

Boulogne-Billancourt, March 9, 2015

Audience ratings in February
Positive momentum for the four freeview channels
Driven by the editorial strategy on the complementary fit between the channels,
the four channels scored the month's strongest year-on-year increase in
television, up 0.5 points

Key figures:

- The clear leader in television with a 21.8% share, TF1 extended its lead over the competition and confirmed its position in the French and European broadcasting sector.
- TMC posted an audience share of 3.2%, up 0.3 points on last month and 0.1 points on last year.
- NT1 scored an audience share of 1.8%, up 0.1 points. The channel strengthened its positions with young viewers and women viewers, with a 0.3-point increase with 15-34 year-olds and WPDM<50.
- HD1 achieved a record audience share of 1.1% with 4+ individuals and 1.7% with WPDM<50.

Channel highlights:



TF1: a premium programme offering across all categories

- The top 50 ratings of the month, with the number-one position going to *C'est Canteloup*, which drew 8.3m TV viewers.
- The most watched TV news shows, with an average 6.4m viewers for the *8 o'clock news* (26% audience share) and an average 6.0m for the *1 o'clock news* (41% audience share).
- Records for news magazines: 5.3m viewers for *Grands Reportages* and 4.5m for *Sept à Huit*.
- Undeniable know-how in entertainment: *The Voice, la plus belle voix* (average 8.2m viewers for blind auditions), *TF1, 40 ans d'émotions partagées* (6.5m viewers), *Stars sous hypnose* (5.4m) and *Le grand concours* (5.3m).

- Prime-time access (5.45 pm to 7.45 pm) ratings on the rise, with records for *4 mariages pour 1 lune de miel* and *Bienvenue chez nous*.
- Strong performances in French drama, with *Tu es mon fils* (6.5m viewers) and *Section de Recherches* (a high of 7.2m viewers).
- The new season of *Person of Interest* was up on last year, with 6.5m viewers and 31% of WPDM<50.
- Ciné Dimanche: *Les bronzés font du ski* (7.2m viewers), new blockbuster and family films *The Adventures of Tintin: The Secret of the Unicorn* and *Snow White and the Huntsman* (6.1m viewers).



TMC: non-stop growth with balanced performances across all categories, including films, magazines and series

- An increase over four consecutive weeks, rising to 3.4% in the last week, ranking TMC as the country's number-five channel.
- Highly appealing documentaries and magazines: 1.2m viewers for *Il était une fois Renaud* and a high of 1.1m for *90'enquêtes*.
- Cinema constituted the pillar of the offering, with a peak of 1.2m viewers for *US Marshals* (4.5% audience share).
- Strong debut for *CSI: Miami*, with a high of 1.2m viewers and an average 1m, for a 4.6% audience share.
- Records in the prime-time access slot for *Monk*, drawing up to 815,000 viewers and earning an average 4.1% share of WPDM<50.
- Original drama on the weekend attracts women viewers, with *Les Mystères de l'amour* posting an audience share high of 5.4%.



NT1: confirmed generational positioning produces strong results

- An increase over three consecutive weeks, with a 3.5% share of WPDM<50 in the last week.
- Success for generational cinema franchises: *21 Jump Street* drew 900,000 viewers for a 7% share of WPDM<50.
- Strong ratings for the **M Pokora** concert: 800,000 viewers, 4% of 15-24 year-olds and 7% of 15-24 year-old women.
- Impressive performance for *Grey's Anatomy* in the access slot, with a high of 700,000 viewers and an 11% share of WPDM<50.



HD1: all-time record since channel creation with a 1.1% audience share

- Extremely strong rise in women viewer figures: audience share up 0.6 points year-on-year to 1.7%.
- French film and drama form the cornerstone of the channel's offer:
- Highest DTT HD ratings of 2015 for the film *Bloodwork*, with nearly 700,000m viewers.
- A high of 500,000 viewers for *R.I.S.*

Source: Médiamat / Médiamétrie

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