

MONTHLY RATINGS

NEW RECORD IN THE EVENING:

HD DTT LEADER IN THE EVENING AND AN INCREASE IN AUDIENCE FIGURES, WITH AN AVERAGE OF NEARLY 400,000

HD1 confirmed its **record audience share with individuals** in May, taking a 1.2% share, and its excellent performance with women viewers, with a **1.8% share of WPDM<50**.

HD1 once again posted record performances in the evening*:

- **The only HD DTT channel to top the 300,000 million-viewer mark** on average for the month, and largely exceed that mark with 381,000 viewers.
- A **record week** from 18 to 24 May with **viewer figures averaging over 400,000** (at 434,000).
- **Five programmes with more than 600,000 viewers** including:
 - **Film:** *The Descendants*, on first air, drew 788,000 viewers – the best film for HD1.
 - **French drama:** A high of **729,000 viewers** tuned into to *Section de recherches*. One-off drama shows on Friday evening continued to shine, with 442,000 viewers for *A dix minutes des naturistes*.

Source; Médiamat-Médiamétrie
*8.45 pm – 10.45 pm