

Boulogne-Billancourt, le 11 may 2015

**TF1 GROUP**  
**Monthly ratings April 2015:**  
**27.8% share of Ind 4+ and 32.2% share of WPDM<50**  
**for the 4 freeview channels**

The policy on the complementary fit of the four freeview channels is producing results, with increases for TMC, NT1 and HD1, the last two setting new records in April. NT1 set a record with WPDM<50, taking a 3.2% share, and HD1 set a record with Ind 4+, with a 1.2% share, and WPDM<50, with a 1.9% share. The strategy is proving particularly successful with major audience hubs representing 65% of TV viewing.

Between midday and 2 pm, TF1, TMC, NT1 and HD1 attracted 40% of viewers. Between 6 pm and midnight, the four freeview channels attracted 28% of viewers and took a 34% share of women viewers.

**In the access slot, TF1 targets a broad range of viewers with its unscripted programmes. TMC, NT1 and HD1 are successfully targeting women viewers.**

*L'addition s'il vous plait* has set two new records since its return to air, with a 20% share overall and 22% of WPDM<50.

*Bienvenue au camping* has also set a double record since its return to air, with a 21% share overall and 23% of WPDM<50.

Returning to air on April 13, *Money Drop* attracted a high of 3.8 million viewers and drew an extra 100,000 viewers and 2% share to the slot.

*The 8 o'clock news* scored high ratings and was stable on March, with a high of 6.9 million viewers. *The 1 o'clock news* drew up to 6.6 million viewers, *Grands Reportages* up to 4.4 million and *Sept à Huit* up to 4.1 million.

TMC, NT1 and HD1 have revamped their access line-ups since January, addressing an audience complementary to that of TF1. On TMC, *Monk* attracted a high of 700,000 viewers in the week, while *Les mystères de l'amour* drew a high of 800,000 viewers on the weekend.

On NT1, *Grey's Anatomy* appealed to women viewers, taking a 7.2% share of WPDM<50.

On HD1, *ER* followed by *Army Wives* also appealed to women viewers, with a 5% share overall and 3% of WPDM<50.

**In the evenings\*, TF1 was the only channel to draw over 7 million viewers and attract more women viewers. TMC, NT1 and HD1 posted record months.**



**The Voice** attracted a total 30 million viewers for the last season. Ratings for the final were higher than for season 3.  
Best launch for a US series since 2012 with **Forever**. 7.9 million viewers for the launch episode and the best ratings of month.  
Record season for **Clem**, which gained an extra 1 million viewers in one month and ended with a record of 7.7 million.  
Winning return-to-air for **Koh Lanta** with 6.7 million viewers.  
**Ciné Dimanche** confirmed its position as the leading Sunday night cinema slot, with a strong performance in particular by **Battleship**, attracting 6.4 million viewers on first air (and 34% of WPDM<50).



#### TMC

In the evenings, TMC posted the strongest increase of the month with WPDM<50, up 0.5 points to 3.8%. The channel also recorded a strong increase with 25-49 year-olds, up 0.2 points to 5.5%. The channel's success was driven by resolutely family-focused programming that attracted viewers, with up to 1.5 million tuning in to **The Chronicles of Narnia** and 1.3 million to the exclusive **Zoo de Beauval** documentary. US franchises also performed strongly, with a high of 1 million viewers for **CSI: Miami**.



#### NT1

The film line-up was particularly successful with women and young viewers, notably with the **Men in Black** trilogy, drawing up to 1.5 million viewers for a 7.4% share of WPDM<50 and 9.6% of 15-34 year-olds. The channel's magazine offering is gradually gaining more women viewers, especially **Baby Boom** (3.3% share of WPDM<50), and young viewers, particularly **Pascal le grand frère** (4.3% share of 15-34 year-olds). The US series line-up is successfully targeting women and young viewers. In the evenings, the first-air series **Grimm** and **True Blood** drew 3.5% and 5.4% of 15- to 34-year-old women respectively.



#### HD1

HD1 is the HD DTT leader in the evenings with an average 358,000 viewers in prime time. The channel posted the best scores for a French drama with **Section de Recherches** (a high of 817,000 viewers) and a feature film with **Troy** (526,000 viewers) and **Déjà Vu** (509,000).

**Also of note**, HD1 has the strongest awareness rate of any HD DTT channel at 60%, up 10 points year on year. The score is even more remarkable with women viewers, at 70%.