TF1 LE GROUPE

COMMUNIQUÉ DE PRESSE

AUDIENCE

SEPTEMBER MONTHLY AUDIENCE RATINGS:
MULTI-CHANNEL STRATEGY PAYS OFF

TF1 group no.1 French TV broadcaster with its 4 free-to-air channels: 27.8% audience share

Even clearer market leader among women viewers: 33.6% audience share among W<50PDM[1]

Strongest 1-month growth in audience share: +2.4 pts for individuals aged 4+, +4.9 pts for W<50PDM

TF1

TF1: unrivalled market leader in TV with 20.4% audience share
Best 1-month growth in audience share: + 1.8 pts
Even stronger growth among W<50PDM: 23.2% audience share, +2.4 pts in 1 month
(also the strongest 1-month rise)

<u>**Record-breaking start to autumn season in news:**</u> 40%+ audience share at lunchtime, 5m+ average viewers

- **Evening bulletin** well ahead of the competition with up to 6.4m viewers
- Record for *Vie Politique* with 2.3m viewers (market leader)
- Best figures for autumn season to date for *Reportages*: 4.2m viewers, 31% audience share
- *Sept à Huit*: up to 3.7m viewers

<u>Sport:</u> 5.9m viewers and 50% share of male viewers aged 15-24 for the **Belarus/France match.**

<u>Access:</u> Record month for *Les 12 coups de midi*: up to 3.9m viewers and 39% audience share
Record month for women viewers between 5pm and 8pm thanks thanks to true life story programmes such as *4 mariages pour une lune de miel*, with up to 31% audience share.

<u>French drama</u>: *La vengeance aux yeux clairs* a smash hit, with the first episode attracting 7.5m viewers overall and the series averaging 6.4m viewers and a 32% audience share among W<50PDM.

<u>American series</u>: Up to 5.9m viewers and 35% audience share among W<50PDM for the new series *Blindspot*, which is a strong performer on catch-up (up to 1.2m additional viewers for the "Out of Control" episode).

<u>Movies</u>: Fine start to the autumn season for the iconic *Ciné Dimanche* slot, with up to 6.4m viewers for the first free-to-air screening of *Barbecue*, and a 35% audience share among W<50PDM.

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[1] Women aged under 50 purchasing decision makers

TMC: best month in 2016 to date, driven by rebranding and *Quotidien*

- Audience share of 3.1% among individuals aged 4+, 3.9% for the 25-49 age bracket, and an all-time high of 3.7% among ABC1s.

- Smash hit for *Quotidien* with Yann Barthès, up to 1.4m viewers and audience share of 12% for the 25-49 age bracket and 14% for ABC1s.
- Evening movie offerings are proving popular, with 1.3m viewers for the first DTT screening of *Avatar*.
- Successful launch of the first-ever run of the *DC's Legends of Tomorrow* series: 1.1m viewers and 4.7% audience share (9.5% for the 25-49 age bracket) for the launch.
- Good performances for the first DTT screenings of flagship TF1 franchises: *Mentalist* (up to 700,000 viewers) and *Profilage* (1m viewers).

NT1: best month in 2016 to date, 4th most-watched national channel among W<50PDM

- **2.4% audience share of individuals aged 4+, +0.8 pt in 1 month**
- **4.1% audience share of W<50PDM, +1.5 pts in 1 month**

- Further success for *Secret Story*, making NT1 no.1 national channel for 15-24 year-olds in the 6pm slot. Very solid performances for the weekly show screened at 8.55 pm on Thursdays: up to 810,000 viewers, ranking NT1 as no.4 French channel among W<50PDM and no.3 among 15-24 year-olds.
- Nearly 1m viewers for *Joséphine ange gardien*, with a 5.5% audience share among W<50PDM.
- Movies proving highly attractive for women and younger viewers: *Bad Teacher* (817,000 viewers, 5.9% audience share among W<50PDM and 12% among 15-24 year-olds), *Profs* (757,000 viewers, 3.3% overall audience share and 4.6% among W<50PDM).

HD1: 2nd best month in 2016 to date (1.9% audience share), 2nd strongest 1-year growth in DTT

Movies were the best performers during the month with *Mes beaux-parents et nous* (760,000 viewers, 3.3% audience share), *Waterworld* (730,000 viewers, 3.2% audience share) and *Erin Brockovich* (670,000, 3.2% audience share).
Broadcasting the series *La vengeance aux yeux clairs* the day after the initial screening on TF1 proved a success, with up to 560,000 viewers and a 2.6% audience share.

Source: Mediamat / Médiamétrie

TF1 GROUP
CORPORATE COMMUNICATION – Virginie Duval - vduval@tf1.fr
MEDIA RELATIONS – PROGRAMMES – Maylis Carçabal – mcarcabal@tf1.fr
@GroupeTF1