



PRESS RELEASE

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The rollout of its multi-channel strategy since September 2016 has made the TF1 group (TF1, TMC, NT1, HD1, LCI channels) France's leading broadcasting group, with 28.4% audience share of the population as a whole and 33.7% of W<50PDM¹ in the last four months of the year.

The TF1 group is now France's leading TV broadcaster, enjoying the strongest growth in the TV market over the last four months of 2016 (up 1.6 points vs. Jan-Aug for the 4+ age group) and an even bigger increase in the main target audience for advertisers (W<50PDM) of 2.7 points.

In the prime time evening slot the Group attracted an average of 7.1m viewers (29% audience share) and 37% of W<50PDM.

Over 2016 as a whole, the TF1 group averaged 27.4% audience share of viewers aged 4+ and was the market leader among W<50PDM with 32.1%.

The DTT arm (TMC, NT1, HD1 and LCI) had a record final four months with 7.9% audience share, rising to 11.1% of W<50PDM and 9.7% of 25-49 year-olds, ranking it as the no.3 TV offering for key advertising targets.

The MYTF1 group's digital platform recorded more than 100 million videos viewed per month over the year.

For Gilles Pélisson, Chairman and CEO of the group: *"The multi-channel strategy rolled out since September 2016 means the TF1 group can offer a range of channels making differentiated and complementary promises to viewers. As well as in football, the TF1 channel has again been able to unite audiences for its blockbuster shows, news bulletins, Sunday night major movies, American series and French drama. I am really pleased with the successful relaunches of TMC and LCI and the performances achieved by NT1 and HD1. As regards our digital offering, innovative multi-screen solutions have been introduced in response to changing public demand. I would like to thank all the Group's employees for their tremendous work this year and the public for their loyalty".*

TF1: unrivalled market leadership with 90 of the 100 best audiences of 2016 – 20.4% audience share, 22.4% of W<50PDM

TMC: leading DTT channel in the last four months of the year with 3.3% share

NT1: strong growth in advertisers' target audience of W<50PDM to 3.5% (+0.3 of a point year-on-year)

HD1: leader in 2nd generation DTT with 1.8% share and fastest growth in the TV market in 2016 (+0.6 of a point year-on-year)

LCI: successful relaunch with a doubling of audiences since the back-to-school period

¹ Women aged under 50 purchasing decision makers



UNIQUE POSITION

TF1 achieved 90 of the best audiences of the year. All programme genres were represented, reaffirming TF1's credentials as a generalist, major event and popular broadcaster.

The channel is also the clear leader in television audience share with 20.4% over the year and 22.4% of W<50PDM. Among W<50PDM, TF1 has been extending its lead since September with nearly 30% more than its nearest rival (ave. Sept-Dec vs. Jan-Aug).

French dramas:

36 dramas were in the year's top 100, the best performance since 2006.

The success of TF1's French dramas was driven by both mini-series and must-see one-off films (**Le secret d'Elise** 8.4m viewers, **Sam** 8.3m, **La Vengeance aux yeux clairs** 7.5m) as well as its flagship brands (**Section de recherches** 7.9m, **Profilage** 7.3m, **Alice Nevers** and **Clem** 6.4m).

News:

Clear leadership in news bulletins and magazine programmes confirmed: up to 7.4m viewers for the 1pm bulletin, up to 8m for the 8pm bulletin, up to 5.1m for **Reportages** and 4.6m for **Sept à Huit**.

TF1 news is fully involved in the national conversation:

35 leading politicians appeared as guests on news bulletins in 2016.

Vie Politique saw audiences grow by more than 40% between its launch and its last edition with Emmanuel Macron.

The first debate in the French presidential primaries attracted 5.7m viewers (26% audience share), the year's best audience for a political programme.

Sport:

TF1 was the lead free-to-air broadcaster for the Euro 2016 football tournament with 21 matches, of which 4 were French national team matches, including the opening match (14.5m viewers), their last 16 match (11.8m) and their semi-final victory (19.3m).

9 of the Euro 2016 matches screened on TF1 were in the top 100 viewing figures for 2016.

Over the full year, TF1 scored some exceptional performances thanks to football, broadcasting 14 French national team matches to an average of 8.6m viewers.

Light entertainment:

Light entertainment programmes recorded 29 of the 100 best audiences of the year.

The best audience of the year (excluding Euro 2016) was for **Les Enfoirés** (11.6m).

Other top performers were **C'est Canteloup** (up to 8.5m), **The Voice** (8.1m), **Miss France** (7.6m) and **Koh Lanta** (7.4m).

In daytime TV, **Les 12 coups de midi** scored an all-time high with up to 4.7m viewers and 40% audience share.

In the access prime time slot between 6pm and 9pm, TF1 was market leader both for the public as a whole (20.6%) and for W<50PDM (19.6%). At 7pm, **Money Drop** drew up to 4.3m viewers.

Movies:

Ciné Dimanche (Sunday-night movie) confirmed its remarkable success, including films co-produced by TF1: **Qu'est-ce qu'on a fait au bon Dieu?** (best movie audience of the year, 10.8m viewers), **Les Tuche** (8.8m) and **Eyjafjallajökull** (7.6m). Over the full year, TF1's movie slot had 6 films in the top 100.



