



## **APRIL AUDIENCE RATINGS TF1: CLEAR MARKET LEADER**

**TF1 enjoys its second best month in 2016 to date among W<50PDM\* (22.5% audience share) and confirms its position as market leader with 20.2% of the total audience and 20.4% of 25-49 year-olds.**

**TF1 achieves all of the month's top 40 audiences and is the only channel to attract more than 6 million viewers.**

### **Very large audiences for big entertainment brands**

**KOH LANTA** reached a peak audience of 6.7 million and an average of 6.3 million. Overall audience share was 26%, rising to 39% for W<50PDM and 47% for 15-24 year-olds.

**THE VOICE** attracted up to 6.5 million viewers and an average of 6.1 million. Overall audience share was 29%, rising to 40% for W<50PDM.

**L'HEBDO SHOW** enjoyed a successful launch with 2.2 million viewers, an overall audience share of 21%, rising to 30% for W<50PDM and 38% for 15-24 year-olds.

**ACTION OU VERITE** built on its launch by pulling in 1.9 million viewers, an overall audience share of 25%, rising to 34% for W<50PDM.

### **French drama: very successful season for CLEM**

**CLEM** demonstrated very good pulling power among women viewers during the current season, with a 32% share of W<50PDM and 6.3 million viewers in all. Overall audience share was 24%, and 43% of 15-24 year-olds.

\*W<50PDM = Women aged under 50 purchasing decision-makers

## Widely-watched news programmes

**Lunchtime bulletins:** up to 5.7 million viewers.

**Evening bulletins:** up to 6.6 million viewers.

**REPORTAGES:** up to 4.1 million viewers.

**SEPT A HUIT:** up to 3.8 million viewers.

**SEPT A HUIT LIFE:** record since initial launch, with 25% share of W<50PDM.

## American series: GREY'S ANATOMY and NIGHT SHIFT at very high levels among W<50PDM

**GREY'S ANATOMY:** first-run episodes attracted 4.8 million viewers, an overall audience share of 20%, rising to 42% for W<50PDM.

**NIGHT SHIFT:** first-run episodes in the late evening slot drew 1.7 million viewers, representing a 19% overall audience share and 37% among W<50PDM.

## Movie premières also at high levels, with LE VOLCAN attracting the second-highest ratings for a movie in 2016 to date

**LE VOLCAN:** attracted 7.6 million viewers, the second-highest audience for a movie in 2016 to date, with an overall audience share of 30%, rising to 37% for W<50PDM.

**AFTER EARTH:** watched by 6.3 million people, representing an overall audience share of 25%, rising to 36% for W<50PDM.

**MAN OF STEEL:** 5.6 million viewers, equating to an overall audience share of 25%, rising to 35% for W<50PDM.

## Access: as popular as ever

**4 MARIAGES:** average of 1.4 million viewers, a 17% overall audience share, or 26% for WPDM + kids.

**BIENVENUE A L'HOTEL:** average of 2.3 million viewers, a 19% overall audience share, or 21% for WPDM + kids.

**MONEY DROP:** average of 3.3 million viewers (19% overall audience share), peak of 3.7 million viewers.

**C'EST PRESQUE CANTELOUP:** successful launch, averaging 3.4 million viewers.

**50 MN INSIDE:** best performance among W<50PDM in 2016 to date, with 29% audience share and 3 million viewers.

*Source Médiamat-Médiamétrie*

**PRESS CONTACTS:**

Maylis CARCABAL: mcarcabal@tf1.fr - +33(0)1 41 41 49 23

Virginie DUVAL: vduval@tf1.fr - +33(0)1 41 41 29 59

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GRUPE TF1 - DIRECTION DE LA COMMUNICATION CORPORATE  
TF1 GROUP - CORPORATE COMMUNICATIONS DIVISION  
Virginie Duval - vduval@tf1.fr

Toute l'actualité du Groupe TF1  
sur <http://www.groupe-tf1.fr/>

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