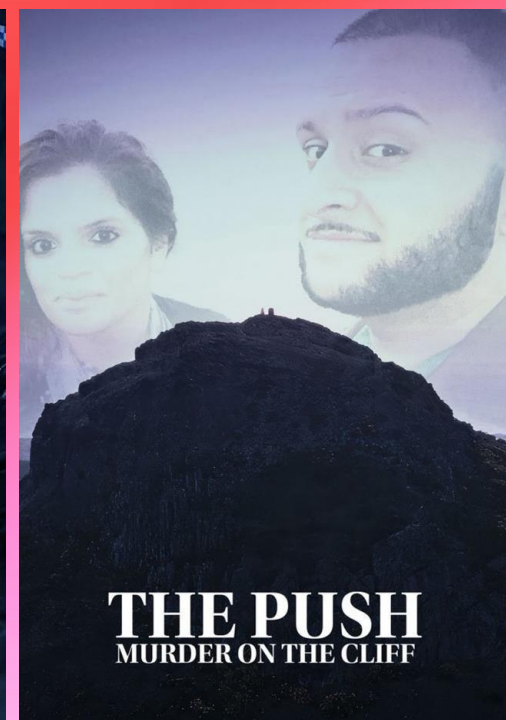
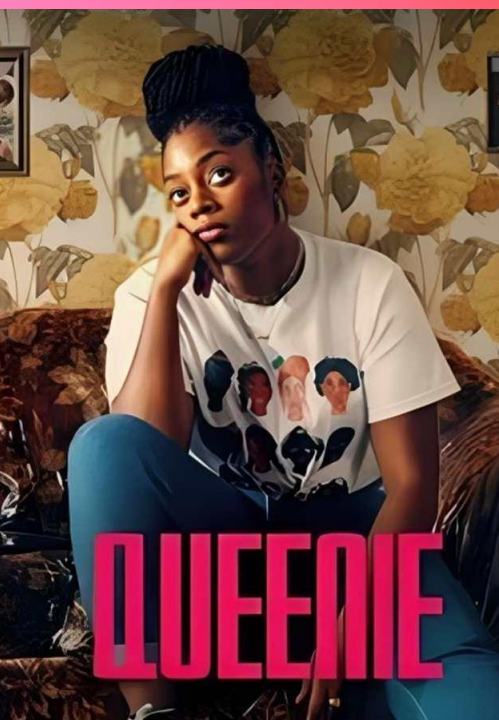
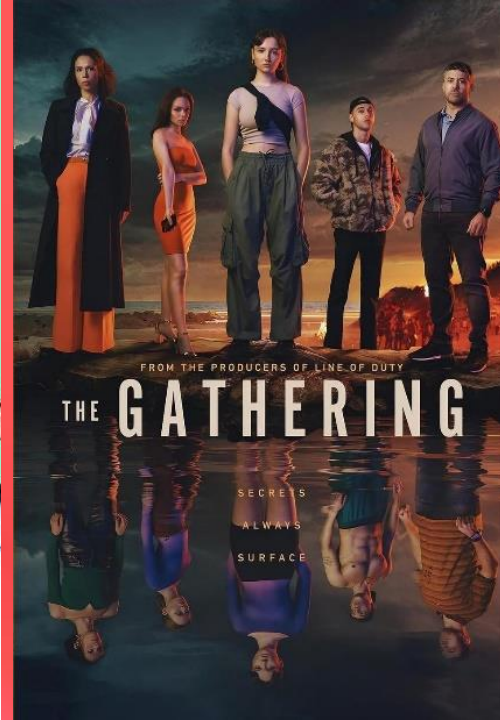
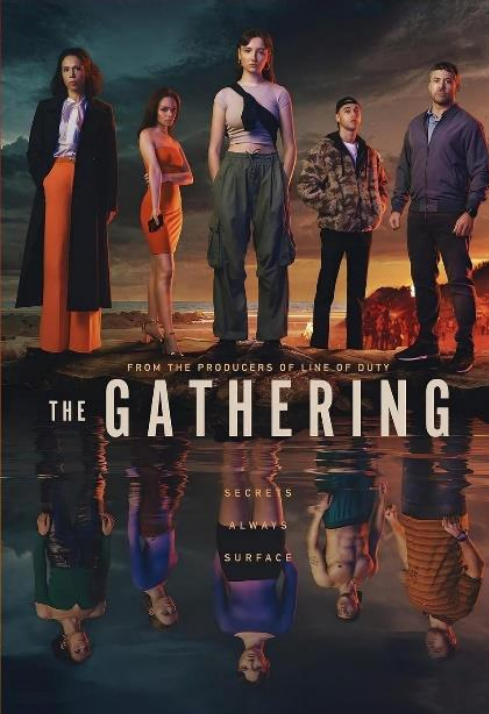
A man and a woman are smiling and laughing together. The man is wearing a black tuxedo with a bow tie and has a tattoo on his left arm. The woman is wearing a white wedding dress with a large white bow in her hair and also has a tattoo on her left arm. They are standing in front of a large, ornate floral arch decorated with white, orange, and pink roses and greenery. The background shows a window with a wooden frame.

