



Bucking all trends:

Narrative Entertainment UK reports another year of growth – for the third year running – despite the broadcast market contracting.

LONDON (08/01/25): Narrative Entertainment UK (NEUK) – the home of the GREAT! and POP networks, retained its spot as the fourth largest non-PSB commercial broadcaster group in the UK, in 2024.

Its quiet popularity has driven ongoing commercial success, and **NEUK** proudly reports **continuous SOCI growth**, being the largest network to grow its share of Adults 16+ impacts in 2024.

It's been 3.5 years since Narrative bought the Kids, Movies and Entertainment channels from Sony, launching the **Great! Network** and taking over the much-loved **POP** channels. As a national free-to-air broadcaster, **NEUK** is enjoyed by **11 million viewers a month in the UK – reaching 9 in 10 viewers** across the year.

Under NEUK's stewardship, continued investment in digital, distribution and talent has added 8 FAST channels to the once linear only portfolio, with rapid digital expansion seeing over 100 launches in the past 18 months.

Commercial success:

- The **Great! Network** has grown share of commercial impacts (SOCI) for the third year running (+6% **SOCI growth** in 2024).
- **Great! Movies** leads this growth, up **+15% year-on-year** in SOCI.
- Its Movies and Entertainment channels have collectively performed 5 percentage points above market declines of -6% in impacts.
- **POP** is the leading commercial kids' channel and the most widely distributed kids' FAST channel in the UK.

Source: Barb/TechEdge, 2024 (SOCI: Jan-29 Dec 2024 vs. same period prior year). Adults 16+, excluding kids channels for Commercial Impacts; Kids 4-15 for POP; Individuals 4+ channel reach based on 1-minute consecutive viewing (3-minutes for monthly reach).

Digital Expansion:

While linear remains the core business, Narrative (**NEUK**) is on an aggressive transformation; as CTV and FAST opens new channels and opportunities to serve audiences. This digital expansion has been rapid, with **100 launches over the past 18 months**.



Narrative Entertainment UK has launched 8 FAST channels across 10 platforms.



This includes bespoke FAST channels including **Great! Mystery**, **Great! Real** and the innovative **POP UP**, a rolling single IP channel with takeovers from leading brands such as LEGO and Barbie.



This expansion has brought in viewers and driven engagement with **playtime up by +250% YoY** across the digital portfolio.



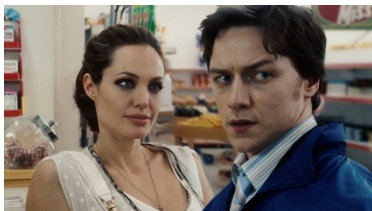
POP, **Tiny Pop** and **POP UP** are now the UK's most widely distributed kids' FAST channels – with double the platform reach as their closest competitors.



Building on the success of the **POP Player**, the **GREAT! Player** doubled its active users and tripled playtime within the year, and both BVOD (broadcast video-on-demand) apps will roll out on more devices in 2025.

Content:

The **Great! Network** provides a heartwarming collection of nostalgic classic TV (Diagnosis: Murder and Murder, She Wrote are **Great! TV** staples), cosy crime through TV movies franchises, a year-round feast of TV movie romcoms on **Great! Romance and Great! Christmas**, and a never-ending offering of action and blockbuster movies across **Great! Movies** and **Great! Action**.



Angelina Jolie and James McAvoy in **Wanted** on GREAT! Movies.



Lacey Chabert in **Love, Romance & Chocolate** on GREAT! Romance.



Leonardo DiCaprio in **Catch Me If You Can** on GREAT! Movies.

This year marked its first foray into original productions, with sister company **Narrative Pictures** producing '**Christmas at Plumhill Manor**' which had its UK premiere on **Great! Christmas**. The Christmas rom-com **reached over half a million individuals** (based on watching 3+ mins) in the first week of running.



Christmas at Plumhill Manor

QUOTES

Paul Dunthorne, MD, said “It’s a testament to the hard work of everyone at **NEUK** and our relentless focus on our audiences that we are able to announce **3 years of consecutive commercial growth** – while the market has declined. I’m proud that we’ve grown our workforce over 20% in the past year and continue to innovate and invest in talent.”

Daniel Levin, Founder, said “Our audiences are at the heart of everything we do, and these results show we are getting it right: delivering much loved TV and movies, always for free. 2024 delivered commercial and digital growth, topped off with our first original feature film ‘Christmas at Plumhill Manor’ – it has been a Great! Year for Narrative.”

Where to find:

Viewers can find **Great!** and **POP** across Freeview, Sky and Virgin and across 10 FAST platforms, as well as via the **Great! Player** and the **POP Player**- always for free

Channel	Free view	Sky & Sky Glass	Virgin Media	Sky Ireland	LG UK & IE	Rakuten	Netgem UK & IE	PLEX UK	Samsung TV plus	Titan OS (Phillips)	Vidaa
GREAT!Mystery	61				✓	✓	✓	✓		✓	
Great!Movies	34	321	425	321	✓		✓	✓	✓	✓	✓
Great!Christmas / Great!Romance	52	319	424	319	✓		✓	✓	✓	✓	✓
Great!Action	42	323	426								
Great!TV	50	157	170	157							
Great!Real						✓		✓		✓	✓
	Free view Play	You View	LG UK	Google TV	Fire TV	Apple TV	Web	Vidaa	<i>More Coming Soon</i>		
Great! Player	✓	✓	✓	✓	✓	✓	✓	✓			

Channel	Freeview /YouView	Sky	Virgin	Samsung TV Plus	Netgem	LG UK	Titan OS	Pluto TV	Rakuten	Vidaa
POP	205	614	736	✓	✓	✓	✓	✓	✓	

POP MAX		615								
Tiny Pop	206	618		✓	✓	✓	✓	✓	✓	
POP UP (FAST Exclusive)	207			✓	✓	✓	✓	✓		
	Freeview / Youview	Fire TV	Apple TV	Samsung	Google TV	LG UK	IOS	Android	Web	Vidaa
POP Player	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

- ENDS -

For more information, contact:
 Kate Gartland
Kgartland@narrative.com

About Narrative Entertainment UK:

Narrative Entertainment is the UK's largest independent broadcaster of free-to-air TV, with a growing portfolio that includes Movies, Entertainment and Children's channels which brings in 11 million viewers monthly in the UK – reaching 9 in 10 viewers.

Narrative's established Movie and Entertainment channels are housed under the GREAT! brand, the biggest

independent movie network that includes – GREAT! Movies, GREAT! Romance, GREAT! Action, GREAT! TV, the nation's #1 seasonal channel GREAT! Christmas and the FAST channels, GREAT! Real and GREAT! Mystery. The network is also accessible via the Great! Player, which is available on TV, app and web.

Narrative is also the home of well known, kid-safe brands POP, Tiny Pop and POP MAX across linear and digital, as well as the FAST channel POP UP. The POP channels are also accessible via the free, kids'-safe app POP Player available on all platforms, an app and the web.