

[10.10.23] **PRESS RELEASE**
HISTORY: IT'S A GENERATION THING



Left to right: Romain Lejeune (TF1 group Head of Research and Media), Christophe Sommet (Head of Histoire TV), Marie-Aline Méliyi (journalist and presenter on LCI), Benjamin Brillaud (creator of the Nota Bene YouTube channel) and Jennifer Kerner (research associate at the Musée de l'Homme)

On Friday 6 October at the Rendez-vous de l'Histoire in Blois, Histoire TV unveiled the key findings of the “L’Histoire: une histoire de générations?” (“History: it’s a generation thing”) survey.

Benjamin Brillaud, creator of the Nota Bene YouTube channel (whose first documentary, on the Vikings, will be broadcast shortly on Histoire TV) was joined by Jennifer Kerner (a researcher at the Paris Musée de l’Homme, creator of the Boneless Archaeology YouTube channel and a columnist on Historiquement Show, to look at the findings of the survey.

The result is an overview of the ties that bind French people with their history, and the role of the media in transmitting history.

More than three-quarters of the French people surveyed (79%) said they were interested in history, but what does it mean to them? How do they use history and how often? For each generation, what does history mean now and what will it mean in the future?

To find out, an analysis was carried out by TF1's research and media teams, the main results of which are as follows.

1. Representation

History is what? And when?

French people say history enables them to understand, transmit, unite, and be inspired.

- For 88% of people surveyed, understanding history is essential for them to have a good understanding of today's world.
- Among the people surveyed, the main roles of history relate to the duty to remember (85% of French people think that remembering unites a people) and to transmit (92% think that history must be living, transmitted and shared).

French people are interested in periods, events and personalities.

- Contemporary history and the Second World War interest French people most: 36% and 35% respectively regarded them as the most interesting periods of history.
- In politics, the three most emblematic French historical figures are Charles de Gaulle, Napoleon Bonaparte and Louis XVI. In culture, respondents chose Victor Hugo, Louis Pasteur and Simone Veil. Martin Luther King, Leonardo da Vinci and Nelson Mandela were the most iconic figures in world history.

2. Transmission

How do we talk about history? How to we tell younger generations about it?

French people say they want different media and narratives.

- To learn about history, French people prefer television (64%), cultural visits (52%) and the internet (46%).
- Youngsters surveyed would like new ways to learn more about history (31% of 18-30-year-olds prefer social media, 15% podcasts and 17% video games).

Young people are particularly interested in exploring different themes via recent events involving talking about heroes, even anonymous heroes.

- Different generations have different views on the use of social media: 75% of 18-30-year-olds think video formats like YouTube and podcasts are suitable for teaching history, vs 47% of fifty-year-olds or older.
- The themes that will make tomorrow's history are not the same for 18-30-year-olds as for other age groups: the youngest respondents thought that societal and social movements (fighting discrimination, social struggles, environmental protection, etc) will have an important place in history.

3. Visions

What will be the biggest threat to history in coming years? What do French people need in order to find out about history?

Artificial intelligence and conspiracy theories are the main threats identified by French people.

- 72% of those surveyed think it's now very easy to falsify history using new technologies. 62% reckon artificial intelligence manipulates public opinion.
- Conspiracy theories impact history and young people are particularly wary: 52% of 18–30-year-olds believe that history is nothing more than an interpretation of facts with no real proof.

French people want to discuss and be informed about how history is produced.

- 76% of French people think we should approach history through debate and getting reactions so that we can form our own opinions.

Online survey carried out via the Toluna Access Panel between 16 and 20 June 2023. Sample of 1832 people representing the French population aged 18 years and over.

[Download the whole survey](#)

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TF1 group is a major player in the production, publication and distribution of content.

Our raison d'être: to positively inspire society.

Our operations are split between two divisions:

The Media division is home to our free-to-air channels (TF1, TMC, TFX, TF1 Séries Films, LCI), our theme channels (Ushuaia TV, Histoire TV, TV Breizh, Série Club), our on-demand content platforms (MYTF1, TFOU MAX), and the TF1 PUB advertising airtime sales house. We also operate in music production and live shows with Muzeek One.

The Production division, with Newen Studios, is home to 40 creative companies and labels in France and abroad. The division creates and distributes programmes across all genres and for all media industry players, from public-service and private-sector broadcasters to online platforms.

The TF1 group has operations in around 10 countries, and employed 2,810 people as of 31 December 2022. In 2022, the Group generated revenue of €2,508m (Euronext Paris, compartment A: ISIN FR0000054900).

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