

Boulogne-Billancourt, February 10, 2015

## AUDIENCE RATINGS IN JANUARY

### TF1 CONFIRMS ITS POSITION AS A LEADING MEDIA AND HEADLINING CHANNEL

#### NEWS: TF1 confirms its position as a leading media

TF1 mustered all its resources to cover the tragic events in France and meet the news needs of TV viewers. In all, some **43 million people\*** watched at least one news programme out of the 26 hours and 45 minutes of broadcasting proposed by TF1.

Of particular note:

- **The 8 o'clock news** on January 7, a special edition anchored by Gilles Bouleau and lasting until 9.15 pm, attracted a high of 9.2m viewers.
- **The special show Marche Républicaine** hosted by Claire Chazal and Gilles Bouleau from 1.50 pm to 5.50 pm drew 3.8m viewers.
- **Some 5.0m viewers tuned in to the magazine 7 à 8** presented live by Harry Roselmack.

*\*Coverage of TF1 news programmes from January 7 to 11, 2015. Source: Médiamétrie/Médiamat*

#### SPORT: All-time TV ratings record for handball

TF1 set an all-time record for a televised handball match, with 9.1m viewers gathering to watch the **World Handball Championship final between Qatar and France**, for a 43% market share of individuals.

Ratings peaked at 12.6m in the final stages of the match as viewers tuned in to watch their national team triumph and France become the first country in history to win five World Handball Championship titles.

#### FRENCH DRAMA: TF1 creates buzz with *L'Emprise*

The headlining drama show *L'Emprise* attracted 9.8m viewers, for a 35% audience share and a 42% share of women under 50 purchasing decision makers (WPDM<50). This was the best ratings performance by a French drama programme since October 30, 2007 and the highest share of WPDM<50 since June 20, 2007.

#### ENTERTAINMENT: *The Voice* still on top on TF1

The return of *The Voice* drew 8.8m for the launch show and 8.4m on average for the first four programmes, for a 35% share of individuals and a 49% share of WPDM<50.

#### Other highlights in January:

**6m prime-time viewers, with a year-on-year increase in advertising targets** (+1 pt for WPDM<50 and 25-49 year-olds) and some 2.2m more viewers than its main rival.

**TF1 claimed 19 of the month's top 20 ratings scores.**

**38 programmes attracted over 7m viewers, with four topping the 9m mark:** *L'Emprise* with 9.8m; the *World Handball Championship final* with 9.1m; the *8 o'clock news* on Sunday February 1 with 9m; and *C'est Canteloup* on January 26 with 9m.

**The Monday evening drama slot** saw a 1.1m year-on-year increase in viewers, with *Camping Paradis* attracting up to **28% of WPDM<50 and 6.5m viewers in all**.

**Ciné Dimanche drew more women viewers year on year** (30% of WPDM<50), notably with **Contagion** (7.3m viewers and 36% of WPDM<50) and **Inside Man** (32% of WPDM<50).

**Viewer numbers were up year on year for season 3 of Person of Interest**, with an average 6.6m viewers, 31% of WPDM<50, and a peak of 7.3m viewers.

#### **Strong ratings for news**

Ratings were up for the **8 o'clock news**, with an average 7.1m viewers (28% audience share) and a high of 9m. **The 1 o'clock news** posted an excellent performance, with an average 6.1m viewers (41% audience share) and peaking at 7.2m.

#### **Successful magazine programmes**

**Sept à Huit**: 500,000 viewers more than last year at an average 5m (24% audience share of 4+ individuals and 28% of WPDM<50) and the highest ratings since December 2010 with 6.5m viewers.

**Reportages**: a high of 5.4m viewers for the new-format **Grands Reportages** and an average 4.3m viewers on Saturday (for a 30% share of 4+ individuals and 30% of WPDM<50).

#### **Leading prime-time access shows**

**4 Mariages pour une lune de miel**: a high of 30% of WPDM<50.

**Bienvenue au camping**: ratings increases every week, with up to 25% of WPDM<50.

**Le juste prix**: the leader with an average 4.1m viewers, some 1.8m more than its main rival.

**Les 12 coups de midi**: an average 3.4m viewers in January and a 30% share of individuals.

Source: Médiamétrie/Médiamat

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