

Boulogne-Billancourt, 06 April 2016

**AUDIENCE RATINGS FOR THE 4 FREEVIEW CHANNELS IN MARCH 2016:
LEADERSHIP AND ALL-TIME RECORDS**

**TF1: THE BEST MONTH SINCE NOVEMBER 2015 AND WIDE LEADERSHIP
ALL-TIME RECORDS FOR NT1 and HD1
2nd-BEST FEMALE AUDIENCE SHARE EVER
FOR THE TMC-NT1-HD1 CLUSTER**



TF1 SCORES IT BEST MONTH SINCE NOVEMBER 2015

21.7% audience share, 23.5% audience share for WPDM<50 and 21.6% audience share for 25-49 year-olds

TF1 shows continued growth over the month with +0.3 points for individuals and the largest increase on advertising targets for all channels combined:

+1.0 point for WPDM<50 and +0.8 points for 25-49 year-olds

TF1 had the 50 best audience ratings for the month, the highest being for the *Enfoirés* show, with 11.6 million viewers, which was also the largest television audience. TF1 was also the only channel to draw more than 7 million viewers.

- **French drama: solid success for APRES MOI LE BONHEUR, SECTION DE RECHERCHES and CLEM**

The major film **APRES MOI LE BONHEUR** attracted 7.5 million viewers for a 28% audience share and a 33% share of WPDM<50.

The series **SECTION DE RECHERCHES** is having its best season since its launch, with 7.2 million viewers, or a 28% audience share and 23% of WPDM<50 (600,000 more viewers than in 2015).

CLEM: 6 million viewers tuned in to the three episodes, for a 23% audience share and 32% of WPDM<50.

GREY'S ANATOMY: the new season is scoring very high with WPDM<50.

This season's new episodes have drawn 4.9 million viewers and been very popular with WPDM<50, winning a 41% share of this audience.

- **Entertainment: the big names continue to enjoy tremendous success**

LES RESTOS DU COEUR 2016 did even better than last year, with 11.6 million viewers (+200,000 viewers, with a 50% audience share and 57% of WPDM<50), and drew the largest audience at the start of this year.

KOH LANTA increased its audience over the month to 6.7 million viewers (+200,000 viewers), or a 28% audience share and 42% of WPDM<50.

THE VOICE was watched by up to 8 million viewers and averaged 6.9 million for a 32% audience share, 44% of WPDM<50, and 42% of 15-24 year-olds.

- **Cinema: the 2nd-largest film audience in 2016 with LES VISITEURS**

LES VISITEURS captured the 2nd-largest audience for a film in 2016 with 7.2 million viewers, or a 29% audience rating, 35% of WPDM<50, and 60% of children 4-14 years old.

- **Weekday access: the programmes maintain their leads**

L'ADDITION S'IL VOUS PLAÎT had its best audience so far in 2016 with 2.1 million viewers (18% of individuals) on 28 March.

The show is averaging 1.6 million viewers, or an 18% audience share, with 25% of WPDM<50 + children (up to 29% of WPDM<50 + children).

C'EST CANTELOUP: The programme had its best month so far in 2016 with an average of 7 million viewers and a 27% audience share.

50 MN INSIDE L'ACTU had its top rating for the year for WPDM<50 with a 27% audience share.

50 MN INSIDE LE MAG drew an average of 3.3 million viewers for a 21% audience share and 25% of WPDM<50.

MONEY DROP: A strong leader, the programme averaged 3.8 million viewers and a 20% audience share.

- **News programmes continue to attract broad audiences and lead by large margins**

1 O'CLOCK NEWS: 5.4 million viewers and a 40% audience share on average, with up to 6.2 million viewers.

8 O'CLOCK NEWS: 6 million viewers and a 25% audience share on average, with up to 6.9 million viewers.

REPORTAGES: The magazine's figures were excellent on March 19, with an audience share of 36% (4.5 million viewers), its best score in 2016.

SEPT A HUIT: attracted up to 4.5 million viewers, with a 24% audience share and 29% of WPDM<50.

- **Football: EURO warm-up matches win by large margins**

The French squad played its first warm-up matches for the **EURO 2016**, which will be held in France: **NETHERLANDS/FRANCE**, featuring a moment of homage, was watched by 5.6 million viewers, or a 23% audience share, 44% of men 15-24 years old, and 35% of men 15-49 years old.

FRANCE/RUSSIA drew 5.9 million viewers, or a 24% audience share, with 50% of men 15-24 years old and 35% of men under 50.

The match's peak audience was 7 million viewers.

**PT (9pm-10:45pm)*



TMC MAINTAINS STANDINGS WITH CORE TARGETS

- 2.8% audience share, 4-year-olds and up
- 3.5% audience share, WPDM<50 (unchanged from February 2016)
- 3.3% audience share, 25-49 year-olds (unchanged from February 2016)

- **TMC the TNT leader in prime-time cinema:**

TMC had the best TNT cinema audience of the month: **EXPENDABLES 2**, 1.9 million viewers (7%), 8% of 25-49 year-olds.

