



Channel 4 welcomes CIM Travel Group

July 2016

Patrick Morrell – Trading Manager

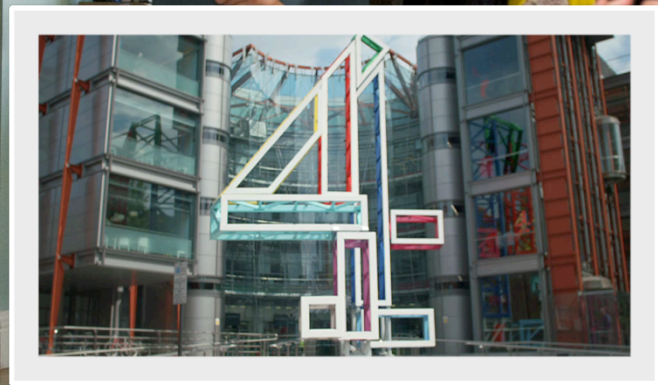


Agenda

- C4's ethos – Born Risky
- Performance & Programming
- All 4
- Essential Marketing Partner



What we're about





channel4sales.com | @Channel4Sales

BT Sport

PBS

BT Sport 1

BT Sport 2



ESPN

Audience Reach

ABC1 adults

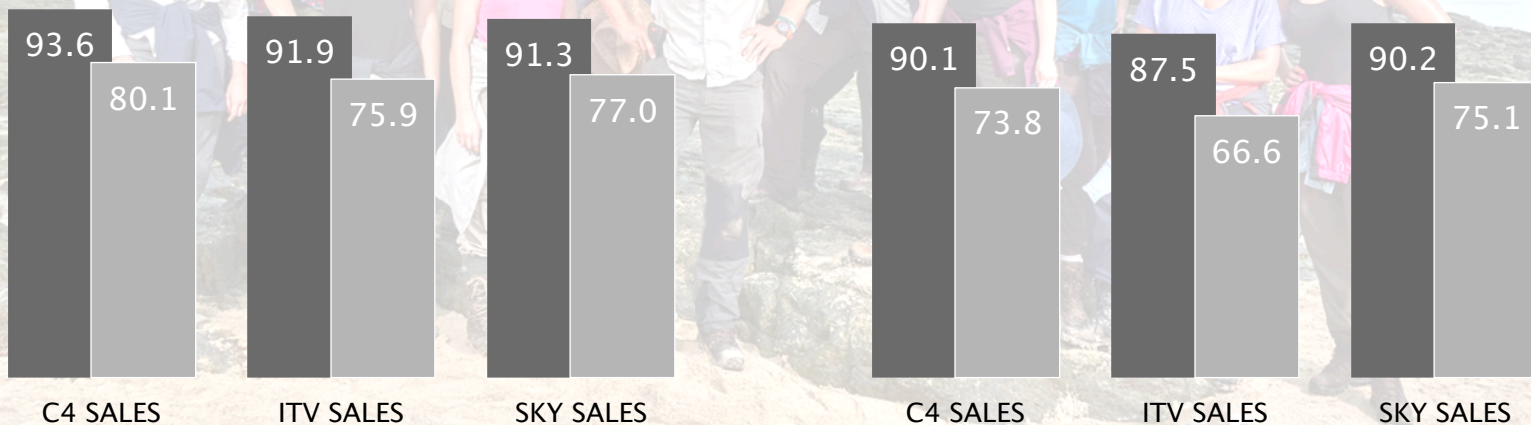
16-34

■ Avg. monthly reach

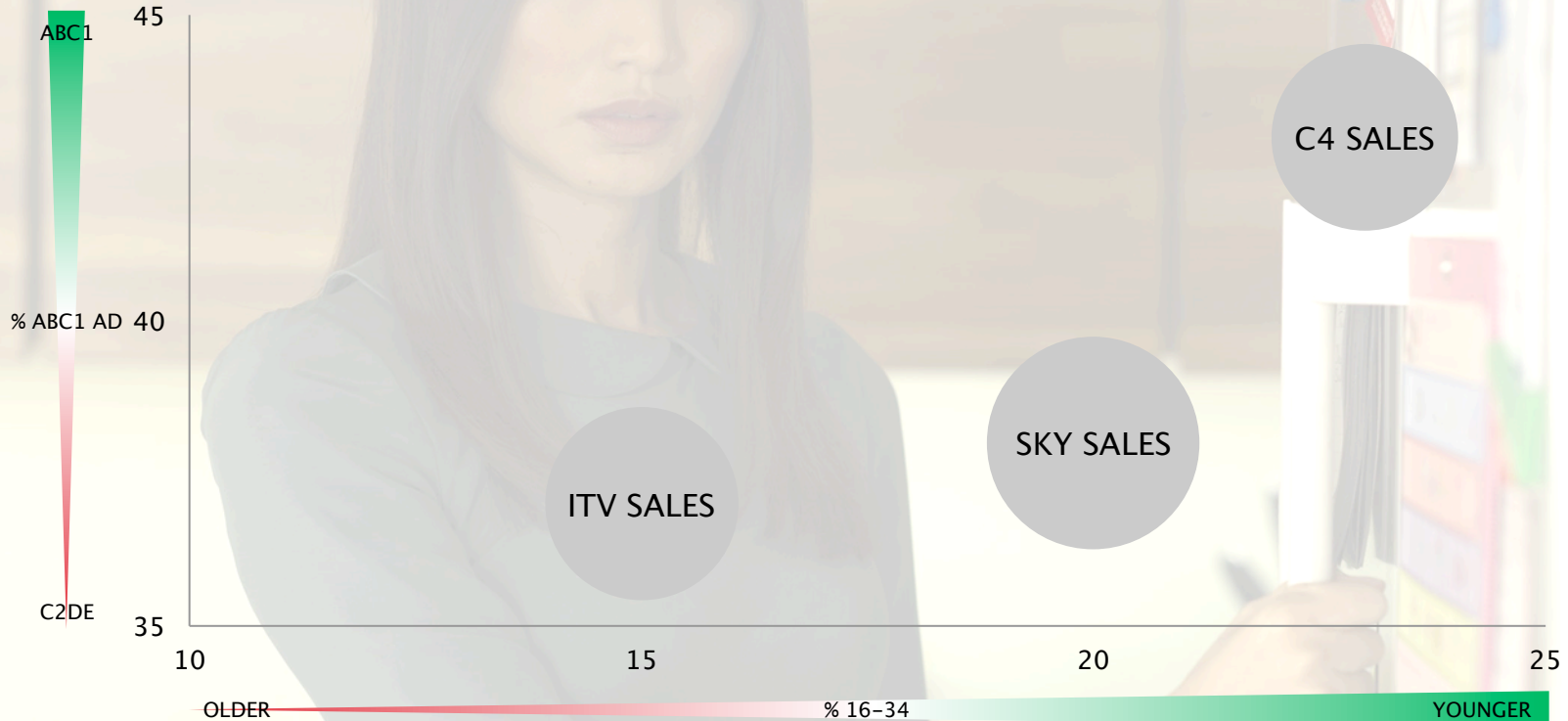
■ Avg. weekly reach

