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## PRESS RELEASE



# RECORD BACK-TO-SCHOOL PERIOD FOR TF1 GROUP

## SEPTEMBER 2023 AUDIENCES: TF1 GROUP POSTS STRONGEST GROWTH ACROSS ALL TARGETS

- 27.5% of individuals aged 4+ share (+1.8 pt year-on-year)
- 34.2% share of women under 50 (+0.7 pt)
- Best month YTD among 25-49 year-olds with 32% share (+2.2 pt)
- Best month YTD among 15-34 year-olds with 34.9% share (+2 pt)

## AGGREGATE LINEAR + STREAMING AUDIENCES TO END AUGUST: 8.5bn HOURS VIEWED \*

Between January and August, a total of 8.5 billion hours of TF1 programmes was viewed, live and via streaming.

For example, our 8pm news bulletins racked up **914 million** hours and our daily soaps **600 million** hours.

## TF1: CLEAR LEADER ACROSS ALL AUDIENCES, BEST MONTH YTD, STRONGEST YEAR-ON-YEAR GROWTH

- Individuals aged 4+: 19.4 % (+1.7pt year-on-year)
- 25-49 year-olds: 21.7% (+2.7 pts)
- 15-34 year-olds: 25.5% (+4.5 pts)
- 15-24 year-olds: 27.5% (+4 pts)
- Very strong year-on-year growth among women under 50: 23.5% share (+1 pt)

## RUGBY WORLD CUP: RECORD AUDIENCES, 47m VIEWERS TUNING IN ON TF1

To date, the Rugby World Cup has posted 150 million hours viewed, live and via streaming.

With **15.6 million viewers**, the France vs. New Zealand opening match attracted the biggest audience ever for an opening match, and the best audience of the year to date.

- **13.6 million viewers** on average for France matches
- **6.5 million viewers** on average across all matches
- **TF1 carries the best fixtures:** 9 of the top 10 audiences for the tournament so far

**The whole family is watching, with average audience shares of:**

- Over 32% of individuals aged 4+
- Over 38% of women under 50
- 43% of 25-49 year-olds
- 48% of men aged 25-49
- 48% of 15-34 year-olds

**Success for the magazine show with 1.7 million viewers on average in the late evening slot, and a peak of 3.5 million after the opening match:** average 25% of 25-49 year-olds.

## 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): **5.3 million viewers, 28% share of individuals aged 4+** (Monday-Sunday)

- **Best month since October 2020** (other than summer) and **best back-to-school period since 2013** with 28% share of individuals aged 4+
- **Only evening news bulletin to post year-on-year growth** (+4 pts in share of individuals aged 4+)
- **Biggest lead over closest rival since March 2021** (other than summer): lead of **1.1 million viewers**
- **Best audience of the month** for the 8pm bulletin on Sunday 1 October anchored by Anne-Claire Coudray with **6.1 million viewers**
- **Excellent launch and market leadership** for the *Le 20h - L'invité* interview slot, with an average of 5.4 million viewers and 26% share of individuals aged 4+
  - With Marine Le Pen (5.5m, 25.9% of individuals aged 4+ on 18 September)
  - With Jean-Luc Mélenchon (5.3m, 25% of individuals aged 4+ on 27 September)
  - With Gabriel Attal (5.4m, 27.2% of individuals aged 4+ on 28 September)

**1pm news bulletin** anchored by Marie-Sophie Lacarrau (Monday-Friday) and Anne-Claire Coudray (Saturday-Sunday): **4.4m viewers and 40% of individuals aged 4+** (Monday-Sunday)

- **Best month since March 2021** (other than summer) and **best back-to-school period since 2019**, with 40% share of individuals aged 4+
- **Strongest year-on-year growth of any lunchtime bulletin** (+4 pts in share of individuals aged 4+)
- **Substantial lead of 2.1 million viewers** versus closest rival
- **Peak of 5.3 million viewers** on Saturday 9 September, anchored by Anne-Claire Coudray

## LCI

- **Best back-to-school period** since LCI launched, with 2.0% share of individuals aged 4+
- **Strongest growth of any news channel**, and best ever for ad targets: +0.2 pt for 25-49 year-olds, +0.6 pt for ABC1s
- **No.1 news channel by average daily viewing time** (37 minutes) for 14 months running
- **Most-watched weekday and weekend prime-time shows**
  - Brunet, Broussouloux & Cie (2.2% share of individuals aged 4+)
  - Darius Rochebin at 6pm (2.1% share of individuals aged 4+)
  - Darius Rochebin at 8pm (1.2% share of individuals aged 4+)
  - Darius Rochebin at 10pm with Alexia Mayer (1.8% share of individuals aged 4+)
- **Best-ever back-to-school period for an LCI breakfast show:** 4.4% share of individuals aged 4+ for Jean-Baptiste Boursier in the 6am-9am slot
- **Record back-to-school period and strongest growth of any news channel** for *L'évènement du dimanche*, LCI's new Sunday lunchtime (midday-1pm), anchored by Marie Chantrait: 2.1% share of individuals aged 4+

## TMC: BEST MONTH YTD, CLEAR LEADER IN DTT ON KEY TARGETS

**4.8% share of 25-49 year-olds and women under 50**

### QUOTIDIEN: BEST SEASON LAUNCH, AVERAGE AUDIENCE OF 1.8 MILLION

- **Record of 2.4 million:** best DTT audience of the month
- No.2 national channel with key targets: 16% of 25-49 year-olds and ABC1s
- Unrivalled pulling power for a DTT show: over 26 million viewers watched *Quotidien* in September

### EVENT TV IN PRIME TIME

- **Guardians of the Galaxy:** best movie audience on TMC with 1 million viewers
- **Canap' back with a bang:** no.1 DTT prime-time entertainment show with over 900,000 viewers (12% share of 25-49 year-olds)

\* **Source: TV 4 screens – Médiamétrie – January-August 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.

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