

Boulogne-Billancourt, July 7, 2015



## **The TV Breizh, Ushuaïa TV and Histoire channels confirm their ratings success in wave 29 of Médiamat'Thématik**

### **TV Breizh, the favourite channel of cult series fans, retains its number-one position – and has now been the leader for nine consecutive waves!**

- Still the leading mini-general interest channel with Individuals exposed to extended competition
- In the last nine waves (since wave 21 in 2011), the number-one pay TV channel with 4+ Individuals subscribed to a pay offer
- Following the record in the previous wave, the second best rating with Individuals for a Médiamat'Thématik wave since the extended competition segment has been measured (wave 19, March-June 2010)
- Strong recovery with advertising target: best wave with WPDM<50 in two years (wave 25, January-June 2013)

### **Ushuaïa TV confirms good results for 10<sup>th</sup> birthday**

- Following the record in the previous wave, the second best Individuals ratings in a Médiamat'Thématik wave since the extended competition segment has been measured (wave 19, March-June 2010)
- Ratings with Individuals up 16% year on year
- With 3.3 million viewers, Ushuaïa TV achieved its strongest coverage over four weeks since the extended competition segment has been measured (wave 19, March-June 2010)

### **Histoire makes headway on core target**

- The channel was stable year on year with Individuals and posted a 7% increase with its core target
- With 2.8 million viewers, Histoire achieved its strongest coverage over four weeks in five waves (since wave 24, September 2012-February 2013)

These strong results bear out the editorial choices of the channels in an increasingly competitive market.

Source: Médiamat'Thématik (January – June 2015)

Press contact:  
Sandrine Diot - +33 (0)1 41 41 28 96