

Boulogne-Billancourt, Monday, September 8, 2015

AUGUST AUDIENCE RATINGS: THE FOUR FREE CHANNELS OF THE TF1 GROUP



TF1: The television leader and the only channel to draw more than 7 million viewers

NT1: Buoyed by Secret Story, it has record young and female audiences

TMC: Numbers up over July

HD1: Numbers up over the past year



TF1: The television leader, the only channel to draw more than 7 million viewers, 28 of the month's 30 best audiences

- **US series**

8.6M viewers (35% share) for the first episode of the final season of **The Mentalist**, 45% share of WPDM<50
5.1M viewers for the first episode of the new season of **Blacklist**, 32% share of WPDM<50

- **French drama**

Record for **Pep's**: 7.4M viewers (33% share) and 38% of WPDM<50

- **News**

The midday and nightly news programs stand firm as the leaders with up to 5.8M viewers (43% share) for the **1 O'clock News**, and up to 5.9M and up to a 31% share for the **8 O'clock News**

- **Light entertainment**

Le Grand Blind Test: more than 30% of WPDM<50 and more than 50% of 15-to-24s with nearly 2M viewers in the second part of the evening

Les 12 Coups de Midi: averaging more than 3M viewers and a 31% share

- **Movies**

Family films see success: 4.8M viewers (32% share of WPDM<50) for **Despicable Me**, and new releases: 4.8M viewers for **Boule et Bill** (29% of WPDM+ch) 4.5M viewers for **Wrath of the Titans** (32% share of WPDM<50)



NT1: Buoyed by Secret Story, it has record young and female audiences

- **Secret Story**

Leading national channel in 15-to-24s in access with the **Secret Story daily update**, and up to a 26% share in this segment. Also record high in WPDM<50 with up to 13% share of WPDM<50.

- **Movies**

Successful youth line-up: **The Mummy** (1 million viewers and 7.3% of 15-to-34s), **District 13: Ultimatum** (700,000 viewers and 6.1% share of 15-to-34s)

Overall, NT1 has seen some of the highest television increases in one year: up 0.3 pt. in 4-and-up with 2% share; up 0.9 pt. in WPDM<50 with 3.1% share; up 0.9 share pt. with 15-to-34s with 3.3% share



TMC: up in past month, boosted by movies, series, and current affairs programs

- **French drama**

Female audience record for the opening of the new season of **Les Mystères de l'Amour**, with an 8.9% share of WPDM<50

- **Current affairs programs and documentaries**

1.3M viewers (10.8% of children and 7.5% of WPDM<50) for the documentary on the **Beauval Zoo**,
750,000 viewers for the **90' Enquêtes** featuring the **Orly airport**
700,000 viewers for **Ces émissions qui nous ont marqués**

- **US movies and series: a strategy of high-draw blockbusters**

1M viewers for **Tomb Raider 2**, 5.2% share of WPDM<50
900,000 viewers for **Troy**, 5.1% share of WPDM<50
Up to 1M viewers for **CSI Miami**
Up to 800,000 viewers for **Law & Order: Criminal Intent**



HD1: steady growth driven by French drama and film

up 20% in 4-and-up to reach 1.2% share
up 30% on WPDM<50 over one year to reach 1.7% share

- **French drama**

Up to 502,000 viewers for **Section de Recherches** (2.4% share)
Up to 370,000 viewers for **Vive la colo** (1.7% share)

- **Movies**

465,000 viewers for the film **In her shoes** (2.1% share)
442,000 viewers for **Secret Agents** (2.3% share).

Sources: Médiamat/Médiamétrie

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