)	15	362	419	434	429	<b>430</b>
<b>Engaging audiences</b>						
Portfolio high peak viewing share (2000–2300)	N/A	12.9%	12.7%	12.6%	12.4%	<b>12.5%</b>
Portfolio viewing share 16–34s	32	16.9%	17.0%	16.9%	16.7%	<b>17.0%</b>
Portfolio viewing share	31	11.4%	11.6%	11.5%	11.0%	<b>10.9%</b>
Portfolio viewing share ABC1s	N/A	11.7%	11.5%	11.4%	11.3%	<b>10.9%</b>
Portfolio 15 minute reach	30	87.7%	88.8%	88.1%	86.8%	<b>85.2%</b>
<b>Digital and innovation measures</b>						
VoD views (m)	34	372	429	450	476	<b>587</b>
Registered viewers (m)*	39	0.5	3.2	6.3	10.2	<b>11.3</b>
* registered viewers are net of duplicate and active users within the last two years						
<b>Sustainability</b>						
<b>Financial metrics</b>						
Corporation revenue (£m)	130	935	941	925	908	<b>938</b>
Content and marketing spend (£m)	140	622	635	667	649	<b>651</b>
Year end cash (£m)	132	261	290	261	238	<b>222</b>
Non-advertising and sponsorship revenue (£m)	N/A	87	96	81	62	<b>69</b>
Content and marketing spend and surplus/(deficit) as a % of revenue	N/A	72%	72%	69%	70%	<b>70%</b>
Other operating costs as a % of total costs	N/A	29%	29%	30%	30%	<b>30%</b>
Pre-tax surplus/(deficit) (£m)	130	54	45	(27)	(16)	<b>4</b>
<b>Ad sales measures</b>						
Sales House SONAR	168	24.8%	27.8%	27.4%	26.3%	<b>25.9%</b>
Advertising and sponsorship revenue (£m)	106	848	845	844	846	<b>869</b>
SOCI Portfolio high peak (2000–2300)	N/A	20.2%	19.7%	19.9%	18.7%	<b>19.1%</b>
SOCI portfolio 16–34s	N/A	25.3%	24.7%	24.8%	23.3%	<b>23.3%</b>
SOCI portfolio	N/A	18.3%	18.4%	18.5%	17.1%	<b>16.6%</b>
SOCI portfolio ABC1s	N/A	20.1%	19.7%	19.9%	19.0%	<b>18.2%</b>

## HISTORICAL METRICS 2010–2014 CONTINUED

	2010	2011	2012	2013	2014
<b>Performance versus competitors</b>					
<b>Portfolio viewing share</b>					
C4	11.4%	11.6%	11.5%	11.0%	<b>10.9%</b>
BBC	32.9%	32.9%	33.6%	32.4%	<b>33.1%</b>
ITV	22.9%	23.1%	22.4%	23.1%	<b>22.0%</b>
Channel 5	5.9%	5.9%	6.0%	6.0%	<b>5.9%</b>

Source: BARB all individuals

<b>Portfolio high peak viewing share 2000–2300</b>					
C4	12.9%	12.7%	12.6%	12.4%	<b>12.5%</b>
BBC	32.9%	33.0%	34.1%	32.8%	<b>33.3%</b>
ITV	25.6%	25.4%	24.3%	24.9%	<b>24.0%</b>
Channel 5	7.3%	7.3%	7.2%	7.2%	<b>7.0%</b>

Source: BARB all individuals

<b>SOCI Portfolio</b>					
C4	18.3%	18.4%	18.5%	17.1%	<b>16.6%</b>
ITV	39.8%	39.5%	38.3%	38.3%	<b>36.2%</b>
Channel 5	10.2%	10.1%	10.1%	9.7%	<b>9.5%</b>
Sky	17.3%	21.4%	21.7%	21.7%	<b>25.6%</b>

Source: Donovan Data Systems (DDS)

<b>SOCI Portfolio 16–34s</b>					
C4	25.3%	24.7%	24.8%	23.3%	<b>23.3%</b>
ITV	29.8%	29.4%	27.5%	27.3%	<b>26.3%</b>
Channel 5	8.2%	8.5%	8.5%	8.0%	<b>7.7%</b>
Sky	21.1%	26.3%	27.6%	27.7%	<b>30.1%</b>

