



## Narrative Entertainment launches GREAT! Player on YouView and Freeview Play

London, UK (28/11/2023): The UK's largest independent TV broadcaster **Narrative Entertainment**, continues to expand its reach launching their video on-demand service the **GREAT! Player**, to **Freeview Play** and **YouView** TV platforms.

The **GREAT! Player**, which includes content from movie and entertainment channels **GREAT! Movies**, **GREAT! Action**, **GREAT! Christmas**, **GREAT! Romance** and **GREAT! TV**, launched in May 2023 via the red button across the **GREAT!** linear channels. A full version of the **GREAT! Player** is now accessible via boxes and connected TVs on **Freeview Play** and **YouView**, featuring an array of star-studded Hollywood movies, fast-paced action films, love stories and nostalgic series that viewers can catch-up on anytime they like, for free.

**Steve Hornsey**, Narrative Entertainment's VP Movies & Entertainment, says "Narrative Entertainment is committed to launching new ways for our growing audience to access and enjoy the **GREAT! Network**, and we're excited to expand the reach of the **GREAT! Player** with valued partners **Freeview** and **YouView**. This comes after a trend-busting year which saw the **GREAT! Network's** SOCI up +23% year-on-year compared to -2% for the market<sup>1</sup>. Our targeted and curated approach to free brands and content is proving enticing and engaging for audiences, and the **GREAT! Player** will enhance this appeal." This only means good things for viewers who now spend the longest time ever watching the **GREAT! Network** with an average of 1 hour 13 mins in the past year, the longest on record<sup>2</sup>.

**GREAT! TV**, home to some of the most loved classic TV shows, saw its share of commercial impacts grow +49% year-on-year since going nationwide on 21st June<sup>3</sup>. Similarly **GREAT! Movies** remained the UK's biggest independent movie network, reaching 6 million Adults 16+ per month<sup>4</sup>.

**GREAT! Christmas** returned to audiences this year with enhanced UK distribution, remaining the nation's #1 Christmas channel, and up a whopping +55% YoY<sup>5</sup>.

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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 adults UK adults every month. The 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 and GREAT! TV.

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, and reach millions on linear. The channels can also be accessed via AVOD catch-up service, the POP Player.

Narrative Entertainment Ltd successfully extended its reach by launching FAST channels GREAT! Movies, GREAT! Romance and POP Kids in 2022.

#### *Sources:*

*1 BARB / Adults 16+ / Commercial impacts in DTT / Past Year Nov'22-Oct'23 vs. same months the prior year.*

*2 BARB / Adults 16+ / ATS based on viewing for at least 3mins / Past Year Nov'22-Oct'23 vs. same period the prior years from 2010-2023.*

*3 BARB / Adults 16+ / Commercial impacts / 21 Jun-Oct'23 vs. same dates in 2022.*

*4 BARB / Adults 16+ / Reach based on viewing for at least 3mins / Past 24 months since Nov'21 (Nov'22-Oct'23/Nov'21-Oct'22).*

*5 BARB / Adults 16+ / Avg 000s / 7 Sep-Oct'23 vs. equivalent dates last year (8 Sep-Oct'22).*