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BROADCAST

Police Custody locks up record audience

6 January 2021

TUESDAY: Factual special beats BBC1 to become show's most-watched outing of all time



24 Hours in Police Custody: The Black Widow (C4) 9pm-10pm

2.9m (14.8%)

The conclusion of the stripped two-parter was 200,000 up on the next best Police Custody ep since its launch six years ago – when 2.7m (15.5%) watched in a Monday 9pm slot in May 2018.

It gained 700,000 from the previous night's opener, as share from the 25-34 demographic nearly doubled from benchmark to 32% (480,000) and 45-54 year old share was up 7pp to 19% (600,000).

Male share almost doubled from benchmark to 14.2% (1.2m) and profile rose by more than 5pp to 43.8% for the story of Victoria Breeden, who was taken into custody for plotting to kill her ex-husband.

Discounting episodes of Gogglebox and The Great British Bake Off, Police Custody was C4's most-viewed programme of the past 12 months, hammering its 1.8m (9.8%) slot average, according to Barb data from [overnights.tv](https://www.overnights.tv).

The Garden format beat the second episode of BBC1 drama **Traces** (2.8m / 14.2%), which lost around 1m from the previous night's opener from 9pm-9.45pm.

Similarly, lockdown drama **Staged** slipped from 2.5m (13.1%) to 1.6m (8.8%) for the second episode of its second run between 9.45pm and 10pm.

ITV's stripped **Beat the Chasers** won the 9pm slot again with 3.7m (19.4%).

Elsewhere, BBC2's **Cheetah Family & Me** launched in line with slot average with 1.2m (6%).

The opener of Hello Halo's two-parter was just behind presenter Gordon Buchanan's previous for BBC2 – 2019's Snow Cats & Me – which opened in a Sunday 8pm slot in December to 1.5m (8.3%).

The latest series of **Ben Fogle: New Lives in the Wild** landed on Channel 5



Cheetah Family & Me

with 1.3m (6.6%).

Across the 30-minute slot from 8.30pm, BBC1 launched four-parter **Crash Detectives** to 2.3m (12.1%), with BBC Cymru's ob-doc falling around 400,000 behind the 2.7m (14.1%) slot average.

And at 7.30pm, ITV opened Tin Can Island's **South Africa with Gregg Wallace** to the same rating, again 400,000 shy of slot benchmark.

Following that 30-minuter, the closing episode of ITV's **Who Wants to be a Millionaire?: The Million Pound Question**, which spotlighted the 'coughing Major', interested 2.1m (11.3%) – in line with the rest of the six-part series.

Opposite on C5, **Dogs Behaving (Very) Badly** (Avalon) returned with 1.3m (7%), nudging ahead of the 1.2m (6.5%) who tuned in for the opener of the previous run in the same slot in January 2020.

On multi-channel, ITV2's **The Cabins** gained almost 50,000 from the previous night to entertain 440,000 (2.3%), which was level with slot average.

