

Boulogne-Billancourt, May 4, 2015

**AUDIENCE RATINGS IN APRIL:
THE TOP 25 RATINGS OF THE MONTH**

**THE ONLY CHANNEL TO DRAW OVER 7 MILLION VIEWERS
INCREASE IN WOMEN VIEWERS IN PRIME TIME**

TF1, the television leader in France, took the top 25 audience ratings of the month and was the only channel to draw over 7 million viewers.

TF1 increased the lead over its main rival with WPDM<50 (up 9 points) month on month.

TF1 attracted an average 5.5 million viewers in prime time and posted increases in advertising targets.

**1/ LEADING PRIME-TIME PROGRAMMING WITH STRONG PERFORMANCES FROM THE VOICE,
CLEM, KOH-LANTA AND FOREVER**

- **THE VOICE: viewers for the final up on last year and season average of 7 million viewers**

The final drew 6.6 million viewers, for a 31% audience share and 39% of WPDM<50, up 200,000 viewers on the previous final.

Season average of over 7.1 million viewers, for a 32% share, 43% of WPDM<50 and 45% of 15-24 year-olds.

- **KOH-LANTA: Dominant return to air, success with all targets**

Koh Lanta has made a dominant return to air with 6.7 million viewers (30% of Ind 4+, 43% of WPDM<50 and a full 52% of 15-24 year-olds).

- **CLEM: 5th season sets record**

The series set a new record with the last episode, attracting 7.7 million viewers (28% of Ind 4+ and 38% of WPDM<50).

On average, the season drew 7.3 million viewers (27% of Ind 4+ and 36% of WPDM<50).

- **FOREVER: launch scores top ratings for a US series in 2015**

The series launch attracted 7.1 million viewers (28% of Ind 4+ and 37% of WPDM<50)

- **GREY'S ANATOMY: strongest launch ratings since 2012**

The launch evening scored the show's highest ratings since 2012 with 6 million viewers. On average the season has taken a 43% share of WPDM<50.

2/ The CINE DIMANCHE slot remains a clear leader, performing strongly with advertising targets

The films broadcast in April were highly successful, scoring an average 31% of WPDM<50 and 32% of 25-49 year-olds

- **ASTERIX ET OBELIX MISSION CLEOPATRE:** 6.5m, 30% of WPDM<50 and 58% of 4-14 year-olds.
- **LES SEIGNEURS** (first air): 6.3m, 29% of WPDM<50 and 40% of 15-24 year-olds
- **BATTLESHIP** drew 6.3 million viewers, for a 26% share, 35% of WPDM<50 and 40% of 15-34 year-olds

3/ Renewed access slot: L'ADDITION S'IL VOUS PLAÎT, BIENVENUE AU CAMPING and MONEY DROP

- **MONEY DROP:** Up on predecessor LE JUSTE PRIX and the clear leader with Ind 4+, taking a 20% share. Increases every week with Ind 4+ and advertising targets.
- **L'ADDITION S'IL VOUS PLAÎT:** the leader with a high of 23% of WPDM with children.
- **BIENVENUE AU CAMPING:** the leader with a high of 24% of WPDM with children.

4/ Strong ratings for news programmes:

The two news shows were stable for the month

- **8 O'CLOCK NEWS:** average 5.7 million, 26% of Ind 4+, and a high of 6.9 million (on Sunday May 3)
- **1 O'CLOCK NEWS:** average 5.6 million, 41% of Ind 4+, and a high of 6.6 million (on Friday May 1)
- **SEPT A HUIT:** average 3.6 million, 23% of Ind 4+, 26% of WPDM<50, and a high of 4.1 million.
- **GRANDS REPORTAGES and REPORTAGES :** a high of 4.4 million (*GRANDS REPORTAGES* on April 11).
An average 3.4 million viewers (26% of Ind 4+ and WPDM<50)

5/ Other highlights:

- **C'EST CANTELOUP:** this month's top ratings, all programmes and channels combined, at 7.7 million
- **LES 12 COUPS DE MIDI:** this season's monthly record, with 31% of Ind 4+.
An average 3.2 million viewers, 23% of WPDM<50 and 27% of 25-59 year-old women
- **50 MIN INSIDE:** a clear leader, the programme drew up to 27% of WPDM<50 for **LE MAG**
An average 2.3 million and 23% of WPDM<50 for **L'ACTU** and **LE MAG**

- **4 MARIAGES POUR UNE LUNE DE MIEL:** strong performance with an average 25% of WPDM with children and a high of 30%
- **5 SOLUTIONS POUR VENDRE MA MAISON** 1.2 million viewers for the launch, leader with Ind 4+ and advertising targets.
- The new season of **FALCO** (season 3) attracted up to 6.1 million viewers.

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