

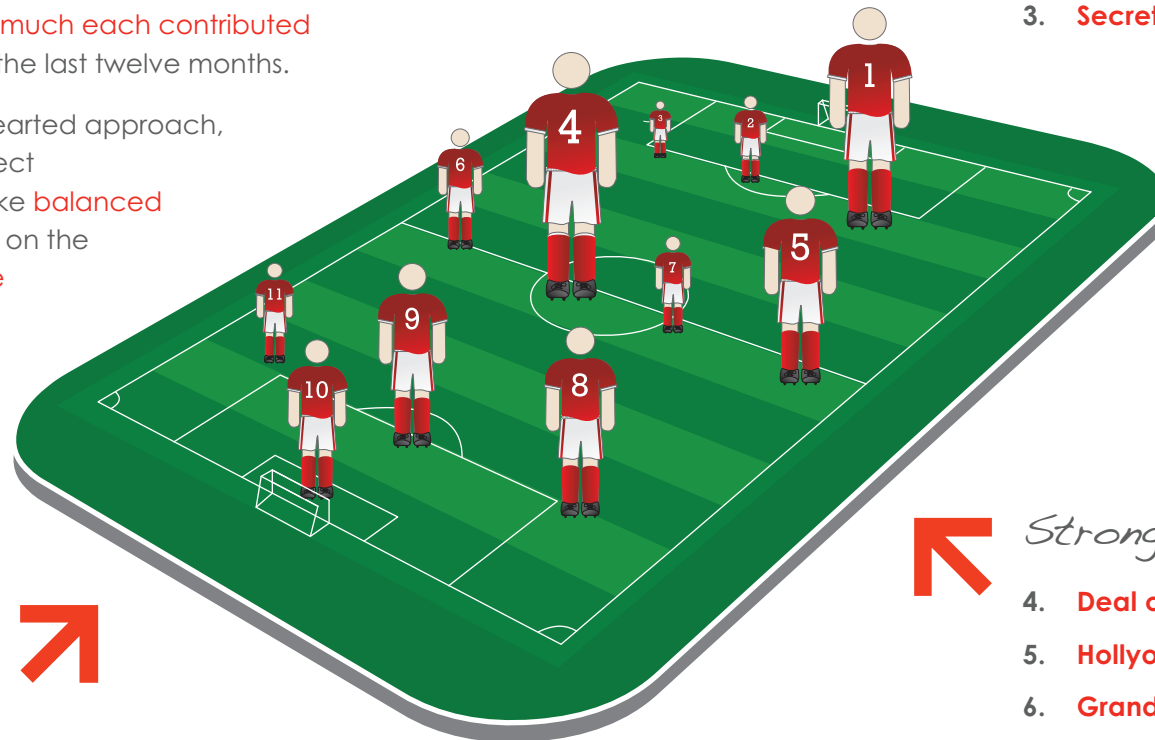
# If Channel 4 were a football team, where would you find the top players?

We wanted to find out: Are the high-profile signings – the Beckhams of Broadcast – **the real crowd pleasers?** And have the channel controllers found a formation that **balances bold attacks with sure-footed defence?**

We've picked **some of the best known** Channel 4 programmes and analysed **how much each contributed to the channel's audience** over the last twelve months.

Sure, we've taken a fairly light-hearted approach, but we have been careful to select **representative programmes**, make **balanced judgements** about their positions on the field and, of-course, **work out the figures carefully**.

It's an interesting picture coming out of this exercise, so please **jump to the next page** for all the commentary...



## High Profile Strikers

- 1. **Big Brother** 6.62%
- 2. **Shameless** 1.08%
- 3. **Secret Millionaire** 0.43%



## Strong Midfielders

- 4. **Deal or No Deal** 8.36%
- 5. **Hollyoaks** 5.39%
- 6. **Grand Designs** 1.85%
- 7. **Ramsay's Kitchen** 1.26%
- Nightmares (inc. USA)**

## Trusty Defenders



- 8. **Paul O'Grady** 5.00%
- 9. **The Simpsons** 4.75%
- 10. **Countdown** 3.49%
- 11. **Place In The Sun** 1.34%

## Tune-in for the nearly-live commentary:



“ We certainly have some bold, challenging strikers here – sure to be talked about after the main event. Even those that aren't getting bums on seats are certainly raising the profile of the channel.”

“ That's right. But the mid field is where we see the real cash cows. Their creators should be enjoying many more seasons, not to mention merchandising.”

“ But let's not forget those oh-so-solid defenders. Yes, we can see the up-front investment paying off time after time with these old favourites.”

## Need a fresh, accessible approach to audience data?

At Digital-i we are **experts in audience data**. We understand it. Like really understand it. But we aren't your stereotypical statisticians; for a start we can speak in **plain English**. We also recognise the difference between, say, a broadcast executive and a programme researcher. So we provide different types of information, with **analysis at different levels** for each.

This extends from our **bespoke data consulting** right through to our highly-acclaimed **new overnights service**. Which you can preview for free. On your PC or even on your BlackBerry. Which is perfect if you're hoping to sneak off to watch a Champions League match.

For more insight call **01823 259 113**, visit **www.digital-i.com** or email **info@digital-i.com**. Go on my son!

### Strikers:

Big Brother  
Come Dine With Me  
Shameless  
Gordon Ramsey's F Word  
How To Look Good Naked  
Jamie At Home  
10 Years Younger  
Desperate Housewives  
Ugly Betty  
The Secret Millionaire  
The Friday Night Project

Brighter Pictures	6.62%
Granada	1.36%
Company Pictures	1.08%
Optomen Television	0.81%
Maverick Television	0.75%
Fresh One	0.71%
Maverick Television	0.53%
Touchstone Television	0.49%
Ventanarosa	0.49%
RDF Media	0.43%
Princess Productions	0.41%

### Midfielders:

Deal Or No Deal  
Hollyoaks  
Grand Designs  
Location, Location, Location (inc. Relocation)  
Ramsay's Kitchen Nightmares (inc. USA)  
Dispatches  
Property Ladder  
Without A Trace  
Wife Swap

Cheetah TV West	8.36%
Lime Pictures	5.39%
Talkback Thames	1.85%
IWC Media	1.44%
Optomen Television	1.26%
Blakeway	0.92%
Talkback Thames	0.74%
Jerry Bruckheimer	0.68%
RDF Media	0.50%

### Defenders:

Paul O'Grady  
The Simpsons  
Channel 4 News  
Countdown  
Channel 4 Racing  
A Place In The Sun  
Friends  
Frasier  
Scrapheap Challenge  
Will And Grace  
ER

Olga TV	5.00%
Gracie Films	4.75%
ITN	3.93%
Granada	3.49%
High Flyer Productions	1.62%
Freeform	1.34%
Bright Kauffman Crane	0.85%
Grub Street Productions	0.66%
RDF Media	0.48%
Komut Entertainment	0.43%
Constant C Productions	0.41%