BRINGING TOGETHER CHANNEL 4'S AUDIENCE INSIGHT FUNCTION

MARRIED AT FIRST "INSIGHT"









SAS:
Who Dares Wins



TASKMASTER



THE GREAT
CELEBRITY
BAKE OFF

STAND UP TO
CANCER



HUNTED



A BIG WEEK IN
HOLLYOAKS



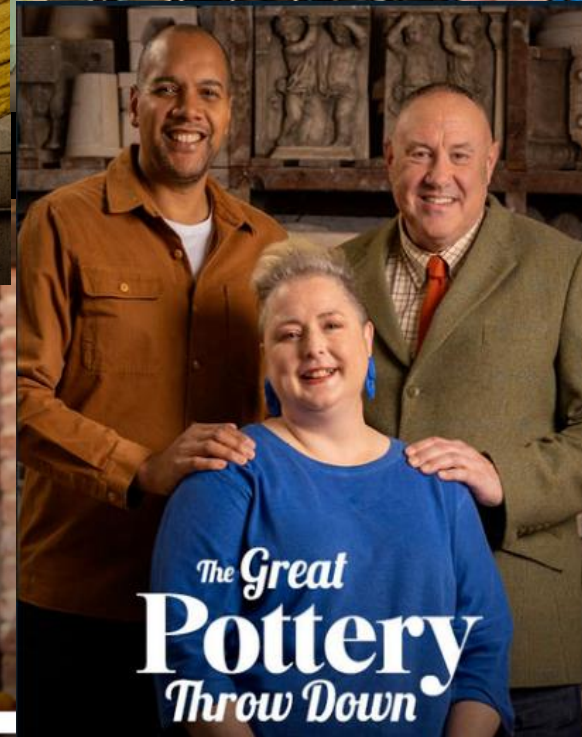
GOGGLEBOX



THE
LAST LEG
OF THE YEAR



JAMIE:
FAST & SIMPL



The Great
Pottery
Throw Down



8 out of
10 CATS



24 HOURS
IN POLICE CUSTODY



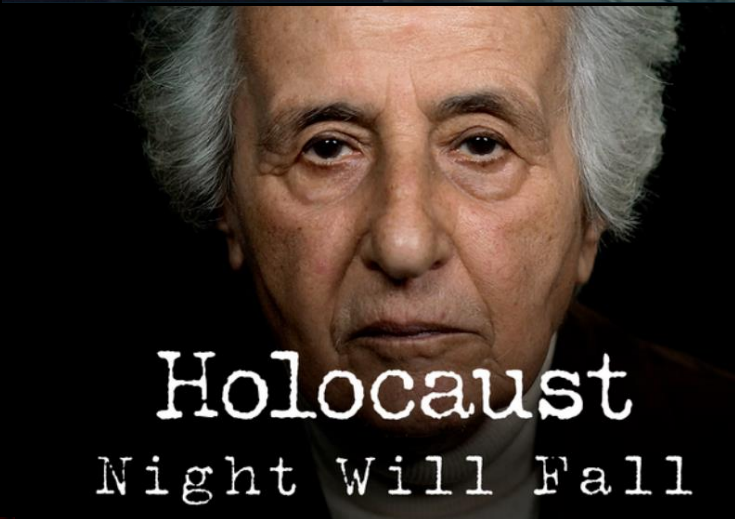
News



Married to a
PSYCHOPATH



From Rap to Riches
UNTOLD



Holocaust
Night Will Fall



SWIPED
THE SCHOOL THAT
BANNED SMARTPHONES



ACCUSED
THE FAKE GROOMING SCANDAL



SPACEY
UNMASKED



THE JURY: MURDER TRIAL



**LOVE
CHEATS**



80,000,000 £

69%
mental health

15,000
a day

72.5%
fear of losing benefits...

39%
work income
not enough

Britain's Benefits Scandal:
DISPATCHES



SURVIVING
R. KELLY



Where does C4 sit in the broadcasting landscape?

Its messy and vast

Public and Commercial Broadcasters



Streaming Services – Subscription & FAST



Social



Leaving viewers overwhelmed with “too much to watch”





FAST → **FORWARD**

Transforming Channel 4 into a digital-first public service streamer

FAST → **FORWARD**

1

Digital growth and
transformation



2

Diversified new
businesses



3

Linear rationalisation
and operating costs





SHOW A was our most successful ever on TikTok!

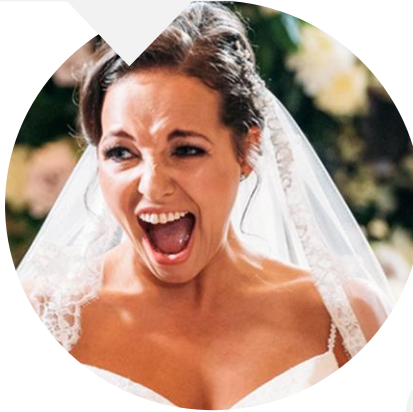
But... SHOW B performed way better on TV!



WHAT DATA TO PICK?!

The focus group loved SHOW C

Facebook Ads with SHOW D converted way better



Maybe we should team up and find a better answer, together?!



I found a new distribution channel!



What all this meant for data?


Go from this



To this!





A man and a woman are embracing warmly. The man is wearing a grey plaid jacket and has a beard. The woman is wearing a white lace wedding dress. They are both smiling. The background is a vibrant red wall with large blue and orange circular shapes. There are colorful flower bouquets visible. Two green speech bubbles with black outlines contain text.

The model predicts a
lifetime of data
driven happiness

I'm excited
about our
UNION













STATUS QUO BIAS



WOULD YOU
LIKE A
SHOVEL?

... BUT I'M
ALREADY USING
THIS SPOON!



The Match Making Science

$$E=mc^2$$

But “Love” is Alchemy





