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## PRESS RELEASE



# RECORD MONTH FOR TF1 GROUP MARKET LEADER – 28.4% OF INDIVIDUALS AGED 4+

## OCTOBER 2023 AUDIENCES: TF1 GROUP MARKET LEADER, STRONGEST GROWTH ACROSS ALL TARGETS:

- Best month YTD, with 28.4% share of individuals aged 4+ (+2.8 pts)
- Best month YTD for women under 50, 35.1% share (+2.1 pts)
- Best month YTD for 25-49 year-olds, 32.5% share (+2.5 pts)
- Best month YTD for 15-34 year-olds, 35.8% share (+2.5 pts)
- Best month YTD for 15-24 year-olds, 36.5% share (+2 pts)

## AGGREGATE LINEAR + STREAMING AUDIENCES TO END SEPTEMBER: 9.5bn HOURS VIEWED \*

From January to September, a total of 9.5 billion hours of TF1 programmes was viewed, live and via streaming.

For example, our 8pm news bulletins racked up over one billion hours, and our daily soaps **665 million** hours.

## PLATFORM AUDIENCES \*\*:

MYTF1 was the market-leading streaming platform in September 2023 with nearly **28 million** streamers.

## TF1: BEST MONTH YTD, CLEAR LEADER ACROSS ALL AUDIENCES

- Individuals aged 4+, with 19.9 % (+2.2 pts year-on-year)
- 25-49 year-olds, with 22.1% (+2.2 pts)
- 15-34 year-olds, with 26% (+3.3 pts)
- 15-24 year-olds, with 28.4% (+2.8 pts)
- Women under 50, with 24% (+1 pt)

## RUGBY WORLD CUP: ALL OF THE TOP 6 YTD AUDIENCES

With **16.5 million viewers**, the quarter-final between **France and South Africa** attracted the biggest audience so far this year, and the best viewing figures for a rugby match since 2007. The **France/New Zealand** match pulled in the second-highest year-to-date audience, and the best audience ever for an opening match, with **15.6 million viewers**.

- **14.3 million** viewers on average for matches involving France
- **7.4 million** viewers on average across all matches

**Success for the magazine show with 1.8 million viewers on average in the late evening slot, and a peak of 3.5 million after the opening match.**

**ALSO A SUCCESS ONLINE: over 35 million live sessions, and content in the MYTF1 Top 10 every week:** MYTF1 offered a full range of exclusive video content from the Rugby World Cup. Our innovative "Top Chrono" content represent 50% of short-format consumption on the platform.

## FRENCH FOOTBALL TEAM PULLS IN OVER 6 MILLION VIEWERS

- 6.5 million viewers for the **Netherlands/France** match, which saw Les Bleus qualify for the EURO 2024 tournament (to be screened on TF1).
- 6.1 million for the **France/Scotland** friendly.

## SUCCESS FOR THE EVENT DRAMA *LES YEUX GRAND FERMÉS*

- **4.7 million viewers** tuned in for this hard-hitting drama starring Muriel Robin and Guillaume Labbé.

## TF1 GROUP NEWS COVERAGE WELL AHEAD OF THE COMPETITION

### TF1

**8pm news bulletin** anchored by Gilles Bouleau (Monday-Thursday) and Anne-Claire Coudray (Friday-Sunday): **5.6 million viewers, 27% of individuals aged 4+** (Monday-Sunday)

- **Strongest year-on-year growth of any evening news bulletin** (+3 pts in share of individuals aged 4+)
- **Biggest lead over closest rival since February 2021** (other than summer): lead of **1.1 million viewers**

**1pm news bulletin** anchored by Marie-Sophie Lacarrau (Monday-Friday) and Anne-Claire Coudray (Saturday-Sunday): **4.5m viewers, 40% of individuals aged 4+** (Monday-Sunday)

- **Only lunchtime bulletin to post year-on-year growth** (+3 pts in share of individuals aged 4+)
- **Still a substantial lead of 2 million viewers** versus closest rival

**TF1 news programmes achieved the top 4 audiences of the month** (excluding sport):

- **7.4 million viewers** (34% share of individuals aged 4+) for the **8pm bulletin** anchored by Anne-Claire Coudray on 15 October
- **5.9 million viewers** for the 4th episode of the **“Le 20H – L’invité”** interview slot, with Eric Ciotti – best audience since the slot’s launch in the **back-to-school period**
- **5.8 million viewers** (41% share of individuals aged 4+) for the **1pm news bulletin** anchored by Anne-Claire Coudray on Sunday 29 October
- **5.3 million viewers for President Macron’s address** on 12 October

### LCI

**The TF1 group news channel is advancing on key targets:** +0.1 pt with individuals aged 4+, and +0.5pt with ABC1s

- **Best month ever** among ABC1s, with 1.9%
- **21st consecutive month of growth, 2.1% share of individuals aged 4+ in October** (vs. October 2022)
- **Most-watched news channel by average daily viewing time** for 15 months running, average of 37 minutes
- **Most-watched shows in access prime time and evening slots, on both weekdays and weekends:**
  - Brunet, Broussouloux & Cie (2.1% share of individuals aged 4+)
  - Darius Rochebin 6pm show (2.7% share of individuals aged 4+)
  - Darius Rochebin 10pm show (1.9% share of individuals aged 4+)
- **All-time high for LCI breakfast show: 4.5% share of individuals aged 4+** for the show hosted by Jean-Baptiste Boursier

## TMC: No.1 DTT CHANNEL AMONG INDIVIDUALS AGED 4+, CLEAR LEADER ON KEY TARGETS

**Best month YTD: 3.2% of individuals aged 4+, 5.0% of 25-49 year-olds and women under 50**

**QUOTIDIEN: 2nd BEST MONTH YTD, AVERAGE AUDIENCE OF 2.0 MILLION  
BY FAR THE MOST-WATCHED TALK SHOW**

- **Record audience of 2.5 million:** best DTT audience of the month
- **No.2 channel nationally** among 25-49 year-olds and ABC1s with 18% share
- **Most-watched talk show for younger viewers:** 17% share of 15-34 year-olds

### PREMIUM EVENING SPECIALS

**Special reports from Martin Weill on Israel and Hamas:** 600,000 viewers  
**21H Médias on the Dupont de Lignonès affair:** 800,000 viewers (8% share of 25-49 year-olds)  
**François Damiens and his hidden cameras:** 800,000 viewers (9% share of 25-49 year-olds, best performance for a DTT entertainment show in 2023 to date)

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\* **Source: TV 4 screens – Médiamétrie – January-September 2023**

With streaming leading to increased levels of non-linear viewing, actual content consumption is best measured by aggregating linear and non-linear viewing time.

\*\*TV audiences – 4 screens – September 2023

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