

Historical record

| | 2003 £m | 2004 £m | 2005 £m | 2006 £m | 2007 £m | 2008 £m | 2009 £m | 2010 £m | 2011 £m | 2012 £m |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|
| Consolidated results: | | | | | | | | | | |
| Revenue | 770 | 841 | 894 | 937 | 945 | 906 | 830 | 935 | 941 | 925 |
| Operating profit/(loss) | 56 | 60 | 57 | 14 | (9) | (1) | 4 | 49 | 41 | (29) |
| Net financial income/(expense) | – | 4 | 10 | 7 | 10 | 14 | (2) | 2 | 2 | 1 |
| Share of profit/(loss) in joint venture | (11) | – | – | – | 1 | (3) | – | 3 | 2 | 1 |
| Profit/(loss) before taxation | 45 | 64 | 67 | 21 | 2 | 10 | 2 | 54 | 45 | (27) |
| Taxation | (11) | (19) | (18) | (7) | (1) | (8) | (2) | (15) | (10) | – |
| Profit/(loss) for the year | 34 | 45 | 49 | 14 | 1 | 2 | – | 39 | 35 | (27) |

Figures for 2003 are shown under UK GAAP in force at the time. Figures for 2004 onwards are shown under Adopted IFRS.

| Advertising sales | | | | | | | | | | |
|-----------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|
| | 2003 £m | 2004 £m | 2005 £m | 2006 £m | 2007 £m | 2008 £m | 2009 £m | 2010 £m | 2011 £m | 2012 £m |
| Channel 4 sales house | 662 | 720 | 769 | 777 | 825 | 790 | 707 | 819 | 939 | 916 |
| Other | 2,520 | 2,695 | 2,718 | 2,523 | 2,608 | 2,487 | 2,179 | 2,490 | 2,442 | 2,430 |
| Total broadcast | 3,182 | 3,415 | 3,487 | 3,300 | 3,433 | 3,277 | 2,886 | 3,309 | 3,381 | 3,346 |
| | % | % | % | % | % | % | % | % | % | % |
| Channel 4 sales house share | 20.8 | 21.1 | 22.1 | 23.5 | 24.0 | 24.1 | 24.5 | 24.8 | 27.8 | 27.4 |
| Other share | 79.2 | 78.9 | 77.9 | 76.5 | 76.0 | 75.9 | 75.5 | 75.2 | 72.2 | 72.6 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

| Audience share (portfolio) | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|
| | 2003 % | 2004 % | 2005 % | 2006 % | 2007 % | 2008 % | 2009 % | 2010 % | 2011 % | 2012 % |
| BBC (nine channels) | 38.3 | 36.6 | 35.2 | 34.5 | 34.0 | 33.5 | 32.6 | 32.9 | 32.9 | 33.6 |
| ITV (five channels) | 24.6 | 24.1 | 24.0 | 22.9 | 23.1 | 23.2 | 23.1 | 22.9 | 23.1 | 22.4 |
| Channel 4 excl S4C (six channels) | 10.1 | 10.3 | 10.8 | 11.9 | 11.7 | 11.8 | 11.5 | 11.4 | 11.6 | 11.5 |
| Channel Five (three channels) | 6.5 | 6.6 | 6.4 | 5.9 | 6.0 | 6.1 | 6.1 | 5.9 | 5.9 | 6.0 |
| Other (> 350 channels) | 20.5 | 22.4 | 23.6 | 24.8 | 25.2 | 25.4 | 26.7 | 26.9 | 26.5 | 26.5 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

The number of channels in brackets indicates the number of channels in that portfolio as at 31 December 2012.

Source: BARB all individuals

| Audience share | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|
| | 2003 % | 2004 % | 2005 % | 2006 % | 2007 % | 2008 % | 2009 % | 2010 % | 2011 % | 2012 % |
| BBC1 | 25.6 | 24.7 | 23.3 | 22.8 | 22.0 | 21.8 | 20.9 | 20.8 | 20.7 | 21.3 |
| BBC2 | 11.0 | 10.0 | 9.4 | 8.8 | 8.6 | 7.8 | 7.5 | 6.9 | 6.6 | 6.1 |
| ITV and GMTV | 23.7 | 22.8 | 21.5 | 19.6 | 19.2 | 18.4 | 17.9 | 17.0 | 16.6 | 15.7 |
| Channel 4 excl S4C | 9.4 | 9.6 | 9.6 | 9.6 | 8.6 | 8.1 | 7.4 | 7.0 | 6.8 | 6.6 |
| Channel Five | 6.5 | 6.6 | 6.4 | 5.7 | 5.2 | 5.0 | 4.9 | 4.5 | 4.4 | 4.5 |
| Other | 23.8 | 26.3 | 29.8 | 33.5 | 36.4 | 38.9 | 41.4 | 43.8 | 44.9 | 45.8 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Source: BARB all individuals