

[03.04.23] **PRESS RELEASE**

MARCH 2023 AUDIENCES



RECORD MONTH FOR TF1 GROUP

TF1 group's programming strategy is paying off with strong momentum, especially among women and younger viewers.

In March, the group's channels were followed by close to 50 million viewers each week, and by 90% of women viewers and 25-49 year-olds and 82% of 15-34 year-olds.

TF1, France's most-watched TV channel, posted the strongest growth of any channel in March, driven by family-friendly event broadcasting.

- **TF1:** 23.3% share of women under 50, +1.1 pt vs. February 2023 and +1.0 pt vs March 2022; 20.3% of 25-49 year-olds, +1.1 pt vs. February 2023 and +0.5 pt vs. March 2022.
- **TMC:** up month-on-month, and clear leader in DTT among targets for 7th month running.
- **MYTF1:** France's no.1 streaming TV platform, with over 25 million viewers every month.
- **LCI:** 1.9% audience share, +0.1 pt vs. February 2023 and +0.1 pt vs. March 2022.

TF1

TF1 POSTED 7 OF THE MONTH'S TOP 10 AUDIENCES

A standout was the **Enfoirés concert evening special** (8.5m viewers, 57% share of women under 50) **and the return to the pitch of the French national football team** (7.7m and 8.1m for the first two matches – a record).

- Market-leading news, with very high audiences:

8pm bulletin: 5.5 million viewers, 26% share of individuals aged 4+, and best March since 2014* among individuals aged 4+ and women under 50 (23% share).

1pm bulletin: 4.7 million viewers, 39% share of individuals aged 4+, and best March since 2013* among women under 50 (35% share).

TF1 leading the way on major news events: interviews with **President Macron** with 6.2 million viewers at 1pm on 22 March (including 1.1million 25-49 year-olds) and **Prime Minister Elisabeth Borne** with 6.6 million viewers at 8pm on 16 March.

Sept à Huit had an excellent March, with the second-biggest audience of the season (3.8 million viewers) and a 23% share on 5 March. The **profile of Florent Pagny** attracted the biggest audience since November 2021 (4.8m viewers) and the biggest audience share since October 2018 (27%) on 5 March.

- **Avenir** and the daily soaps **Demain nous appartient** and **Ici tout commence** spearheaded a **broad and diversified range of French drama that proved attractive to women and younger viewers:**
 - 3.4m viewers for **Avenir**, 34% share of women under 50, 35% of 15-34 year-olds.
 - **Ici tout commence**: average week 1 audience of 3m, 20% share of individuals aged 4+ and 28% of women under 50.
 - **Demain nous appartient**: average week 1 audience of 3m, 17% share of individuals aged 4+ and 21% of women under 50.
- **Iconic entertainment franchises Koh Lanta and The Voice** posted excellent ratings for their ongoing seasons, and the daily gameshow **Les 12 coups de midi** was the clear leader in its time slot:
The Voice: week 1 audience of 4.3m in March, 34% share of women under 50 and 43% of 15-24 year-olds.
Koh Lanta: week 1 audience of 4.4m in March, 43% share of women under 50 and 41% of 15-24 year-olds.
Les 12 coups de midi: 3.1m viewers in March, 34% share of individuals aged 4+, 27% of women under 50, 35% of 15-24 year-olds.
- **Peak audience of 4.7m viewers for the Sunday night film slot with Belle fille.**

TMC

TMC UP MONTH-ON- MONTH, AND CLEAR LEADER IN DTT AMONG TARGETS FOR 7TH MONTH RUNNING
Quotidien posted new records: best month ever for a DTT access prime time talk-show (2.2m viewers, peak 2.7m). The show has made TMC the most-watched national channel among 25-49 year-olds (21% share) and ABC1s (20% share); it is also by far the most popular talk show with younger viewers (21% of 15-34 year-olds).

LCI

THE ONLY NEWS CHANNEL TO GROW YEAR-ON-YEAR, AND THE BEST MARCH EVER FOR LCI
The TF1 group's news channel has a solid 1.9% share of individuals aged 4+, and achieved its best March ever since it was launched.
LCI confirmed its year-on-year growth among advertising targets: second best month ever among ABC1s (1.4%), and third best month ever among 25-49 year-olds (0.9%).
The channel also confirmed its status as the no.1 news channel by daily viewing time, with an average of 35 minutes per viewer.

MYTF1

MYTF1: FRANCE'S NO.1 STREAMING TV PLATFORM, WITH OVER 25 MILLION VIEWERS EVERY MONTH
Best performances across all programme genres:
Koh Lanta: up to 1.1m extra viewers by end of week 1 (i.e. 26% of total audience).
Avenir: up to 920,000 extra viewers by end of week 1 (i.e. 27% of total audience).
The Resident: up to 900,000 extra viewers by end of week 1 (i.e. 36% of total audience).

Source: Mediamat – Médiamétrie
*Excluding Covid

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