

4oD Monthly Report

Mar 2011



Mar-12 highlights

VoD views – All Platforms

2012 YTD
136 million YoY % Change
10.1%

Mar-12
43 million



4oD on channel4.com

Average minutes
per view: **26.3**

Average hours per
month per unique user: **2.0**

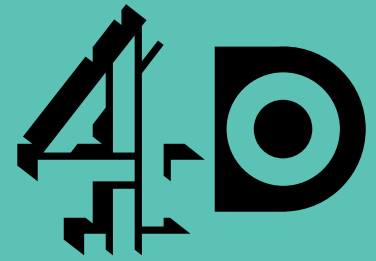
Average monthly
unique viewers: **4.4 million**

Top Series for March

Top Series	Season	Views
Big Fat Gypsy Weddings	Season 5	2,773,140
Hollyoaks	Season 21	2,206,560
Skins	Season 5	2,107,676
New Girl	Season 1	2,100,008
Homeland	Season 1	2,085,730
One Born Every Minute	Season 3	1,721,998
Desperate Housewives	Season 8	1,430,248
Come Dine with Me	Season 25	1,173,508
90210	Season 4	1,087,585
The Cleveland Show	Season 3	1,021,004

Top Genres for March

Top Genres	Mar-12
Drama	13,249,025
Factual	9,919,190
Comedy	8,347,319
Entertainment	5,562,536
Health and Wellbeing	4,643,472



Glossary

- **VoD Views**

- VoD views is a combination of all our 4oD VoD Platforms which covers: channel4.com, Youtube, SeeSaw, iOS, Playstation, BT Vision, Virgin Media, and Talk Talk.
- We utilise a range of sources in order to calculate views across all our platforms.
- For all Channel 4-owned platforms - a video views is when the user starts to stream the content, regardless of position in the content. Any user returning to view the content within thirty (30) minutes will not be counted.
- For channel4.com; PlayStation and iOS – we utilise Omniture Web Analytics to capture views.
- For our other platforms: YouTube, Seesaw, Virgin Media, BT Vision and Talk Talk– we rely on our platform partners to send us a detail report of every view, which we post-process to ensure data integrity.
- All our data points are thoroughly checked on a daily basis to ensure that we provide the most accurate data at all times.
- All views are all platforms unless specifically stated.

- **Average monthly unique viewers:**

- Tracked by Omniture based on cookies, this only covers 4oD on channel4.com and excludes all other platforms.