

24 Hours in A+E treats record audience

11 April, 2013 | By [Jake Kanter](#)

Channel 4's 24 Hours in A+E made a record return, edging out Victoria Wood's BBC1 tea documentary – as Mad Men's audience failed to match its hype.

24 Hours in A+E (C4) 9pm–10pm 3.3m (14.13%)

Series three of [The Garden Production's](#) fixed-rig hospital documentary was nearly half a million viewers ahead of last year's opener, which treated 2.84m (11.77%).

It just topped the previous high of 3.29m (15.1%) recorded for the 10th episode of series two, according to overnight Barb figures supplied by [Attentional](#).

The programme peaked with 3.69m (15.75%) at 9.40pm and topped C4's slot average of 2.56m (10.86%) for the past 12 months.

Victoria Wood's Nice Cup of Tea (BBC1) 9pm–10pm 3.29m (14.1%)

BBC1's film charting the journey of how an exotic leaf became a British institution wasn't everyone's cup of tea.

It was a fraction behind 24 Hours in A+E and was more than 1.6m viewers below BBC1's slot average of 4.91m (20.84%) for the past year.