

[19.12.22] **PRESS RELEASE**

EXCELLENT PERFORMANCES FOR FIFA WORLD CUP 2022™ ON TF1

The TF1 group is proud of the excellent performances achieved by FIFA World Cup 2022™ matches and tie-in shows like *Le Mag* and *Téléfoot*, and of our audience ratings on MYTF1.

BIGGEST TV AUDIENCE EVER FOR THE ARGENTINA v. FRANCE FINAL

Yesterday, on 18 December, the FIFA World Cup 2022™ final was broadcast live on TF1. This last match in the tournament smashed the ratings, attracting **the biggest audience ever for any programme on any channel** with **24.1 million viewers**, and a peak of **29.4 million viewers** for the penalty shootout.

With commentary from **Grégoire Margotton** and **Bixente Lizarazu** alongside **Saber Desfarges**, the match was a ratings hit across all targets, with audience shares at their highest level since the start of the tournament:

- 81% of individuals aged 4+
- 91% of 4-14 year-olds
- 86% of women under 50
- 92% of 15-34 year-olds
- 87% of 25-49 year-olds
- 88% of men aged 25-49

Immediately after the match, the trophy ceremony attracted **14.1 million viewers** and a **55% share of individuals aged 4+**, **63% of 25-49 year-olds** and **64% of men aged 25-49**.

RATINGS SUCCESS FOR TF1 OVER THE WHOLE TOURNAMENT

From 20 November to 18 December, TF1 offered viewers exclusive free-to-air coverage of 28 of the best fixtures from **the FIFA World Cup 2022™ in Qatar**, featuring our two-man commentary teams: **Grégoire Margotton** with **Bixente Lizarazu** (plus **Saber Desfarges**) for Les Bleus games, and **Julien Brun** with **Rudi Garcia**.

The tournament turned in **excellent performances** overall, averaging **8.7m viewers**.



LE GROUPE

Our coverage attracted high audience shares across all targets:

- 39% of individuals aged 4+
- 60% of 4-14 year-olds
- 43% of women under 50
- 58% of 15-34 year-olds
- 50% of 25-49 year-olds
- 55% of men aged 25-49

The eight matches featuring Les Bleus proved particularly popular, averaging **16.2m viewers** and **66% of individuals aged 4+, 72% of women under 50, 77% of 25-49 year-olds, and 80% of men aged 25-49.**

The tournament achieved the **best reach ever**, as **54.6 million** French people tuned into the World Cup on TF1.

EXCELLENT PERFORMANCES FOR LE MAG DE LA COUPE DU MONDE

Throughout the tournament, **LE MAG**, anchored by **Denis Brogniart** alongside a roster of pundits (**Nadia Benmokhtar, Adil Rami, Rio Mavuba, Marine Marck, Sylvain Wiltord, Frank Leboeuf**), offered expert analysis alongside exclusive interviews and fly-on-the-wall coverage, so that viewers could accompany Les Bleus on their journey and not miss out on anything at the World Cup.

The show averaged **3.1 million viewers**, and excellent audience shares among targets: **24% of women under 50, 28% of 25-49 year-olds, and 31% of men aged 25-49.**

TÉLÉFOOT AT RECORD HIGHS

Right from the kick-off of the FIFA World Cup 2022™, *Téléfoot* relocated to Doha to get as close as possible to Les Bleus. The show, wholly dedicated to football and presented by **Thomas Mekhiche**, set audience records with an average of **1.4m viewers.**

Among targets, *Téléfoot* also performed very well, with a **24% share of 25-49 year-olds** and **28% of men aged 25-49** – confirming the best autumn for the show since 2014 among those targets.

BEST MONTH EVER FOR MYTF1

The World Cup was also an audience success online, with over **50 million views** on MYTF1 and social media. Live streams recorded more than 30 million visits over the tournament as a whole, with **an all-time high of 3 million for the final between Argentina and France.** And MYTF1 set another record, with more than 3 million new registered users signing up over the four-week period.

CONTACTS:

VP COMMUNICATION & BRANDS – Maylis CARCABAL – mcarcabal@tf1.fr – +33 (0)6 63 59 87 05
HEAD OF COMMUNICATION: PROGRAMMES – Emilie BUDZYNSKI – ebudzynski@tf1.fr – +33 (0)1 41 41 18 40
HEAD OF COMMUNICATION: PROGRAMMES, BUSINESS & CSR – Sophie DANIS – sdanis@tf1.fr – +33 (0)6 22 47 56 52