■ Avg. monthly reach

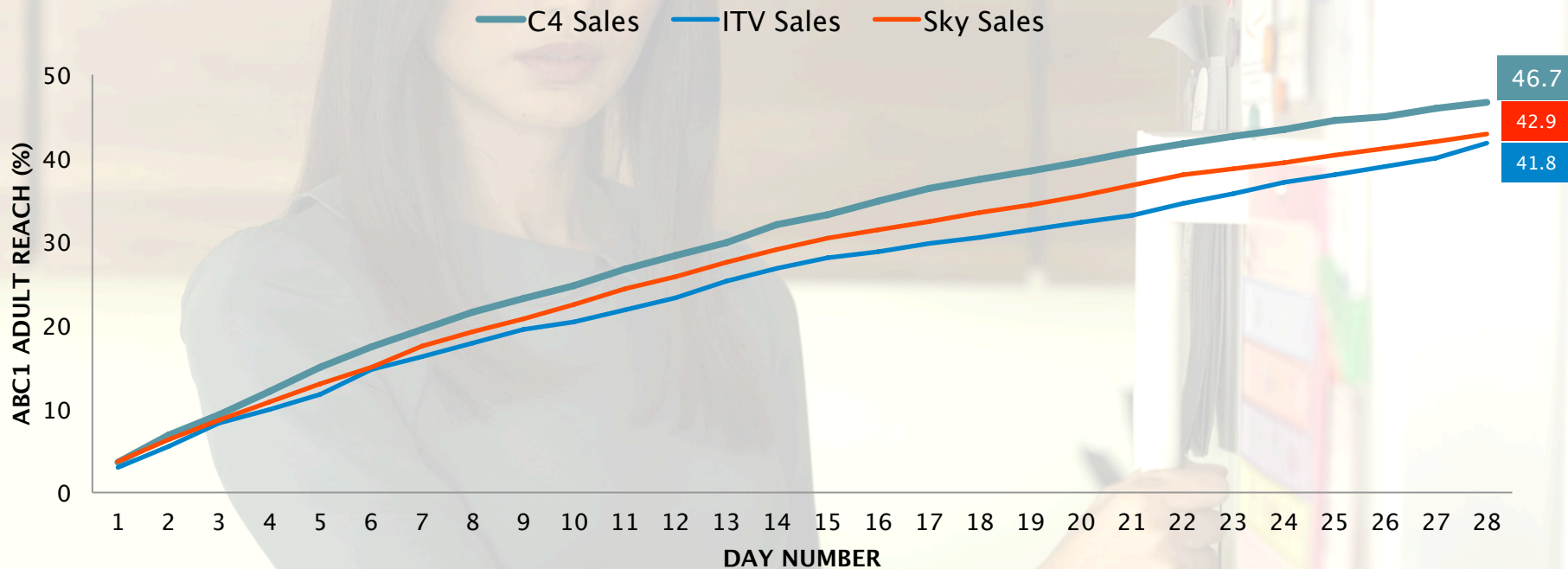
■ Avg. weekly reach



Channel 4 Sales offers efficiency at scale...



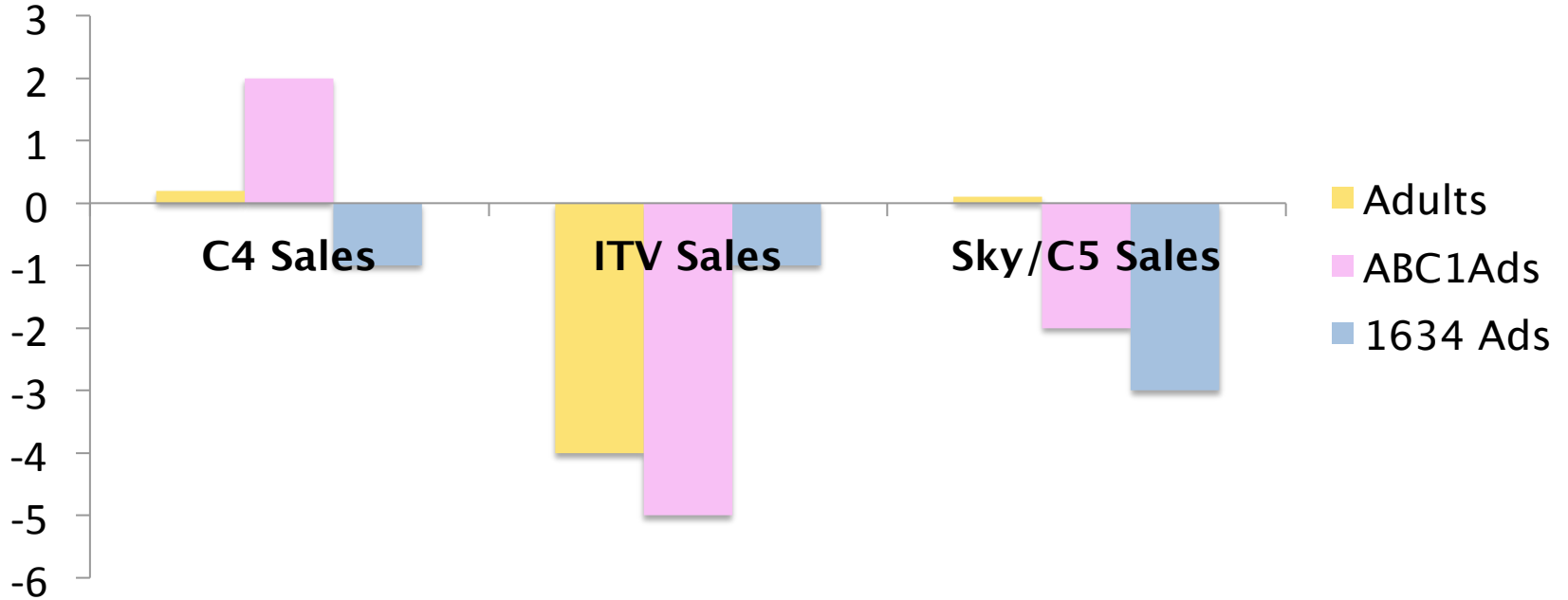
100 TVRs with Channel 4 reaches a bigger ABC1 Adult audience than ITV or Sky...



