

London, UK (XX/01/2024):

A Record year all round for Narrative Entertainment.

The UK's biggest independent free-to-air channel group has had a bumper 2023 with record audience, share and advertising impacts growth.

Viewing on Narrative Entertainment's portfolio of channels grew more than any other Broadcasting group with share up **+21% year-on-year**, and 4 in 5 of the UK population enjoying the channels in 2023¹.

Its four Movies and Entertainment Channels have seen **28% year-on-year advertising impacts growth** whilst its Kids division is up **11%**. This is against the backdrop of a market decline of -1% and -13% respectively².

The broadcaster further improved its presence in UK households with over 26 launches of its apps, the **POP! Player** and **GREAT! Player**, and FAST channels across an array of platforms. Delivering growth of over +400% in digital ad impressions year-on-year.

Paul Dunthorne, Managing Director commented: "I'm extremely proud of the team and what they have achieved. We have delivered record EBITDA despite the market headwinds, taking the company to a double-digit margin and putting in place the foundations for growth for the next 3 to 5 years. This has been achieved whilst overperforming in every programming KPI. Our programming and creative teams really understand positioning and connection, delivering content our audiences love to watch."

The Great Network

The movies and TV channels - **GREAT! Movies**, **GREAT! Romance**, **GREAT! Action** and **GREAT! TV** - have grown their commercial impacts by 28 percent year-on-year, in contrast to market decline of -1% per cent, delivering a 29 per cent increase in the share of commercial impacts (SOCI).

GREAT! Movies retained its title as the UK's biggest independent movie network, reaching 5.5 million Adults 16+ per month³.

Similarly, **GREAT! TV**, home to some of the best loved classic TV shows, has grown SOCI +45% year-on-year⁴.

GREAT! Romance launched as the fastest growing channel in the UK, watched for over 2 hours on average – the longest out of all UK channels⁵.

GREAT! Christmas, the seasonal channel, remains the nation's #1 Christmas channel, and was up an impressive +52% YoY⁶.

¹ Individuals 4+ across All Day, Reach based on 1 minute consecutive viewing.

Source: BARB, Adults 16+ (Movies and Entertainment), Kids 4-15 (Kids channels, 6am-midnight), Reach/ATS based on 3 minutes consecutive viewing, 2023 vs. 2022 unless specified.

² Commercial impacts among Adults 16+ Commercial Market, and Kids commercial channels.

³ Ranking among 21 dedicated movie channels.

⁴ 21 Jun-Dec'23 year-on-year.

⁵ 5 Jan-6 Sep'23 year-on-year; Ranking among all UK channels (excludes: international, news, music & sport transmitting channels).

⁶ 7 Sep-Dec'23 vs. 8 Sep-Dec'23.

Steve Hornsey, Narrative Entertainment's VP, Movies & Entertainment, says "We're so excited about 2024 and the continued expansion of the **GREAT!** channels. After last year's trend-busting market growth, we are continuing to invest into launching onto multiple platforms so that our committed audiences can access more of their favourite films and TV shows whenever and wherever they want."

POP, Tiny Pop, POP MAX

Narrative Entertainment has the largest commercial kids' group in the UK, with 46% share of kids' commercial impacts, and the only group to grow impacts year-on-year⁷. The **POP!** Channels – **POP!**, **Tiny Pop** and **POP Max** - remain the #1 non-PSB destination for Kids 4-15, reaching 4 million kids aged 4 to 15 on linear in the past year alone. Flagship **POP!** has been the No. 1 Commercial Kids channel since 2017⁸.

POP! further expanded its presence on FAST platforms and is now the number one kids' FAST channel on Samsung TV Plus. Following the success of the POP on FAST, Narrative extended the network's digital offering with the launch of its pre-school channel brand, Tiny Pop.

Francesca Newington, Director, POP Channels, says, "2024 will be a very exciting time for Narrative Entertainment's kids' network as we continue to explore ways to expand our channels and deliver our fantastic content to loyal viewers, however and wherever they choose to watch."

2024: In a very competitive market, **Narrative Entertainment** has enjoyed a strong start to 2024 and is continuing to look at innovative ways to expand the channels. It is committed to delivering new ways for its growing audiences to access its exciting wealth of content throughout 2024.

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About Narrative Entertainment:

Narrative Entertainment is an independent broadcaster in the UK with a portfolio spanning Movies, Entertainment and Children's TV. Narrative's well-established Movie and Entertainment channels are housed under the GREAT! brand that collectively entertains 9 million UK adults every month. The GREAT! Network portfolio includes the UK's fastest growing channel this year, GREAT! Romance, and the nation's favourite seasonal channel, GREAT! Christmas, and is the UK's number one destination for movie viewing. Brands also include GREAT! Movies, GREAT! TV and GREAT! Player.

The kids' channels form the largest commercial network of children's channels in the country (POP, Tiny Pop and POP MAX), POP Channels remain the #1 non-PSB destination for Kids 4-15, reaching 4 million Kids 4-15 on linear in the past year alone. The channels can also be accessed via the AVOD catch-up service, the POP Player.

Narrative Entertainment's FAST channels include GREAT! Movies, GREAT! Romance, GREAT! Christmas, Pop and Tiny Pop, available on free streaming services.

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⁷ Kids commercial channels include POP Channels, Paramount including C5's Milkshake! block, Warner and CITV.

⁸ #1 non-PSB ranking among dedicated kids channels: POP, Tiny Pop, Pop Max, CBeebies, CBBC, CITV, Cartoon Network, Cartoonito, Boomerang, Nickelodeon, Nick Jr, Nick Jr Too, NickToons & Sky Kids.