TF1
LE GROUPE

PRESS RELEASE

JANUARY AUDIENCE RATINGS

TF1 | TMC | NT1 | HD1 | LCI

TF1 GROUP MARKET LEADER IN TV
STRONGEST YEAR-ON-YEAR GROWTH IN TV

27.6%	**32.1%**	**28.7%**
Individuals aged 4+	W<50PDM[1]	Individuals aged 25-49
+ 1 point	**+ 2.1 points**	**+ 1.4 points**

Thanks to its multi-channel strategy, the TF1 group remains the market leader in TV for the fifth consecutive month, with 27.6% of individuals aged 4+ and even greater penetration of target audiences: +2.1 points to 32.1% of W<50PDM, and +1.4 points to 28.7% of 25-49 year-olds.

- **TF1**, market leader in television, had the month's best 25 audience figures and was the must-see channel, thanks largely to the world handball championship.
- **TMC** recorded stronger figures year-on-year, a new all-time high in DTT and the second-best month in the season, including a record month for QUOTIDIEN.
- **NT1**, market leader in DTT for 15-24 year-olds, grew its share of millennials and all targets year-on-year.
- **HD1** had the strongest year-on-year growth in TV.
- **LCI** had its second best month ever.

TF1

25 BEST AUDIENCES OF THE MONTH AND ONLY CHANNEL WITH MORE THAN 7m VIEWERS

1/ MUST-SEE CHANNEL

- **WORLD HANDBALL CHAMPIONSHIP:** Best audience of the month for the France-Norway final of 8.7m (44% audience share) peaking at 12.3m, and good audiences for the quarter-final (4.8m, peaking at 6.5m) and the semi-final (6.9m).
- Must-see variety and light entertainment: **GRÉGORY LEMARCHAL** tribute show with 4.9m viewers (23% audience share) and 25% of W<50PDM, **CETTE SOIRÉE-LA** with 4.3m (20%) and 25% of W<50PDM. Successful return of **STARS SOUS HYPNOSE**, top performer with 3.9m (20%), and 32% of W<50PDM, 34% of 15-34 year-olds.

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[1] Women aged under 50 purchasing decision makers

2/ BEST AUDIENCES IN MOVIES AND DRAMA

- **CLEM**: new season averaged 5.6m viewers and 32% of W<50PDM (22% of individuals), peaking at 6.4m.
- **SECTION DE RECHERCHES**: 6.9m viewers and 27% of individuals (22% of W<50PDM), peaking at 7.3m.
- SUNDAY MOVIE: 2nd best audience for a movie since the back-to-school period with **BIENVENUE CHEZ LES CH'TIS** (8.6m, 44% of W<50PDM), plus **DJANGO UNCHAINED** (5.6m, 31% of W<50PDM).
- **CHICAGO MED** had high audiences among W<50PDM (28%, up to 4.8m viewers).

3/ RECORDS FOR NEWS BULLETINS AND NEWS MAGAZINES

- **Lunchtime bulletin**: The season's 2nd best month with 5.7m viewers (40% of individuals), peaking at 6.7m.
- **Evening bulletin**: Best month since November 2015 with 6.1m viewers (24% of individuals), peaking at 7.8m (the best audience since January 2016).
- **SEPT À HUIT**: Best month since February 2016 with 4.1m viewers (21% of individuals, 23% of W<50PDM), peaking at 4.3m.
- **REPORTAGES**: Best month since February 2016 with 4.3m viewers (29% of individuals, 27% of W<50PDM), peaking at 5.5m (the highest since March 2015) for the Saturday & Sunday lunchtime programmes.
- TF1 also had the highest audiences for the **1st DEBATE OF THE LEFT-WING PRIMARIES** on 12 January with 3.9m viewers and 18% audience share, peaking at 5m viewers.

