

[31.10.22] **PRESS RELEASE**

OCTOBER 2022: TF1 GROUP WELL AHEAD WITH TARGET AUDIENCES



TF1 group was well ahead of its rivals on target audiences in October, with viewing figures that reflect the pulling power of our channels and programmes, and our close bond with viewers.

TF1: no.1 TV channel – strong growth among W<50PDM¹, 25-49 year-olds, and younger viewers.

MYTF1: very strong growth momentum maintained.

KEY FIGURES

- **TF1 group well ahead on target audiences: 33% of W<50PDM, 30% of 25-49 year-olds**
- **TF1: most-watched TV channel with:**
 - o **23% share of W<50PDM, +0.5 pt month-on-month (2nd best month YTD)**
 - o **19.9% share of 25-49 year-olds, +0.9 pt month-on-month**
 - o **22.7% share of 15-34 year-olds, +1.7 pt month-on-month, joint best since December 2021**
 - o **25.6% share of 15-24 year-olds, +2.1 pt month-on-month**
- **LCI: 2% share of individuals aged 4+(+0.9 pt year-on-year), best month ever and strongest year-on-year growth of any channel**
- **TMC: clear leader in DTT on priority targets: 4.6% share of 25-49 year-olds, 4.1% of ABC1s, 4.4% of W<50PDM**
- **TFX: no.2 DTT channel on core W<50PDM target, best October for 3 years (3.3% share)**
- **MYTF1: very strong growth momentum continues, +65% registered users vs Oct. 2021**

Effective 2 September, due to circumstances beyond our control, the Canal+group stopped carrying TF1 group channels and services on any of its packages. This had a marginal impact on advertising targets, and led to a decrease of around 8% among individuals aged 4+.

Bear in mind that although many viewers switched to receiving our content on other devices, audiences watching at home on mobiles, tablets and PCs are not yet included in Mediamat ratings.

TF1: MOST-WATCHED TV CHANNEL, STRONG GROWTH AMONG TARGET AUDIENCES

MARKET LEADER IN NEWS BROADCASTING

8pm news: Market leader on weekdays and weekends (average 5.2m viewers in both cases)

Best audience of the month for any programme: 7.0m viewers for the Prime Minister's broadcast.

¹ Women aged under 50 purchasing decision makers



1pm news: Still the undisputed leader: average of 4.1m viewers on weekdays, 4.7m at weekends.

STAR ACADEMY – BACK WITH A BANG!

Nearly 31m viewers in contact with the show, or more than 1 in 2 viewers.

Record-breaking prime-time viewing figures:

Launch night: best launch for an entertainment show since 2012

Over 50% share of targets, and 5.2m viewers (52% of W<50PDM, 50% of 25-49 year-olds, 51% of 4-14 year-olds, 58% of 15-24 year-olds)

Record figures on average over the first three nights: 44% of W<50PDM, 44% of 15-24 year-olds, 52% of 15-34 year-olds, 56% of 25-34 year-olds, 40% of 4-14 year-olds.

Daily show at all-time high, with bigger audiences in week 2:

Popular with the whole family, averaging 1.7m viewers over the first 2 weeks:

- **39% share of W<50PDM:** best* since 2009 for week 2
- **33% share of 25-49 year-olds:** best* since 2009 for week 2
- **33% share of 15-24 year-olds:** best* since 2012 for week 2
- **43% share of 15-34 year-olds:** best* since 2007 for week 2
- **47% share of 25-34 year-olds:** best* since 2006 for week 2

Plus an average of nearly 200,000 extra timeshift views in week 1.

CONTINUING SUCCESS FOR *LES COMBATTANTES*: BEST FRENCH DRAMA AUDIENCE SINCE THE START OF THE BACK-TO-SCHOOL PERIOD

- **6m viewers** on average over 8 episodes
- **Very fine catch-up figures, up to 1.5m extra viewers**

Excellent ratings on target audiences, averaging:

- **30%** share of W<50PDM (**+4 pt** vs live plus one day)
- **27%** share of 25-49 year-olds (**+4 pt** vs live plus one day)
- **31%** share of 15-24 year-olds (**+4 pt** vs live plus one day)
- **28%** share of 15-34 year-olds (**+6 pt** vs live plus one day)

ENTERTAINMENT SHOWS WITH VERY STRONG APPEAL FOR WOMEN AND YOUNGER VIEWERS

THE VOICE KIDS: 26% share of W<50PDM, 29% of 15-34 year-olds

MASK SINGER: 30% share of W<50PDM, 36% of 15-34 year-olds

DANSE AVEC LES STARS: 29% of W<50PDM, 32% of 15-34 year-olds



LCI: OUR NEWS CHANNEL KEEPS BREAKING RECORDS – STRONGEST GROWTH OF ANY TV CHANNEL FOR SECOND MONTH RUNNING

Best month ever, and strongest year-on-year growth of any TV channel at +0.9 pt

Best-ever share of individuals aged 4+ at **2%**

No.1 news channel by viewing time per viewer, and **no.1 DTT channel** with 41 daily minutes per viewer

Most-watched news channel and record figures for *BRUNET HAMMETT ET CIE* (2.3%) and *22H DARIUS ROCHEBIN* (2.0%)

Most-watched news channel in access prime time with *24 HEURES PUJADAS* (3.0%)

TMC:

- **TMC clear no.1 DTT channel on priority targets: 4.6% share of 25-49 year-olds, 4.1% of ABC1s, 4.4% of W<50PDM**
- **QUOTIDIEN: Most-watched national channel among young people and 25-49 year-olds**
 - **Best October:** 1.6m viewers (peak of 2.1m, the month's biggest DTT audience)
 - **Most-watched national channel** among 25-49 year-olds: 17% share
 - **Most-watched national channel** among 15-34 year-olds: 19% share
- **Movies** in great form: DTT premiere of *LE DINER DE CONS* attracted 1.5m viewers, the biggest DTT movie audience since the start of the back-to-school period

TFX:

- **No.2 DTT channel on core target of W<50PDM, best October for 3 years with 3.3% share**

MYTF1: STRONG GROWTH

Very strong growth momentum maintained at MYTF1 with:

- New MYTF1 registered users +65% versus October 2021
- Number of videos viewed up 8%
- Success for the AVOD offer: +60% versus October 2021, largely driven by the movie offer

COMING SOON ON TF1 GROUP CHANNELS, EXCLUSIVE AND FREE-TO-AIR: FOOTBALL WORLD CUP, THE ALAIN CHABAT LATE SHOW, PRIME-TIME EVENT TV WITH "LES INCONNUS" ...

* Source: Médiamat/Médiamétrie

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