TMC had 5 of the 10 largest cinema audiences of the month: **EXPENDABLES 2**, **THE BODYGUARD**, **FAST AND FURIOUS 6** (1.2 million viewers), **ROBIN DES BOIS PRINCE DES VOLEURS**, **FAST & FURIOUS 2** (1.1 million viewers).

TMC's performance remained steady: the only TNT channel to average more than 1.0 million viewers in prime time (PT) and the TNT leader for 4-year-olds and up, averaging 4.1%, and 25-49 year-olds, averaging 5.2%.

- **TMC is the leading TNT channel for US series:**

End of Season 1, first showings of **GOTHAM**: 760,000 viewers and an average 4.6% share of 25-49 year-olds.

With weekend shows remaining strong performers: **LES EXPERTS** on Fridays (up to 875,000 viewers) and **LES EXPERTS MIAMI** on Sundays (up to 863,000 viewers).

- **LES MYSTERES DE L'AMOUR still at the top (4th-ranked French channel for WPDM<50)**

A season 11 RECORD (2.9% of individuals) and an average of 6.6% of WPDM<50 since season 1. And at the start of season 12, still just as popular: up to an 8.5% audience share of WPDM<50.

- **The investigative magazine 90' ENQUETES performed well:**

Up to 746,000 viewers on Tuesdays and 3.3% of WPDM<50 (its best prime-time audience in 2016)

*9pm-1am (live audience)



ALL-TIME RECORD FOR NT1 WITH FEMALE VIEWERS

- 1.8% audience share for 4-year-olds and up (unchanged from February 2016)
- 3.6% audience share for WPDM<50 (+0.4 pts on February 2016: the largest TNT gain)
All-time record for this target, 5th-ranking French channel
- 3.5% audience share for 15-34 year-olds (+0.3 pts on February 2016)

- **All-time record for SUPER NANNY** with WPDM<50, with a 6.3% audience share.
NT1 is the 3rd-ranked French channel on average on Friday evenings for WPDM<50 (a 4.1% audience share).
 - The launch of the new season of **BACHELOR**, with 550,000 viewers and 5% of WPDM<50.
 - **REVENGE** appealed to the channel's core target:
6th-ranked channel with WPDM<50 (4.7%) and 15-34 year-olds (3.6%) .
 - **NT1 was the DTT leader with WPDM<50 for CINEMA during the month** (5.0% audience share in prime time).

Success of **LA PROPOSITION** (1.2 million viewers), the best audience share for WPDM<50 (9.6%).

SUPERMAN RETURNS (8.6% audience share of 15-34 year-olds, 3rd-ranked French channel).

JE SUIS UNE LEGENDE (7.7% audience share for 15-34 year-olds, 4th-ranked French channel) drew 0.9 million viewers.
 - **US daytime series continued to break records**
FRIENDS (weekdays): One-month record for WPDM<50 (5.1%) and 15-34 year-olds (5.4%), 4th-ranked channel.
GREY'S ANATOMY: 2016 record for Individuals (1.7%), WPDM<50 (5.0% - 5th-ranked channel), and 15-34 year-olds (5.1%).
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HD1 – ALL-TIME MONTHLY RECORD AND DTT HD LEADER

•1.5% audience share of 4-year-olds and up (+0.1 pts on February 2016)

•2.0% audience share of WPDM<50 (+0.2 pts on February 2016)

•1.6% audience share of 25-49 year-olds (+0.1 pts on February 2016)

- **French drama broke records again:**

Successful return of **R.I.S POLICE SCIENTIFIQUE** on Wednesdays, with up to 725,000 viewers and an all-time record audience share for an evening French drama (3.0%) on HD1.

Television films scored well again on Friday evenings: **BIENVENUE AUX EDELWEISS** (485,000 viewers, the best audience in the slot since the creation of HD1).

- **HD1 the DTT leader in CINEMA with 470,000 viewers on average in PT (2.0% audience share of Individuals and WPDM<50):**

HD1 had the top TNT HD CINEMA audience share for the month with **LA MORT DANS LA PEAU** (760,000 viewers).

Good audience shares for **LES PLEINS POUVOIRS** (0.7 million viewers), **CREANCE DE SANG** (0.6 million viewers), and **L'ECHANGE** (0.5 million viewers).

- **US series appeal to female target audiences:**

LES EXPERTS MANHATTAN did very well on Monday evenings: up to a 1.8% share of the target audience.

A strong launch for this series on Sunday afternoons: up to 470,000 viewers and 6.0% of WPDM<50.

- **Weekday daytime programmes broke records:**

LES ENQUETES IMPOSSIBLES posted a monthly record: up to 270,000 viewers and 6.0% of WPDM<50.

GHOST WHISPERER also broke its own records: up to 320,000 viewers and a 5.3% share of WPDM<50.

Source: Médiamat-Médiamétrie

Consolidated audiences from 29 February to 27 March 2016, then live audiences from 28 March to 3 April 2016

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