4/ GROWING LEAD IN WEEKLY ACCESS PRIME TIME (5pm-7.45pm) AMONG W<50PDM / ALL-TIME RECORD FOR LES 12 COUPS DE MIDI

- **4 MARIAGES**: 2nd best month this season with 1.7m and 16% of individuals (23% of W<50PDM), peaking at 1.9m.
- **MONEY DROP**: Up on last month at 3.5m and 18% (14% of W<50PDM), peaking at 3.9m.
- **LES 12 COUPS DE MIDI**: 2nd best month ever at 4.0m and 36% (26% of W<50PDM), peaking at 4.6m.

TMC

RECORD DTT AUDIENCE FOR WORLD HANDBALL CHAMPIONSHIP, 2ND BEST MONTH IN THE SEASON, WITH SHARP YEAR-ON-YEAR RISES IN AUDIENCE SHARE AMONG INDIVIDUALS (TO 3.4%), 25-49 YEAR-OLDS (TO 4.4%) AND ABC+ VIEWERS (TO 4.3%)

1/ WORLD HANDBALL CHAMPIONSHIP: ALL-TIME RECORD FOR DTT at 4.7m for the France-Sweden quarter-final.

2/ ACCESS PRIME TIME (7.45pm-9pm): Strongest rise year-on-year (+3.0 points among individuals to 4.5%, +6.0 points among 25-49 year-olds to 7.9%):

QUOTIDIEN: Record month with 1.3m viewers and **ALL-TIME RECORD** on Tuesday 24 January with 2.1m viewers.

3/ Big-hitting prime time movie offering: 1.3m viewers for **THE DEVIL WEARS PRADA** and fine performances for DTT first runs, with up to 1.3m for **MENTALIST**.

CONSOLIDATING ITS POSITION AMONG MILLENNIALS
DTT LEADER AMONG 15-24 YEAR-OLDS ON 5.8% (+2.2 points), AND GROWTH TOO AMONG W<50PDM TO 3.9% (+0.5 of a point) AND INDIVIDUALS TO 2.1% (+0.3 of a point)

1/ A powerful movie offering attracting nearly 1m viewers, averaging 4% of individuals and 5% of W<50PDM, peaking at 1.4m viewers with **THE BOURNE SUPREMACY**, which gave the channel its best audience of the month.

2/ **LA VILLA DES CŒURS BRISÉS**: Sharply up by 0.1m viewers in the month at an average of 0.7m, 7% of W<50PDM and 14% of 15-24 year-olds, peaking at 781,000. Catch-up record of over 0.2m.

3/ **All-time record audience** for the new season with **CHRONIQUES CRIMINELLES** (701,000 viewers and 5.2% share of W<50PDM). Success too for the documentary series **APPELS D'URGENCE** which had its 2nd highest audience ever of 890,000.

STRONGEST YEAR-ON-YEAR GROWTH IN TV AMONG INDIVIDUALS (+0.6 of a point) TO 1.9%

1/ Strong increases also in target audiences to 2.2% share of W<50PDM (+0.6 of a point) and 1.9% of 25-49 year-olds (+0.6 of a point).

2 / Leader in prime time HD DTT with an average of 0.4m viewers (+0.1m year-on-year), and up to 0.8m for the TV movie **LE MONSIEUR D'EN FACE** and the series **R.I.S POLICE SCIENTIFIQUE**.

2nd HIGHEST MONTH EVER WITH 0.5% AUDIENCE SHARE

- **1st DEBATE OF THE LEFT-WING PRIMARIES**: 160,000 viewers and 0.8% audience share (trebling of audience share in this slot vs. Nov-Dec 2016)
- **24 HEURES EN QUESTIONS**, presented by Yves Calvi, up to 287,000 viewers.
- **LCI MATIN**, up to 65,000 viewers and 1.8% audience share: the 3rd best audience of the season.
- Best audience for the **8.45 am AUDREY CRESPO-MARA INTERVIEW** with up to 117,000 viewers and 2.8% audience share.
- **TRUMP INAUGURATION**, a record day with 0.9% audience share and up to 365,000 viewers at 6.50pm.
- **LA MÉDIASPHÈRE** with up to 95,000 viewers and 2.6% audience share: 2nd highest score of the season.

Daytime 6am-6pm / Prime-time: 9pm-10.45pm
Source: Médiamat Médiamétrie – consolidated on 17 January 2017