Channel 4 Sales is efficient in reaching light viewers



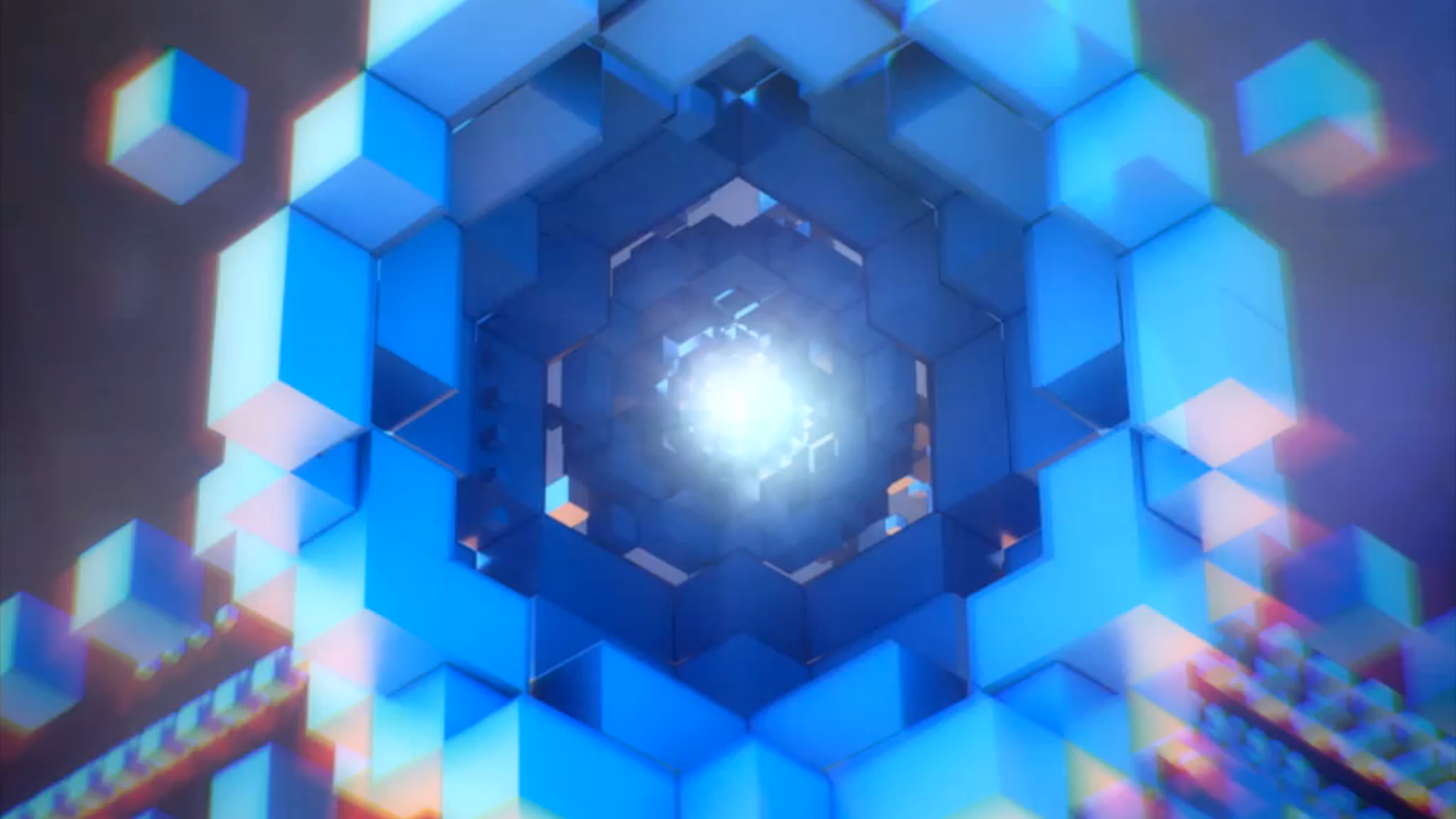
C4 Sales had the strongest performance in 2015



