



LE GROUPE

03.07.2023

PRESS RELEASE

JUNE 2023 AUDIENCES

TF1 GROUP SURGES TO A RECORD MONTH AND A RECORD SEASON:

34% share of women under 50, 31% of 25-49 year-olds (+0.3pt year-on-year) and 34% of 15-34 year-olds (+0.4pt year-on-year)



Record season for TF1 group:

- 34% of women under 50, **best since the 2007-2008 season**
- 31% of 25-49 year-olds (+0.3pt year-on-year), **best since the 2010-2011 season**
- 36% of 15-24 year-olds (+1.1pt year-on-year), **best since the 1996-1997 season**
- 34% of 15-34 year-olds (+0.4 pt year-on-year) **best since the 2006-2007 season**

JUNE 2023 HIGHLIGHTS:

TF1 group grows audiences across all segments, and is clear leader on target audiences.

TF1 channel increases its lead over rival broadcasters across all targets.

LCI sets an audience record with 2.4% of individuals aged 4+ and strongest year-on-year growth in French TV.

MYTF1 hits a new all-time high with 30.3 million streamers in May.

KEY FIGURES

- **TF1 group** enjoyed its best month with target segments since:
 - o 2007 for women under 50 (34% share)
 - o 2020 for 15-34 year-olds (33.7% share)

Year-on-year growth on key targets: +0.2pt for individuals aged 4+, +0.5pt for women under 50, +1.3pt for 15-34 year-olds.

- **TF1**, France's most-watched TV channel, also posted its **best June with targets since:**
 - o 2015 for women under 50 (23.3% share, +1.1pt year-on-year)
 - o 2020 for 25-49 year-olds (20.3% share, +0.4pt year-on-year)
 - o 2020 for 15-24 year-olds (26.6% share, +1.3pt year-on-year)
 - o 2014 for 15-34 year-olds (24.1% share, 2.4pt year-on-year)
 - o 2020 for 15-49 year-olds (21.1%, +0.5pt year-on-year)
- **LCI**: all-time high share of individuals aged 4+ at 2.4%, France's no.2 news channel, and the fastest year-on-year growth in French TV.
- **TMC**: record growth in DTT among targets for 10th month running.
- **TFX**: no.2 DTT channel among core target (women under 50) for 2nd month running.
- **MYTF1**: all-time high of 30.3 million streamers in May.

TF1: FRANCE'S MOST-WATCHED TV CHANNEL, RECORD MONTH AMONG TARGETS

EXCEPTIONAL FIGURES FOR *HPI* AND *LES RANDONNEUSES*, HIT WITH YOUNGER AUDIENCES

- ***HPI***:
 - o Record season for overnight ratings among target audiences: 49% of women under 50, 41% of 25-49 year-olds, 47% of 15-24 year-olds.
 - o Series with greatest pulling power among younger viewers this season.
 - o To date: Season 3 has attracted an average of 9.3m viewers.
- ***LES RANDONNEUSES***: average 4.6m viewers, 25% share of women under 50, 30% share of 15-24 year-olds.

DAILY SOAPS AT HIGH LEVELS ESPECIALLY AMONG TARGETS AND YOUNGER VIEWERS

Ici tout commence:

- Best month of season among individuals aged 4+ and 25-49 year-olds (22% share).
- 2nd best month of season among women under 50 (31% share).
- 3rd best month of season among 15-24 year-olds (36% share).
- Audience growth among younger viewers: +7pt among 15-24 year-olds.
- 20m viewers in contact with the soap during the month.

Demain nous appartient:

- Best month of season for core targets: 24% of women under 50, 18% of 25-49 year-olds.
- Best June since 2020 among 15-24 year-olds (26% share).
- Year-on-year growth among women under 50 (+1pt) and 15-24 year-olds (+4pt).
- 21m viewers in contact with the soap during the month.

TARGET AUDIENCE GROWTH FOR BIG ENTERTAINMENT FRANCHISES

- ***THE VOICE***:
 - o Best since 2017: +4pt among 15-24 year-olds to 38% share, +2pt among 15-34 year-olds to 36% share, +1pt among 25-49 year-olds to 29% share.

