APRIL AUDIENCE FIGURES

TF1 GROUP IS MARKET LEADER IN TV FOR KEY TARGETS

In April, the TF1 group continued with the multi-channel strategy that has made it market leader in television among the key targets of W<50PDM[1] (31.7% share) and 25-49 year-olds (28.6%).

April was dominated by the 2017 presidential campaign, which was extensively covered by the Group and generated large audiences for news bulletins, both on TF1 (8.8m viewers for the results announcement) and on LCI, which matched its historic record audience share of 0.7% and confirmed its position as the no.2 rolling news channel since the start of the year.

The multi-channel strategy was particularly successful in access prime time. The 6-9pm slot saw a huge increase: TF1's leadership was confirmed with *The Wall*; there were excellent figures for *Quotidien* on TMC, *24 heures en questions* on LCI, and series on NT1 and HD1. The TF1 group is the market leader in access prime time among W<50PDM (30% share, +2.7 points) and 25-49 year-olds (27%, also +2.7 points).

TF1: market leader in TV with 21.5% of W<50PDM and 19.4% of individuals aged 4+

The Wall is still a big hit, keeping TF1 in top position among female audiences in this highly competitive slot with up to 3.5m viewers (and up to 21% of W<50PDM).

The Voice and *Koh Lanta* confirmed their positions as TV's most watched entertainment shows, with up to 6.8m viewers (44% of W<50PDM) and 6.2m (41% of W<50PDM) respectively.

Grey's Anatomy is the top performer on Wednesday evenings (up to 5.5m viewers), with very high scores among W<50PDM (40% share).

TF1's series recorded the best performances in French drama on any channel, with up to 6.6m viewers for *Section de Recherches*, and 5.9m for *Camping Paradis* and *Joséphine ange gardien*.

Leaving aside their coverage of the presidential elections, the news bulletins consolidated their market leadership with up to 5.9m viewers for the 8pm bulletin and 5.6m for the 1pm bulletin.

LCI: historic record of 0.7% audience share. No.2 news channel

With 100% political programming, LCI matched March's all-time high audience share of 0.7%, achieving record performances with:

24 heures en questions, averaging 1.7% audience share in April;

LCI Matin, at its best levels with 1.6% audience share;

A record for *Hugo décrypte* of up to 143,000 viewers and 2.8% audience share;

Election rallies (up to 194,000 viewers) and the 1st round election night coverage: 185,000 viewers between 6pm and 1am.

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[1] Women under 50 purchasing decision-makers

TMC: strong growth among the under 50s and ABC1s:
4.1% of 25-49 year-olds (+0.8 of a point) and 4.1% of ABC1s (+1.4 of a point)

Quotidien is at a very high level (up to 1.5m viewers and 12.9% of ABC1s) and ended the month as the leading talk show in access prime time among ABC1s.

Fine results also for the channel's movie offering: 1.4m viewers and 12% share of 25-49 year-olds for *Harry Potter*, and 1.2m viewers and 8.2% share of 25-49 year-olds for *Captain America*.

NT1: on the rise among female and young audiences
3.5% of W<50PDM (+0.2 of a point) and 4.1% of 15-24 year-olds (+0.9 of a point)

The channel's highest scorers were ***Joséphine ange gardien* (806,000 viewers)**, ***The Smurfs* (788,000) and *Hancock* (727,000)**

For the second month running, *Grey's Anatomy* increased its share of access prime time viewers, to 5% of W<50PDM.

HD1: historic record for the channel and for 2nd generation DTT

With 1.4m viewers for *Section de Recherches*, HD1 scored a new record in absolute terms for second-generation DTT audiences.

More widely, HD1 was market leader in HD DTT among female viewers with 2.3% of W<50PDM.

HD1 was market leader in 2nd generation DTT on evenings, with its movie offering: *Le Marginal* (735,000 viewers) and *Anges et Demons* (710,000 viewers).