Source: BARB / DDS; Jan to date 2015 plus forecast

Programmes driving Channel 4's strong performance in 2015





All4



25
Platforms
& Devices



Season Premieres
&
Exclusive Content



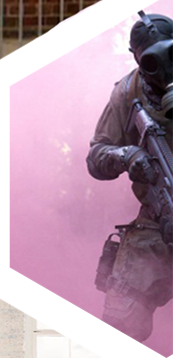
9000
Hours Of Content



+30%
Growth VoD
views



500
Million
Views




SIGNED IN AS:
Nicola



My4 



Browse all 


Search 

On Demand

Now

On Soon

Recommended by 4

Parental Controls 



New Girl
Series 3 Episode 1



Body Mods



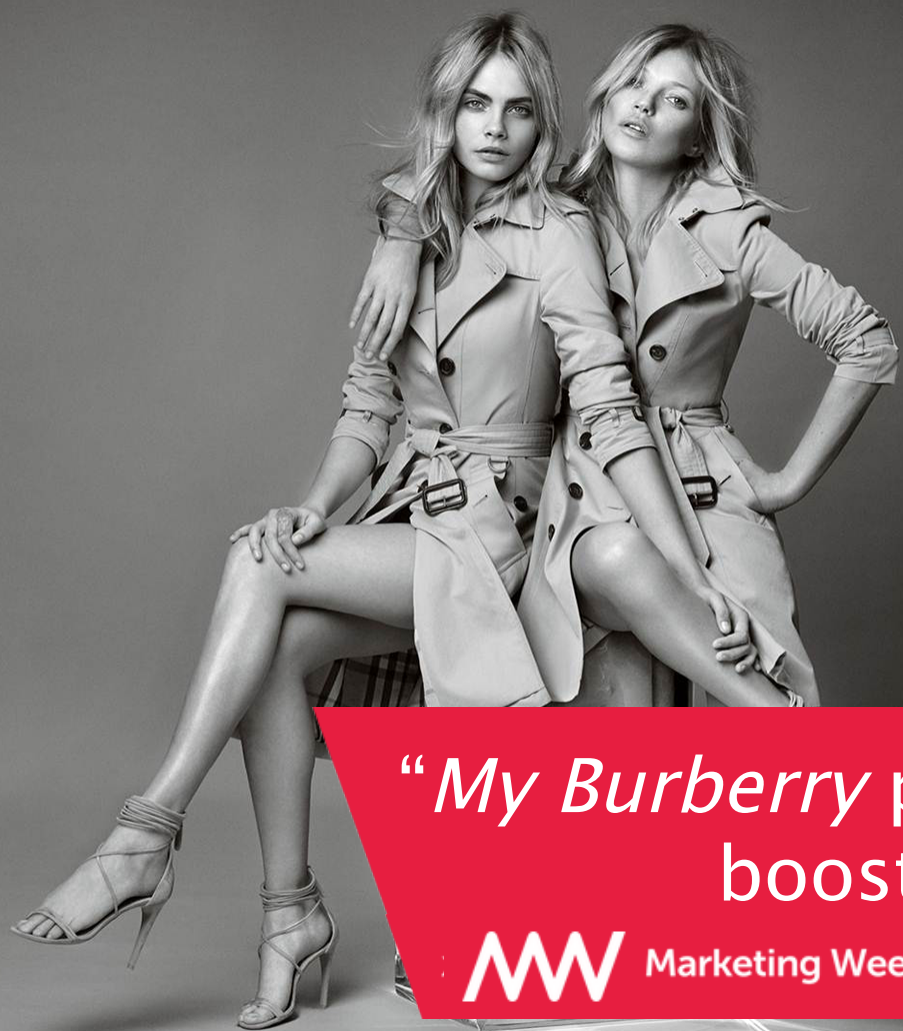
Benefits Street
Series 2 Episode 3



12 million
Registered Users

Personalisation – Coca Cola





“*My Burberry* personalisation
boosts sales by 55%”

