Channel 4:
Let’s get personal…

Sarah Rose, Director of Consumer Insight, Channel 4
New skills
Viewer promise
Viewer promise
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Transparency & control
Taste segmentation
109,578,413 hours of views

15,000,000 viewers

1835 programme brands
### The science

Identifies programmes that each individual viewer has watched

Then looks for patterns of programmes that are watched frequently together

|   |   | viewer A |   | viewer B |   | viewer C |   | viewer D |   | viewer E |   | viewer F |   | viewer G |   | viewer H |   | viewer I |   | viewer j |   |
|---|---|---------|---|----------|---|----------|---|---------|---|----------|---|----------|---|----------|---|---------|---|---------|---|
|   |   | not watched |   | watched |   | not watched |   | watched |   | not watched |   | watched |   | not watched |   | watched |   | not watched |   | watched |   |

**WATCHED**

**NOT WATCHED**

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The science

TOPIC 1
- MADE IN CHELSEA
- HOLLYOAKS
- MATING SEASON

TOPIC 2
- PEEP SHOW
- TOAST OF LONDON
- FATHER TED

TOPIC 3
- FARGO
- HOMELAND
- DEUTSCHLAND ‘83
Taste segments overview
Smart curation

Hollyoaks

Yank Bang

Alt Brit
Interest based targeting

Existing segments

- Food: 3.6m individuals
- Technology: 5.55m individuals
- Deal seekers: 3.75m individuals
- DIY: 3.9m individuals
- Fashion: 3.6m individuals
- Beauty: 3.45m individuals
- House Proud: 3.75m individuals
- Green Aware: 3m individuals
- Discerning customers: 3.15m individuals

Coming soon …

- Fitness: 4.65m individuals
- Service app users: 3.9m individuals
- Gaming App users: 3.6m individuals
- Movie goers: 4.95m individuals
- Travel: 3.3m individuals
- Luxury cars: 3.15m individuals
- High Net Worth: 2.1m individuals
- Gamers: 4.65m individuals
More science

Survey our Users

Identify Behaviours

Lookalike Modelling

700k Research
Now Panel

Fashionistas

iPad

Angelfish Method

230k Match

Experian

15m All 4
Registered Users

Made in Chelsea
Hollyoaks
Big Bang Theory
First Dates
Brooklyn 99

3.6m Fashionistas
across 15m users

Note: Indicative Process
The results

ID identification 100%

EFFECTIVENESS

2X more likely to be in market
2X Ad recall
+ 30-50% CPM
53% Usage Pre to Post
Recommendations
Recommendations is actually a creative problem...
... and we came up with a creative solution
World’s first video personalisation

Coke

59% of users claiming to take action as a result

“All 4’s My Burberry campaign contributed to a 55% uplift in sales”

Christopher Bailey – Chief Exec Burberry
I’m talking to you....
Thank you