Source: Donovan Data Systems (DDS)

<b>SOCI portfolio ABC1s</b>					
C4	20.1%	19.7%	19.9%	19.0%	<b>18.2%</b>
ITV	37.7%	37.2%	36.7%	36.4%	<b>34.6%</b>
Channel 5	9.0%	8.6%	8.9%	8.9%	<b>8.7%</b>
Sky	18.8%	23.3%	23.0%	22.6%	<b>25.8%</b>

Source: Donovan Data Systems (DDS)

## HISTORICAL RECORD

	2005 £m	2006 £m	2007 £m	2008 £m	2009 £m	2010 £m	2011 £m	2012 £m	2013 £m	2014 £m
<b>Consolidated results:</b>										
Revenue	894	937	945	906	830	935	941	925	908	938
<b>Operating surplus/(deficit)</b>	57	14	(9)	(1)	4	49	41	(29)	(15)	4
Net financial income/(expense)	10	7	10	14	(2)	2	2	1	(1)	(1)
Share of profit/(loss) in joint venture	–	–	1	(3)	–	3	2	1	–	1
<b>Surplus/(deficit) before taxation</b>	67	21	2	10	2	54	45	(27)	(16)	4
Taxation	(18)	(7)	(1)	(8)	(2)	(15)	(10)	–	1	(1)
<b>Surplus/(deficit) for the year</b>	<b>49</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>

All figures are shown under Adopted IFRS.

### Advertising sales

	2005 £m	2006 £m	2007 £m	2008 £m	2009 £m	2010 £m	2011 £m	2012 £m	2013 £m	2014 £m
Channel 4 Sales House	769	777	825	790	707	819	939	916	935	967
Other	2,718	2,523	2,608	2,487	2,179	2,490	2,442	2,430	2,616	2,769
<b>Total broadcast</b>	<b>3,487</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>3,736</b>
	%	%	%	%	%	%	%	%	%	%
Channel 4 Sales House share	22.1	23.5	24.0	24.1	24.5	24.8	27.8	27.4	26.3	25.9
Other share	77.9	76.5	76.0	75.9	75.5	75.2	72.2	72.6	73.7	74.1
<b>Total</b>	<b>100.0</b>									

### Audience share (portfolio)

	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013 %	2014 %
BBC (nine channels)	35.2	34.5	34.0	33.5	32.6	32.9	32.9	33.6	32.4	33.1
ITV (six channels)	24.0	22.9	23.1	23.2	23.1	22.9	23.1	22.4	23.1	22.0
<b>Channel 4 excl S4C (six channels)</b>	10.8	11.9	11.7	11.8	11.5	11.4	11.6	11.5	11.0	10.9
Channel 5 (four channels)	6.4	5.9	6.0	6.1	6.1	5.9	5.9	6.0	6.0	5.9
Other (> 350 channels)	23.6	24.8	25.2	25.4	26.7	26.9	26.5	26.5	27.5	28.1
<b>Total</b>	<b>100.0</b>									

The number of channels in brackets indicates the number of channels in that portfolio as at 31 December 2014.

Source: BARB all individuals

### Audience share

	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013 %	2014 %
BBC1	23.3	22.8	22.0	21.8	20.9	20.8	20.7	21.3	21.0	21.6
BBC2	9.4	8.8	8.6	7.8	7.5	6.9	6.6	6.1	5.8	6.1
ITV and GMTV	21.5	19.6	19.2	18.4	17.9	17.0	16.6	15.7	16.2	15.6
<b>Channel 4 excl S4C</b>	9.6	9.6	8.6	8.1	7.4	7.0	6.8	6.6	6.1	5.9
Channel Five	6.4	5.7	5.2	5.0	4.9	4.5	4.4	4.5	4.4	4.4
Other	29.8	33.5	36.4	38.9	41.4	43.8	44.9	45.8	46.5	46.4
<b>Total</b>	<b>100.0</b>									

Source: BARB all individuals