



Boulogne-Billancourt, May 5, 2015

## **AUDIENCE RATINGS IN APRIL**

### **HD1 SETS A NEW RECORD**

**1.2% SHARE OF IND 4+ AND 1.9% OF WPDM<50**

### **HD DTT RECORD IN PRIME TIME AND POST-PRIME TIME**

**Month after month, HD1 continues to make progress. In April it scored its strongest month ever**

All-time high with Ind 4+ with a 1.2% share.

HD DTT record and HD DTT leader with WPDM<50 with a 1.9% share.

HD DTT leader and HD DTT record in prime time:

- 358,000 TV viewers on average and 1.4% of Ind 4+
- HD1 is the only HD DTT channel to top the mark of 300,000 viewers on average in prime time.

HD DTT leader and HD DTT record in post-prime time with an average 232,000 viewers

#### **Highlights:**

##### **French drama evenings:**

- *Section de Recherches*: channel ratings record with a high of 817,000 viewers.
- One-off dramas on Fridays: a high of 475,000 viewers for *3 filles en cavale* – a HD1 record for a Friday.
- *R.I.S.*: successful debut on Mondays with as many as 550,000 viewers.

Film evenings:

- *Troy* with 526,000 viewers.
- *Déjà Vu* with 509,000 viewers.

Strong daytime ratings:

- *Sous le soleil* with a high of 6% of WPDM<50.
- *ER* with a high of 6% of WPDM<50.
- *Army Wives* with a high of 3% of WPDM<50.
- *Julie Lescaut* posted its best month since launch on the channel on Saturday afternoons with a high of 2.2% of Ind 4+ and 2.8% of WPDM<50.

Source Médiamétrie - Médiamat



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