

Boulogne, february 29th 2016

AUDIENCE RATINGS IN FEBRUARY:
THE TF1 GROUP'S 4 FREEVIEW CHANNELS POST INCREASES
AND RANK NO. 1 WITH WOMEN VIEWERS

27.5% SHARE OF 4+ INDIVIDUALS
31% SHARE OF WPDM<50



- **TF1: STRONGEST INCREASE OF THE MONTH AND CLEAR LEADER**

In February, TF1 achieved the strongest increase of the month and grew its audience share 0.8 points to 21.4%.

The impressive momentum was confirmed in two key viewing slots: access and prime time (with 600,000 more viewers than in January).

The channel claimed 49 of the top 50 ratings in February, including the no. 1 spot with the rebroadcast of the film *Les Tuches*, attracting 8.8m viewers.

French drama on a roll

The headlining series *Le secret d' Elise* drew a high of 8.4m viewers and set an absolute record in 7-day replay, with +1.4m viewers for the first evening in one week.

The new *Section de Recherches* shows brought together up to 7.6m viewers.

Entertainment: success for major brands

Season 5 of *The Voice* achieved excellent performances, attracting a high of 8.1m viewers. The programme drew up to +0.9m viewers in 7-day replay.

Koh Lanta: Ratings are up for the new season, with the debut show drawing 7.1m viewers (up 400,000 on the previous season). The first show set a new 7-day replay record with +0.9m viewers.

Growth in access

L' addition s' il vous plaît: peaking at a 30% share of WPDM+children and an average 1.7m viewers.

Bienvenue chez nous: a high of 29% of WPDM+children and an average 2.8m viewers.

Money Drop: undisputed leader with up to 4.2m viewers.

C'est Canteloup: a high of 8m viewers and an audience share of up to 31%.

50 mn Inside: records for *Le Mag*, attracting up to 4m viewers.

Impressive ratings for news shows

1 o'clock news: 5.8m viewers on average (41% share) and a high of 6.4m.

8 o'clock news: 6.0m viewers (25% share) and a high of 7.3m viewers.

Reportages: 3.5m viewers (26% of 4+ Individuals).

Sept à Huit: 4.3m on average (23% of 4+ Individuals).

**DTT CLUSTER CHANNELS SHORE UP THEIR POSITIONS
AND CONTINUE TO GROW**



- **TMC: ROBUST SCORES WITH CORE TARGET 25-49 YEAR-OLDS, INCREASE WITH WOMEN VIEWERS**

2.9% share of 4+ Individuals (stable on January 2016).
3.5% share of WPDM<50 (+0.1 pt on January 2016).
3.3% share of 25-49 year-olds (stable on January 2016).

TMC is the DTT leader in the evenings* with an average 580,000 viewers in February (3.4% share of 4+ Individuals) and the no. 4 channel with WPDM<50 (4.1% share).

Cinema: TMC the only channel to draw 1m viewers on average with films

TMC claimed the top four cinema ratings of the month with **Les Profs** (1.7m viewers), **Ice Age** (1.5m) and **Ice Age 3** (1.4m), and **Kiss the Girls** (1.5m).

TMC: the most powerful DTT channel with US series with three key targets. DTT leader.

Successful debut for the new series **Gotham**, attracting 1.4m viewers with the first episode and an average 0.9m viewers, with a 5.3% share of WPDM<50 and 5.7% of 25-49 year-olds.
Continued strong brands on weekends: **CSI** on Friday (average 0.6m viewers), **Law and Order: Criminal Intent** on Saturday (average 0.5m) and **CSI: Miami** (average 0.7m).

The investigative magazine **90 Enquêtes** drew up to 830,000 viewers.

The French drama show Les mystères de l' amour continues to make headway this season, with an average 6.5% share of WPDM<50 (no. 4 channel) and a high of 800,000m viewers on February 14 for the "Sad Saint Valentine's" episode.

**9 pm to 1 am – live audience.*



- **NT1: INCREASE WITH CORE TARGET 15-34 YEAR-OLDS**

1.8% share of 4+ Individuals (stable on February 2015).
3.2% share of WPDM<50 (stable on February 2015).
3.2% share of 15-34 year-olds (+0.2 pts on February 2015).

Cinema: success with family films and cult movies

Jumanji: 900,000 viewers, the no. 4 channel with WPDM<50 (6.3%) and no. 2 channel with 4-10 year-olds (17.1%).

Animals United: 800,000 viewers (2.8%), the no. 6 channel with WPDM<50 (3.3%) and no. 1 channel with 4-10 year-olds (27.9%).

Top Gun: 600,000 viewers (2.3% – DTT leader), the no. 6 channel with WPDM<50 (3.4%) and no. 5 channel with 15-34 year-olds (3.9%).

Strong ratings for non-scripted programmes

Super Nanny: a high of 530,000 viewers.

Les 30 Histoires: a high of 700,000 viewers.

Ce soir on rit avec Claudia Tagbo: no. 4 channel with 15-24 year-olds (7.3%).

Excellent performances for US series with women and young people
Revenge, on Tuesday evening: a high of 6.3% WPDM<50 in prime time.
Grey's Anatomy, in access: monthly record this season with 4.2% of WPDM<50.
Friends, daytime (M-F): season record with 4+ Individuals (1.5%) and WPDM<50 (5.0%).
One Tree Hill, in the morning: no. 5 channel with 15-34 year-olds (5.7%).



- **HD1: YEAR-ON-YEAR GROWTH**

1.4% share of 4+ Individuals (+0.3 pts on February 2015).
1.8% share of WPDM<50 (+0.1 pt on February 2015).
1.5% share of 15-34 year-olds (+0.1 pt on February 2015).

Strong cinema performance

An average 480,000 viewers in prime time (2.0%) and 2.0% of WPDM<50.
HD1 took 7 of the top 10 HD DTT film ratings in February, including **The Descendants** with 726,000 viewers, **The Italian Job** with 676,000 viewers and **Mercury Rising** with 625,000 viewers.

Drama shows continue to attract viewers

Alice Nevers drew 610,000 viewers – the third-highest ratings ever for a drama show on HD1.

Viewers drawn to US series

CSI: NY: record evenings peaking at a 1.8% share of 4+ Individuals and a 1.7% share of WPDM<50.
2 Broke Girls: strong performance with WPDM<50, with a share of up to 2.5%.

Sources: Médiamat / Médiamétrie

PRESS CONTACTS:

Virginie Duval - vduval@tf1.fr - +33 (0)1 41 41 29 59
Maylis Carcabal - mcarcabal@tf1.fr - +33 (0)1 41 41 49 23

GRUPE TF1 - DIRECTION DE LA COMMUNICATION CORPORATE
TF1 GROUP - CORPORATE COMMUNICATIONS DIVISION
Virginie Duval - vduval@tf1.fr

Toute l'actualité du Groupe TF1
sur <http://www.groupe-tf1.fr/>

More information about TF1 Group
on <http://www.groupe-tf1.fr/en/>