- **MASK SINGER**
 - o 2nd best season and very strong growth (+8pt) with targets: 39% share of women under 50, 43% share of 15-34 year-olds (all-time high).
- **KOH LANTA**
 - o Growth with target audiences: 40% of women under 50 (+2pt), 46% of 15-34 year-olds (+2pt), 38% of 25-49 year-olds (+1pt).
 - o Best timeshift figures ever for an entertainment show: up to 1.32m extra viewers.

BIG AUDIENCES FOR FOOTBALL

- **GIBRALTAR vs. FRANCE:** 5m viewers, 27% of individuals aged 4+, 26% of women under 50, 45% of 15-34 year-olds, 36% of 25-49 year-olds.
- **FRANCE vs. GREECE:** 6.9m viewers, 32% of individuals aged 4+, 35% of women under 50, 55% of 15-34 year-olds, 43% of 25-49 year-olds.

MARKET-LEADING NEWS COVERAGE – BIG AUDIENCES AND A RECORD MONTH

1pm news:

Still the **clear leader with 39%** share of individuals aged 4+ and a **big lead over closest rival: +1.9m viewers.**

Best year-on-year growth of any lunchtime news show among individuals aged 4+ (+1pt).

Best June since 2014 among targets: **33%** of women under 50, **32%** of 25-49 year-olds.

Peak of 4.9m viewers for the 1pm bulletin with Anne-Claire Coudray on 1 July.

Peak of 43% share of individuals aged 4+ for the 1pm bulletin with Marie-Sophie Lacarrau on 23 June – her biggest audience share since February 2021 (excluding summer).

8pm news:

Best June since 2011 (excluding Covid) among individuals aged 4+ (**27%**) and since 2014 among women under 50 (**24%**).

Best month of season and **bigger lead over nearest rival (+0.9m viewers).**

Best year-on-year growth of any evening news show: +1.2pt among individuals aged 4+, +2.9pt among women under 50.

Peak of 5.6m viewers for the 8pm bulletin with Anne-Claire Coudray on 2 July, followed by the Gilles Bouleau bulletin on 29 June with **5.2m viewers.**

LCI: BEST MONTH EVER: 2.4% SHARE OF INDIVIDUALS AGED 4+, No.2 NEWS CHANNEL

STRONGEST YEAR-ON-YEAR GROWTH of any French TV channel across all indicators: **audience ratings** (+56,000 viewers/+49% vs June 2022), **audience share** (+0.9pt/+60%), **average daily viewing time** (+37%).

BEST MONTH EVER among ABC1s (1.9% share) and **25-49 year-olds** (1.2% share).

BEST MONTH EVER for average daily viewing time: average of 41 minutes per day. LCI is the **no.1 news channel** and **no.1 DTT channel** by this metric.

TMC: RECORD GROWTH IN DTT AMONG TARGETS FOR 10TH MONTH RUNNING

4.4% share of 25-49 year-olds, 4.1% of ABC1s, 4.3% of women under 50.

QUOTIDIEN

- **2nd best month ever among targets:** 10% share of individuals aged 4+, 19% of 25-49 year-olds and ABC1s.
- By far the most-watched talk show with 1.9m viewers, and still clear **no.1 among younger viewers** with a 17% share of 15-34 year-olds.
- Nearly 19 million viewers in contact with the talk show during the month.
- **Best season ever among targets:** 18% of 25-49 year-olds, 17% of 15-34 year-olds and ABC1s. Most-watched talk show across all audience segments.

DISTINCTIVE PREMIUM ENTERTAINMENT OFFER

- **Reportages de Martin Weill from Marseille:** 600,000 viewers and 7% share of 25-49 year-olds, best audience for the show so far this year.
- **Le système Tom Cruise:** 600,000 viewers, 8% share of 25-49 year-olds.
- **Indochine Central Tour** special concert: 600,000 viewers, best audience for a concert on DTT since 2020.

MYTF1:

MYTF1 strengthened its position as the no.1 French streaming platform with **30.3m streamers across 4 screens.**

Strong audience growth: **+8% year-on-year.**

MYTF1 posted all of the **top 5 timeshift audiences in the French market.**

* Source: Médiamat/Médiamétrie

TF1 GROUP CONTACTS

Maylis Carçabal – VP Communication & Brands – mcarcabal@tf1.fr – +33 (0)6 63 59 87 05
Sophie Danis – Head of Communication – Programmes, Business & CSR – sdanis@tf1.fr – +33 (0)6 22 47 56 52