

# ITV v C4

## How they measure up

### RACING EVENT

ITV RACING  
v  
C4 RACING

MARKET  
SHARE  
%

OPENING SHOW  
v  
THE MORNING LINE

Jan 1 *	591,000	4.5	
Cheltenham Dipper Chase	567,000	4.2	
Jan 7	340,000	3.4	1.8
Sandown Tolworth Hurdle	556,000	4.9	4.5
Jan 14	366,000	3.6	2
Warwick Classic Chase	472,000	4.4	2.9
Jan 21	322,000	3.2	2.1
Haydock Peter Marsh Chase	529,000	5.4	3.5
Jan 28	413,000	4.3	1.8
Cheltenham Cotswold Chase	509,000	5.4	3.1
Feb 4	287,000	2.7	2
Sandown Scilly Isles Chase	482,000	4	3.6
Feb 11	372,000	3	2.3
Newbury Betfair Hurdle	527,000	4.7	3.4
Feb 18	340,000	4	1.8
Ascot Ascot Chase	546,000	5.2	3.5
Feb 25	308,000	2.6	2.2
Kempton BetBright Chase	435,000	4.2	3.7
March 4 *	410,000	4.5	1.8%
Doncaster Grimthorpe Chase	470,000	4.7	3.4
March 11	403,000	4.1	2.7
Sandown Imperial Cup	430,000	4.3	3.3
March 14 *	741,000	10.8	1.8
Cheltenham Champion Hurdle	691,000	9.8	3.6
March 15 *	676,000	11.1	1.6
Cheltenham Champion Chase	574,000	8.2	4
March 16 *	747,000	10.6	1.9
Cheltenham Stayers' Hurdle	540,000	9	4.6
March 17 *	1,058,000	13.1	2
Cheltenham Gold Cup	836,000	10.8	3.9
March 18	373,000	3.4	1.7
Uttoxeter Midlands National	511,000	4.6	3.9
April 1	354,000	4.1	1.9
Doncaster Lincoln	649,000	7.7	3.5
April 6 *	652,000	10.4	0.7
Aintree Aintree Hurdle	545,000	7.2	2.7
April 7 *	762,000	11.8	1.6
Aintree Melling Chase	664,000	8.9	2.9
April 8 *	1,095,000	15.8	3.6
Aintree Grand National p1	1,400,000	14.7	6.2
April 8 *	4,700,000	40	
Aintree Grand National p2	4,774,000	31.5	
<b>ITV TOTAL</b>	<b>15,310,000</b>		
<b>C4 TOTAL</b>	<b>16,707,000</b>		
			<b>2,338,000</b>
			<b>4,307,000</b>



\* ITV, rest on ITV4