Boulogne – November 2, 2016

OCTOBER AUDIENCE RATINGS

TF1 | **TMC** | **NT1** | **HD1** | **LCI**

TF1 GROUP NO.1 IN THE FRENCH TV MARKET

Audience shares:

28.2%
Individuals aged 4+

33.2%
W<50PDM[1]
(+ 0.8 of a point)
STRONGEST 12-MONTH
TV AUDIENCE GROWTH

Success of the multi-channel strategy confirmed

TF1 GROUP NO. 1 IN FRENCH TV MARKET FOR SECOND CONSECUTIVE MONTH

- **TF1 builds on momentum of back-to-school period with record month in access prime time**
- **Record month for TMC, NT1 and HD1**
- **LCI consolidates a fine performance in the back-to-school period, with an all-time record for the first presidential primary debate evening featuring candidates from the right and centre**

CLEAR NO.1 TV CHANNEL. RECORD ACCESS PRIME-TIME RATINGS. ALL TOP 20 AUDIENCES FOR OCTOBER, ONLY CHANNEL TO ATTRACT OVER 6 MILLION VIEWERS

Market leader in access prime time, best audience ratings so far this year among W<50PDM

- **4 mariages pour 1 lune de miel**: best month for a year, 18% audience share (1.5m viewers), 25% of W<50PDM
- **Bienvenue chez nous**: 2.1m viewers (18% share), 22% of W<50PDM: best month for a year
- **Bienvenue à l'hôtel**: best month of 2016, 2.7m viewers, 16% of individuals aged 4+ and W<50PDM
- **50Min Inside**: up to 3m viewers, up to 27% audience share among W<50PDM

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[1] Women aged under 50 purchasing decision makers

News and current affairs score very high ratings

- **The first presidential primary debate was avidly watched**
- **Lunchtime bulletin**: 5.3m viewers on average, 40% audience share
- **Evening bulletin**: 5.6m viewers on average, 25% audience share. The October 16 bulletin attracted 7.2m viewers (29% audience share), the biggest audience since February
- **Sept à Huit**: up to 3.8m viewers, 22% audience share
- **Reportages**: up to 4.6m viewers, 33% audience share
- TF1 clear leader for the **1st presidential primary debate**: 5.7m viewers and 26% audience share. Peak audience of 6.5m

Well ahead of the competition in prime time: over 5m viewers

- **Danse avec les stars** returned with a big increase in audiences: 6.1m viewers for the 1st show (29% audience share, 40% W<50PDM)
- **Koh Lanta** attracted its biggest audience of the current season: up to 6.9m viewers (29% audience share, 40% W<50PDM)
- New season of **Profilage**: 7.3m viewers for the 1st episode (27% audience share, 28% W<50PDM)
- **Coup de foudre à Jaïpur**: 5.3m viewers, 29% audience share among W<50PDM. Massive success on digital, with 3m videos watched on MYTF1
- **Ciné Dimanche**: up to 6.7m viewers for the TV premiere of the movie **Supercondriaque** (27% audience share, 35% W<50PDM)
- **2018 World Cup qualifiers**: 6.6m viewers for the **Bulgaria-France** match (27% audience share, 37% of men under 50)

*Access prime time: Monday-Sunday, 5pm-8pm

TMC

RECORD MONTH FOR INDIVIDUAL VIEWERS, 3.2% AUDIENCE SHARE
ALL-TIME RECORD FOR W<50PDM (4.5%), 25-49 YEAR-OLDS (4.3%) AND ABC1s (4.1%)

- **Quotidien**: 1.1m viewers on average, 11% audience share among ABC1s (no.1 DTT channel, no.4 national channel), and 9% audience share among 25-49 year-olds
- Strongest prime-time movie offering on DTT (1.1 m viewers on average), with 1.4m viewers for **World War Z** and 1.2m for **Man of steel** and **Taxi 4**
- Good performances for franchises having their first run on DTT: up to 1.3m viewers for **Profilage** and up to 830,000 for **Mentalist**

NT1

ALL-TIME RECORD AMONG W<50PDM WITH 4.1% AUDIENCE SHARE
NO.1 DTT CHANNEL AMONG 15-24 YEAR-OLDS, NO.4 NATIONAL CHANNEL

- **Secret Story** confirmed its broad appeal: in access prime time, NT1 is still the no.1 national channel among younger viewers (15-24 year-olds) and the no.1 DTT channel among W<50PDM, with audience shares of 16% and 9% respectively
  In prime time, **L'hebdo** is proving very popular, with record audiences of up to 1m viewers and audience shares of 9% among W<50PDM and 26% among 15-24 year-olds
- Movies provided the month's biggest audience on NT1 with **Green Lantern** (1.1m viewers). The channel's movie offering is popular with women viewers (6% audience share of W<50PDM for **Sex & the City 2**), young adults (7% of 15-24 year-olds for **Green Lantern**) and kids (no.1 national channel among 4-10 year-olds with 15% share and 800,000 viewers for **Animaux & Cie**)

NO.1 HD DTT CHANNEL WITH 2% AUDIENCE SHARE.
ALL-TIME RECORD AMONG W<50PDM (2.5% SHARE) AND 25-49 YEAR-OLDS (2.1% SHARE)

HD1 recorded the strongest year-on-year growth of any French TV channel among individual viewers (+0.7 of a point vs October 2015) and W<50PDM (+0.6 of a point vs October 2015). These scores put HD1 in the no.1 slot among HD DTT channels for these audience groups.

The channel achieved the 4 best audience ratings on HD DTT in October, thanks to French drama (**Vous êtes libre** with 891,000 viewers, **Section de Recherches** with 770,000) and movies (**Fast & Furious 4** with 750,000 viewers and **The Chronicles of Riddick** with 733,000).

MOMENTUM OF BACK-TO-SCHOOL PERIOD CONFIRMED WITH 4% AUDIENCE SHARE
ALL-TIME RECORDS FOR PRESIDENTIAL PRIMARIES EVENING
RECORD AUDIENCES FOR YVES CALVI AND MORNING NEWS

- All-time records for the for the **first presidential primary debate evening featuring candidates from the right and centre**: 275,000 viewers (3.0% audience share) for **the post-debate analysis** presented by Audrey Crespo-Mara and Julien Arnaud
- 348,000 viewers (3.3% audience share) for **Nicolas Canteloup's parody**, peaking at 406,000
- Second-best day for LCI since the freeview switchover, with 0.8% audience share
- Record for **24 heures en questions** presented by Yves Calvi, most-watched French news channel on October 26: 254,000 viewers, 1.7% audience share
- Record for **LCI Matin**: up to 53,000 viewers and 2% audience share on October 26
- Similarly, **La Médiasphère** and **LCI & Vous** posted their best audience ratings since the back-to-school period

Source: Mediamat / Médiamétrie