

[04.12.23] **PRESS RELEASE**

**NOVEMBER 2023 AUDIENCES:  
RECORD MONTH FOR TF1 GROUP AMONG WOMEN UNDER 50  
TMC, No.1 DTT CHANNEL, SETS RECORDS ACROSS ALL AUDIENCES  
AGGREGATE LINEAR+STREAMING AUDIENCE: 10.7bn HOURS VIEWED\***

**KEY FIGURES**

TF1 group at very high levels among individuals aged 4+ with a 27.1% share.  
Best month YTD for the Group among women under 50 with a 35.3% share.

**TF1 channel – clear market leader:**

- 18.3% share of individuals aged 4+
- 23.9% share of women under 50
- 20.9% share of 25-49 year-olds
- 24.5 % share of 15-34 year-olds
- 21.3 % share of 15-49 year-olds

**TMC : no.1 DTT channel with 3.5% share of individuals aged 4+, best month for 4 years**

- 5.4% share of 25-49 year-olds: best for 2 years
- 5.5% share of women under 50: best YTD

**AGGREGATE LINEAR+STREAMING AUDIENCE TO END OCTOBER: 10.7bn HOURS VIEWED\***

From January to October, an aggregate of 10.7 billion hours of TF1 programmes were viewed live or streamed.

For example, the 8pm news topped 1.1 billion hours viewed, and the daily soaps racked up 733 million hours viewed.

## **TF1 : MOST-WATCHED TV CHANNEL, RECORD MONTH FOR TARGETS**

### **STANDOUT RATINGS FOR NEW DRAMA FRANCHISES**

#### **Excellent launch for *Panda***

- **6.4 million viewers.**

- **Very strong performances with target audiences, averaging:**

- 39% share of women under 50 – best for a launch since 2006 (excluding *HPI*)
- 31% share of 25-49 year-olds – best for a launch since 2021
- 41% share of 15-24 year-olds

#### **Very fine season for *Master Crimes***

- **5.5 million viewers** – 3rd best series YTD

- Excellent audience shares:

- 28% share of individuals aged 4+
- 31% share of women under 50
- 31% share of 15-24 year-olds

- **Best catch-up figures YTD for a French drama** on any channel with an extra 1 million viewers on average (excluding *HPI*).

### **DAILY SOAPS AT ALL-TIME HIGHS AND WITH STRONG YEAR-ON-YEAR GROWTH**

***Ici tout commence*** : 3.0m viewers / 20% of individuals aged 4+ / 29% of women under 50 / 22% of 25-49 year-olds / 31% of 15-24 year-olds / 27% of 15-34 year-olds

- Best November ever among women under 50, 25-49 year-olds and 15-34 year-olds
- Very strong year-on-year growth among targets: +3pts for women under 50 and 25-49 year-olds / +4pts for 15-24 year-olds / +5pts for 15-34 year-olds
- 25 million viewers in contact with the soap during the month

***Demain nous appartient***: 3.1m viewers / 17% of individuals aged 4+ / 24% of women under 50 / 18% of 25-49 year-olds / 22% of 15-24 year-olds / 20% of 15-34 year-olds

- Best November ever among women under 50, 25-49 year-olds and 15-34 year-olds
- Very strong year-on-year growth among targets: +5pts for women under 50, +4 pts for 25-49 year-olds, 15-24 year-olds and 15-34 year-olds
- 24 million viewers in contact with the soap during the month

### **STAR ACADEMY SCORES VERY HIGH AMONG TARGET AUDIENCES**

- Very strong market leader with key targets for both daily and prime time shows, averaging:

- Daily show: 38% women under 50 / 32% 25-49 year-olds / 41% 15-34 year-olds
- Prime time: 34% women under 50 / 31% 25-49 year-olds / 43% 15-34 year-olds

- More than 40m viewers in contact with the brand during the month – up year-on-year

## **TF1 GROUP NEWS PROGRAMMING WELL AHEAD OF THE PACK**

### **TF1 :**

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

- **Strongest year-on-year growth of any evening news bulletin** with share of individuals aged 4+ up 2pts
- **Best November since 2014** (\*excluding the 2020 lockdown)
- **Biggest lead over nearest rival in November since 2020** (+0.8 million viewers)

**1pm news** anchored by Marie-Sophie Lacarrau (Monday-Friday) and Anne-Claire Coudray (Saturday-Sunday) attracted **4.7 million viewers and a 40% share** (Monday-Sunday)

- **Strongest year-on-year growth of any lunchtime news bulletin** with share of individuals aged 4+ up 3pts
- **Biggest lead over nearest rival since February 2022** (excluding summer) (+2.2 million viewers)

**TF1 news posted the biggest audience of the month** when 6.7 million viewers (30% share) tuned into the 8pm news anchored by Audrey Crespo-Mara on Sunday 5 November.

### **LCI :**

**The TF1 group's rolling news channel recorded a 1.8% share of individuals aged 4+ in November, and the strongest growth among ABC1s of any news channel: +0.3pt year-on-year (1.5% audience share).**

- **No.1 slot** for *Brunet, Broussouloux & Cie* (1.7% of individuals aged 4+)
- **No.1 slot** for **Darius Rochebin at 6pm** (2.6% of individuals aged 4+)
- **No.1 slot** for **Darius Rochebin at 10pm** (1.4% of individuals aged 4+)

### **TMC :**

**TMC: no.1 DTT channel with 3.5% share of individuals aged 4+, best month for 4 years**

- 5.4% share of 25-49 year-olds: best for 2 years
- 5.5% share of women under 50: best YTD

### **QUOTIDIEN**

- **Up to 2.9 million viewers:** best DTT audience for over 4 years for any programme
- Very clear no.1 talk show with **2.1 million viewers on average**
- 2nd best month ever
- **No.1 national channel** with key targets: 20% share of **25-49 year-olds and ABC1s**
- Very clear **no.1 talk show with younger viewers: 17% share of 15-34 year-olds**

#### PRIME TIME EVENT PROGRAMMING ON TMC

- **L'Arabe dans le poste: 700,000 viewers**, no.3 national channel among 25-49 year-olds (5% share)
- Maxime Gasteuil's new **Retour aux sources live show: 700,000 viewers**, 9% share of 25-49 year-olds
- **Madame Foresti** live show: **700.000 viewers**, 6% share of women under 50
- **21H Media on the AIDS years**: 400,000 viewers, 6% share of 15-34 year-olds

#### MOVIES WITH OVER 1m VIEWERS

- **1.2 million** for **Thor: The Dark World**, 10% share of 25-49 year-olds
- **1.1 million viewers** for **Pourris gâtés**

#### TFX:

- **YEAR-ON-YEAR GROWTH AMONG INDIVIDUALS AGED 4+, OUTPERFORMING AMONG FEMALE VIEWERS**

1.6% share of individuals aged 4+, 2.9% share of women under 50

- **STAR WARS TRILOGY: nearly 800,000 viewers**
- **CLEANERS**: strong prime-time season confirmed: **400,000 viewers**, and 4% share of women under 50

#### TF1 SF:

- **ONE OF THE STRONGEST GROWTH RATES IN FRENCH TV FOR CORE TARGET**  
2.6% share of women under 15-49 (+0.4pt year-on-year)
- **FIRST-RUN FILMS: *The Little Things*** with 800,000 viewers  
Best audience on TF1 Series Films during November
- **LAW & ORDER: CRIMINAL INTENT** – up to **500,000 viewers**

\* Source: Médiamat/Médiamétrie

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