

[31.07.23] **PRESS RELEASE**



JULY 2023 VIEWING FIGURES: RECORD MONTH FOR TF1, LEADER ACROSS ALL AUDIENCES*, STRONG GROWTH AMONG TARGETS

TF1 group enjoyed an excellent July across all audiences*, with growth among all targets:

- Strongest year-on-year growth among individuals aged 4+ (26.6% share, +0.6 pt) and women under 50 (31.7% share, +1.2pt).
- Clear leader with 25-49 year-olds (28.1% share, +1.0pt), 15-34 year-olds (31.3% share, +1.7pt) and 15-24 year-olds (34.2% share).

TF1 channel: market leader, best month in 2023 to date: 19.0% share of individuals aged 4+, and year-on-year growth across all targets: 22.8% of women under 50 (+1.7pt), 20.0% of 25-49 year-olds (+1.5pt), 23.8% of 15-34 year-olds (+2.4 pts).

TF1 GROUP NEWS COVERAGE WELL AHEAD

TF1

TF1 group news coverage is well ahead of the rest: the 1pm and 8pm bulletins set new records in July 2023.

1pm NEWS

- Clear market leader with **39% share of individuals aged 4+ in July, and a long way ahead of nearest rival with 2.2 million more viewers and a 19-point lead in audience share on average.**
- **BEST MONTH** among women under 50 since August 2022 with a 36% share.
- **Peak of 4.8 million viewers and 45% share of individuals aged 4+** for 17 July bulletin with Jacques Legros.

8pm NEWS

- **BEST MONTH since August 2011** with 31% share of individuals aged 4+ and 29% of women under 50.
- **STRONGEST YEAR-ON-YEAR GROWTH of any evening bulletin** (+1.8 pt), and biggest lead over main rival since February 2022.
- **Peak of 6.1 million viewers and 34% share of individuals aged 4+** for the 25 July bulletin with Julien Arnaud: **2nd best TV audience of the month.**

LCI

TF1 group's news channel posted its best July since it launched in 1994 with a 2% share of individuals aged 4+ and a **string** of excellent performances:

- **Strongest growth of any news channel among targets:** +0.2pt for 25-49 year-olds, +0.4pt for ABC1s.
- **Robust year-on-year growth among individuals aged 4+** (+0.5pt vs. July 2022).
- No.1 news channel, no.1 DTT channel and no.5 national channel in terms of average daily viewing time (36 minutes in July).
- Most-watched news channel with **Brunet Hammett & Compagnie**: 2.5% of individuals aged 4+, and **best ever performance by the show in its time slot for the 3 core targets**.
- Most-watched news channel with **22h Darius Rochebin**: 2.2% of individuals aged 4+, **second best ever month for the show in its time slot for the 3 core targets**.

SUCCESS FOR TF1 SHOWS IN ALL GENRES

27 MILLION VIEWERS FOR THE TWO DAILY SOAPS – RECORD MONTH ACROSS ALL TARGETS

- **Ici tout commence:** best month ever among women under 50 with a 35% share.
- **Demain nous appartient:** best month since 2019 among women under 50 with a 29% share.

RECORD FOR THE RETURN OF *CAMPING PARADIS* ACROSS ALL AUDIENCES, ESPECIALLY YOUNGER VIEWERS

- 4.9 million viewers on average.
- Best share of individuals aged 4+ since 2011 (28%).
- Excellent performance with targets: 32% of 25-49 year-olds, 29% of women under 50, 43% of 15-24 year-olds, 40% of 4-14 year-olds.

FAMILY-FRIENDLY ENTERTAINMENT

- **Les 12 coups de midi:** 28% share of women under 50 (+4pt).
- **The Voice Kids:** 3.5m viewers, 21% of 25-49 year-olds, 22% of women under 50, 30% of 15-24 year-olds.
- **Ninja Warrior:** clear leader on targets: 26% of 25-49 year-olds, 27% of women under 50, 34% of 15-34 year-olds.
- **Le Grand Concours:** leader among individuals aged 4+ and targets (26% of women under 50, 27% of 25-49 year-olds).

MOVIES WITH PULLING POWER

- **Pourris gâtés:** biggest movie audience since April among individuals aged 4+ (5.6m viewers, 32% share); best since November 2021 among women under 50 (43% share); best since June 2022 among 25-49 year-olds (38% share); best since June 2021 among 15-34 year-olds (46% share); best since August 2016 among 15-24 year-olds (58% share).
- **Un tour chez ma fille:** peak of 4.2m viewers, 24% share of individuals aged 4+, 32% of women under 50.
- **Retour chez ma mère:** peak share of 36% among 15-24 year-olds.
- **Les visiteurs:** peak share of 30% among 15-34 year-olds.

* Leader among individuals aged 4+ and all targets aged under 60.

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