



## PRESS RELEASE

Boulogne – August 30, 2016

### HD1: AUDIENCES AT RECORD LEVELS, AND LEADER IN HD DTT WITH 2.1% SHARE OF INDIVIDUALS

HD1 ended August on a high note with several all-time records smashed. In August, HD1 achieved its highest ever audience share among individuals aged 4+ at 2.1%, and its best daily audience share ever on August 28 with 3.0% (individuals aged 4+). The drama *Alice Nevers* had the best audience (excluding sport) on DTT in August 2016 with 935,000 viewers. The new series *Humans* had the best evening audience for a foreign series on HD DTT, making HD1 the no.5 nationwide channel with a 4.4% share of W<50PDM<sup>1</sup>.

2.1% share of individuals aged 4+ (+0.9 pt vs August 2015)

2.3% share of W<50PDM (+0.6 pt vs August 2015)

1.8% share of 25-49 age bracket (+0.4 pt vs August 2015)

#### 1- Record performances driven by French drama

- **Section de recherches** with 830,000 viewers: 3rd best ever audience for drama on HD1
- **Une famille formidable** with 2.0% of individuals aged 4+: best ever for prime time drama on HD1

#### 2- Success of foreign series

- Very good launch for **ER** (French title: *Urgences*) in access prime time: up to 3.8% of W<50PDM
- The Sunday daytime series **Breakout Kings** achieved up to 4.9% share of individuals aged 4+, making HD1 the no.5 nationwide channel and no.4 among W<50PDM (5.4% audience share)
- In the evening, **CSI:NY** (French title: *Les Experts Manhattan*) attracted up to 4.8% of W<50PDM

---

<sup>1</sup> Women aged under 50 purchasing decision-makers

### 3- Very good figures for movies among individuals

- ***Peur sur la ville***: best ever share of individuals for a movie at 4.1%
- ***La fleur du mal*** averaged 530,000 viewers

### TF1 GROUP- CORPORATE COMMUNICATIONS DEPARTMENT

Press contacts

Virginie PERRE - [vperre@tf1.fr](mailto:vperre@tf1.fr) - +33 (0)1 41 41 14 53  
Lucie BARDON - [lbardon@tmc.mc](mailto:lbardon@tmc.mc) - +33 (0)1 41 41 30 48

[@GroupeTF1](#)

