



## AUDIENCES

Boulogne-Billancourt, May 5, 2015

### APRIL 2015

#### **NT1 SETS A NEW RECORD**

WITH WPDM<50, TAKING A 3.2% SHARE

#### **NT1 POSTS BEST MONTH SINCE 2013**

WITH GENERAL VIEWING PUBLIC, TAKING A 2.1% SHARE  
and claims biggest DTT month-on-month increase, up 0.2 pts on March.

Strong performance with 15-34 year-olds, with a 2.9% share.

**NT1 ALSO SCORES STRONGEST DTT INCREASE IN THE EVENINGS,**  
with general viewing public, taking a 2.6% share (up 0.4 pts on March).

### **STRONG PERFORMANCE BY FILMS WITH ALL PRIORITY TARGETS**

NT1's film offer posted a record month for the season, taking a 3.3% share of the general viewing public and ranking it as the number-two DTT channel with WPDM<50 (4.3%) and 15-34 year-olds (5.1%).

#### Records for the Thursday slot:

- Best ratings with general viewing public since February 2012, at 4.7%.
- Strongest month ever with WPDM<50, at 6.3%.
- Best ratings of the season with 15-34 year-olds, at 8.1%.

On Thursdays, NT1 was the number-five channel and DTT leader with an average 1.1 million viewers.

#### Impressive ratings for the *MEN IN BLACK* trilogy:

- *MEN IN BLACK 3*: best ratings of the season with 1.5 million viewers.  
NT1 was the number-four channel and DTT leader with WPDM<50 (7.8%) and 15-34 year-olds (10.0%).
- The *MEN IN BLACK* trilogy attracted an average 1.2 million viewers, ranking NT1 as the number-five national channel with viewers as a whole (4.9%), WPDM<50 (6.6%) and 15-34 year-olds (7.8%).
- *FAST AND FURIOUS 5*: NT1 posts second-best ratings of the season with 1.4 million viewers (5.8%).

## **MAGAZINES DRAW VIEWERS**

- On Mondays, APPEL D'URGENCE claimed the best ratings of a DTT magazine in April with nearly 900,000 viewers (3.5%). The magazine has become a strong mainstay of the channel and is posting increases every month.
- On Tuesdays, BABY BOOM followed by 4 BEBES PAR SECONDE are proving particularly successful with WPDM<50, taking a 3.6% share (number-five national channel with this viewer segment).
- For the launch of the new Friday-evening show, C'EST QUOI L'AMOUR, NT1 ranked as the number-six national channel with WPDM<50 (2.6%) for the evening.

Young adults are tuning in en masse to PASCAL LE GRAND FRERE, ranking NT1 as the number-five national channel with 15-34 year-olds (4.3%).

## **NT1 SERIES SUCCESSFUL WITH WOMEN VIEWERS**

NT1's series line-up is a big success with young women:

- GREY'S ANATOMY in weekly prime-time access continues to post strong ratings, ranking NT1 as the number-four national channel and DTT leader with WPDM<50 (7.2%).
- GRIMM (new season 3) in prime time and TRUE BLOOD (new season 6) in post-prime time rank NT1 as the number-four national channel with 15-34 year-old women (with audience shares of 3.5% and 5.4% respectively).

*\*TH 8.55pm-1.00am*

*Source: Médiamat Médiamétrie – Consolidated ratings from Monday March 30 to Saturday April 25 inclusive, then VOSDAL ratings from Sunday April 26 to Sunday May 3, 2015.*