EDITORIAL TRANSFORMATION MADE TMC THE DTT MARKET LEADER IN UNDER 2 MONTHS

TMC's total rebranding (new editorial line, new programmes, new visual identity) made the channel DTT market leader in less than 2 months, reaching 3.3% audience share in the last 4 months of the year.

- **Quotidien**, presented by Yann Barthès and a team of new faces popular with a younger audience, won up to 1.5m viewers and established itself as the leading DTT access prime time programme among ABC1s with up to 15% audience share.
- The England-Slovakia match in Euro 2016 (3.5m viewers, 14.8% audience share) gave TMC its all-time record audience. The extraordinary new documentary **Au cœur des Bleus** brought together 1.1m viewers.
- Movies provided the channel with some of its best audiences: 2.3m for **Les Visiteurs 2**, 1.9m for **Expendables 2**, 1.7m for **Les Profs**.
- Series recorded up to 1.4m viewers for **Gotham**, and the TF1 franchises broadcast on DTT for the first time drew up to 1.3m viewers for **Profilage** and 1.2m for **CSI: Miami (Les Experts Miami)**.
- The serial **Les Mystères de l'amour** achieved its highest ever audience with 1.2m viewers.



ANOTHER GROWTH YEAR FOR THE GROUP'S PURE ENTERTAINMENT CHANNEL

NT1 also chalked up another growth year for its key target audiences: +0.3 of a point in W<50PDM to 3.5% audience share, and +0.6 of a point in 15-24 year-olds to 4.2% audience share.

- In the back-to-school period, **Secret Story 10** propelled NT1 into the no.1 slot for 15-24 year-olds, with very strong growth among female viewers. The programme drew up to 1m viewers, with audience shares of up to 29% of 15-24 year-olds and 13% of W<50PDM. During the full run of the programme, NT1 became the leading DTT channel among 15-24 year-olds.
- Similarly, **La villa des cœurs brisés** scored highly in access prime time, attracting up to 0.7m viewers, 10% of W<50PDM and 21% of 15-24 year-olds.
- NT1 also has a powerful offering in movies for young people (**MIB 3**: 1.7m viewers) and women viewers (**The Proposal (La proposition)**: 1.2m viewers).



STRONGEST GROWTH IN TELEVISION IN 2016 AND LEADER IN 2ND GENERATION DTT

The group's movie/drama channel had a record year in 2016, achieving the strongest growth in the French TV market (+0.6 of a point audience share) and becoming market leader in 2nd generation DTT (1.8% audience share).

- The strategy of screening TF1's flagship programmes on HD1 gives the channel a big-hitter look and enables the programmes to find a new audience. For example, HD1 achieved record HD DTT audience figures with **Section de Recherches** (1.2m viewers) and **Alice Nevers** (0.9m).
- The channel's movie offering has provided it with some of its best audiences: 1m viewers for **Jurassic Park III** and 0.9m for **The Bourne Ultimatum (La Vengeance dans la peau)**.



STRONG MOMENTUM AND DOUBLING OF AUDIENCES SINCE THE BACK-TO-SCHOOL PERIOD

LCI's relaunch on August 29 (new programming, new shows, new faces, new studios) enabled the channel to grow strongly, reaching 0.5% audience share in the final four months of the year.

- **24 heures en questions** contributed heavily to this performance, pulling in up to 320,000 viewers (1.8% audience share), as did **LCI Matin** (up to 138,000 viewers and 3.6% audience share).
- The channel's all-time record audience was for the US presidential elections, with 1.2% audience share over the day as a whole.
- The first debate of the French presidential primaries occasioned one of LCI's best performances with the post-debate analysis (275,000 viewers, 3.1% audience share) and the spoof by Nicolas Canteloup (up to 406,000 viewers).
- **La Médiasphère** (up to 101,000 viewers, 2.7% audience share) and **LCI&Vous** (up to 147,000 viewers, 3.1% audience share) also contributed to LCI's strong momentum.

INNOVATIVE WAYS TO MAXIMISE PROGRAMME/EVENT EXPOSURE

- Supported by a free-to-air premiere on MYTF1, dual screenings on TF1 and HD1, plus catch-up, the first episode of **La vengeance aux yeux clairs** was seen by 8.3m viewers. An online binge-watching service featuring the entire saga generated a further 160,000 VOD viewings.
- In news broadcasting, the dual screenings of the first debate of the French presidential primaries on TF1 and LCI enabled LCI to reach a total of 5.9m viewers.
- Finally, TF1's most-watched content on TV was also its most-watched on digital: top catch-up TV of the year included (average extra viewers in brackets) **Le secret d'Elise** (1.7m), **Grey's Anatomy**, **Clem** and **Sam** (1m), **Après moi le bonheur** and **Coup de foudre à Jaipur** (900,000), **Blindspot**, **Koh Lanta** and **La main du mal** (800,000).

In total, 1.2bn videos were consumed on MYTF1.

TF1 GROUP

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