MW Marketing Week

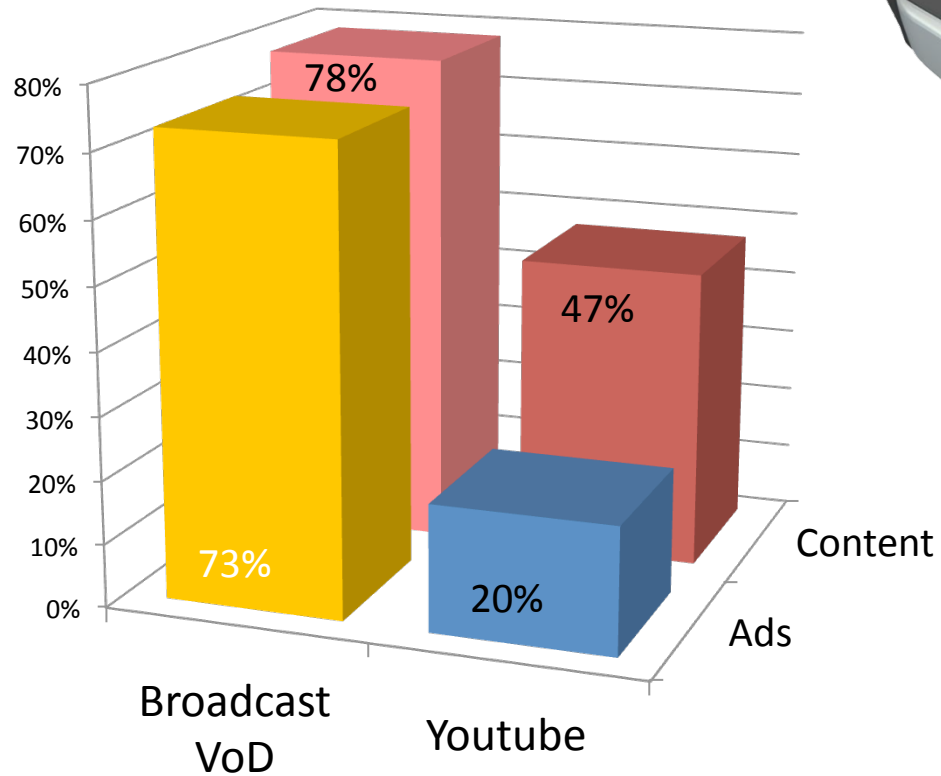


A close-up photograph of a person's lower torso and legs, wearing dark blue denim shorts. The shorts have a visible waistband and two large back pockets with prominent stitching. A light blue, semi-transparent banner with a slight 3D effect is overlaid horizontally across the middle of the image. The background is a bright, out-of-focus outdoor setting.

Shorts on Channel 4

**SHORT
SHORTS**

Eye-tracking Results



Rimmel & Educating Binky



MADE
IN
CHELSEA

A man with dark curly hair and glasses is sitting at a desk in a control room. He is wearing a brown blazer over a dark sweater and a white shirt with a patterned tie. His hands are clasped on the desk. Behind him are two racks of vintage audio equipment, including reel-to-reel tape recorders and various control panels with numerous buttons and lights. Some of the lights are illuminated in red, yellow, and green. To the left, there is a window showing a view of trees. In the foreground, there is a blue, glowing, abstract graphic element that looks like a stylized circuit or network diagram.

Innovation

Live



Advertisement

Contextual



Premier Break



A man and a woman are sitting on a yellow patterned sofa in a living room. The woman on the left has a surprised expression and is holding a glass of wine. The man on the right is smiling and also holding a glass of wine. A large blue rectangular box with the text "Thank you!" is overlaid in the center of the image. The background includes a side table with various bottles, a lamp, and a piano.

Thank you!