

Boulogne-Billancourt, July 6, 20

AUDIENCE RATINGS IN JUNE: INCREASE FOR THE 4 FREEVIEW CHANNELS

Month after month, the TF1 group's strategy of editorial complementarity is being enhanced and producing results.

The Group's 4 channels are showing strong growth momentum, taking a 27.9% audience share and 32.7% of WPDM<50.

TF1, 21.4% share: Strongest rise in television in June (+0.4 pts)

TMC, 3.1% share: Up year on year (+0.1 pts)

NT1, 2.1% share: Strongest increase in DTT year on year (+0.5 pts)

HD1, 1.3% share: New record for the leading HD DTT channel, up year on year (+0.3 pts)



- **TF1: Strongest rise in television in June**

TF1 claimed the top 20 ratings of the month, including the number-one performance of 7.4m viewers for the major French drama *On se retrouvera*. Twenty programmes attracted over 6m viewers. Excellent results for the new series *Forever*, with an average 6.2m viewers and 37% of WPDM<50, and for the new season of *Grey's Anatomy*, with an average 5.4m viewers and a record season-ender with 48% of WPDM<50.

Koh Lanta performed strongly every Friday, amassing impressive ratings week on week, with 6.4m on average since the start of the season and 40% of WPDM<50.

Major success for *La chanson de l'année*, with 4.1m viewers, 33% of WPDM<50 and 41% of 15-24 year olds.

Success for *Rock'n'roll Circus*, the leader with 1.7m viewers, 26% of WPDM+children and 33% of 15-34 year-olds.

Ciné Dimanche continues to be the top film event on TV with headlining performances for *Die Hard 4* (6.4m viewers) and *We Bought a Zoo* (5.8m).

Access game shows on the rise: best month for *Les 12 coups de midi* with 3.0m viewers and a 32% share. *Money Drop* led the way and once again posted growth with 3.4m viewers and a 21% share.

Leading news programmes: a peak of 6.5m viewers for the 8 o'clock news and 5.3m for the 1 o'clock news. A high of 3.4m for *Sept à Huit* and 3.9m for *Grands Reportages*.



- **TMC: Film, series and French drama on form**

The comedy film line-up attracted a broad public, with 1.2m viewers for *Lethal Weapon 4*, 1.1m for *Case Départ* and 1m for *Les Sous-doués*.

Success for the new series *The Musketeers*, with the first season drawing a high of 800,000 viewers. The weekly soap *Les Mystères de l'amour* ended the season with a double record: a 10.7% share of WPDM<50 on Saturday and an 8.7% share on Sunday.

TMC is impressing with its documentaries, attracting 650,000 viewers with the show on *Parc Astérix* and taking a 4.8% share of WPDM<50.



- **NT1: Strongest year-on-year increase in DTT and a new record in film**

As well as posting the strongest growth with Ind 4+, NT1 affirmed its positioning with young and women viewers, scoring record increases with 15-34 year-olds (+0.8 pts) and WPDM<50 (+0.7 pts).

NT1 put in a record month in film in June with its film franchise line-up targeting young people and women: 1.5m viewers for *Jurassic Park 3*: 8.1% of WPDM<50 and 10.8% of 15-34 year-olds.

1.3m viewers for *Snow White and the Huntsman*: 8.7% of WPDM<50

Over 700,000 viewers for *The Hangover Part II*: 5% of WPDM<50 and 7.4% of 15-34 year-olds.



- **HD1: New record, top-performance evenings and growing recognition**

HD1 set record scores with Ind 4+ (1.3% share) and women viewers (1.9% of WPDM<50).

HD1 was also the only channel to draw over 600,000 viewers in the evening with the two main pillars of its line-up: film (695,000 viewers for *Gladiator*) and French drama (the series *Section de Recherches* with 699,000 viewers and the mini-series *La main blanche* with 604,000).

HD1 is gaining growing recognition and praise. According to the channel's latest barometer, eight out of ten French people know HD1 and 75% of TV viewers say that HD1 is a quality channel.

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