

## Channel 4 at 20 – historical data 1983 to 2003

Year	Audience Share %	Programming Spend £m	Turnover £m	Staff Numbers	4 Ventures profits £m
1983	4.4	65	84	-	-
1984	5.8	92	106	-	-
1985	7.4	98	113	-	-
1986	7.9	100	132	-	-
1987	8.5	113	141	291	-
1988	8.9	138	171	323	-
1989	8.8	162	192	353	-
1990*	9.0	184	227.5	402	-
1990	-	149	188	428	-
1991	9.6	184	268	458	-
1992	10.1	184	267	516	-
1993	11.0	184	344	522	-
1994	10.7	210	408	535	-
1995	10.9	250	464	531	-
1996	10.7	293.5	519	560	-
1997	10.6	336	553	606	-
1998	10.3	362	590.5	723	-
1999	10.3	396	642	769	(£21.5m)
2000	10.5	410	716	934	(£35m)
2001	10.0	425	731	1,081	(£65m)
2002	10.0	426	767	997	(£28 m)*
2003	9.6	449	770	868	£4m

✳ From Channel 4 launch in November 1982 through to 1990, financial year-end was 31<sup>st</sup> March.

✳ From 1990, Channel 4 moved to financial year-end on 31<sup>st</sup> December.

✳ First set of figures for 1990 represent 3 months to 31<sup>st</sup> March, second set of figures for 1990 represent 9 months to 31<sup>st</sup> December.

✳ 4 Ventures was established in January 2001 to manage commercial businesses outside the main channel. Losses for 1999 and 2000 are those for businesses that subsequently became part of 4 Ventures.

✳ 4 Ventures losses for 2002 and 2003 reflect ongoing businesses and do not include FilmFour Ltd, which was restructured during 2002.