



Boulogne-Billancourt, August 3, 2015



## AUDIENCE RATINGS IN JULY 2015

### 1 – TF1 claims best audience ratings of the month

- **18 of the top 20 ratings of the month** – The only channel with over 6 million viewers.
- **Leader with Individuals and, more broadly, with advertising targets (20.4% share of Individuals and 23.8% of WPDM<50).**

### 2 – Leading evenings and strong performance with ad targets: The leader in over 80% of prime times

- **CRIMINAL MINDS: new episodes lead the ratings on Mondays** with an average 5.6 million viewers, 25% of Individuals and 37% of WPDM<50
- **KOH-LANTA: ratings for final higher than last year, with over 50% of WPDM<50**  
The final drew 6.7 million viewers, 37% of Individuals, 51% of WPDM<50 and 57% of 15-34 year-olds  
The season attracted an average 6.4 million viewers, 29% of Individuals, 41% of WPDM<50 and 46% of 15-34 year-olds
- **CAMPING PARADIS: ratings increases every week, with a high of 27% of WPDM<50**  
An average 4.5 million viewers, 21% of Individuals, 25% of WPDM<50 and 28% of WPDM with children
- **CINE DIMANCHE: slot's best month in 2015 with WPDM<50**  
*LES VACANCES DE DUCOBU* on first air (5.3 million viewers, 24% of Individuals and 32% of WPDM<50)  
*HARRY POTTER 1 and 2* (4.4 million viewers, 25%/36% for the first, 4.9m and 26%/37% for the second)
- **QUI VEUT EPOUSER MON FILS?: continued strong performance with 15-24 year-olds, with a 50% audience share**  
1.7 million viewers and 29% of WPDM<50 for the four post-prime time evenings
- **LE GRAND BLIND TEST: successful launch in post-prime**  
1.9 million viewers, 31% of Individuals, 39% of WPDM<50 and 56% of 15-24 year-olds

### 3 – Best performance in week access slot this year thanks to successful new shows

- **WISH LIST - LA LISTE DE VOS ENVIES: leader with Individuals and WPDM<50, with the best WPDM<50 ratings in the slot in 2015**  
An average 3 million viewers (21% Individuals and 22% of WPDM<50) and a high of 3.6 million viewers and 24% of WPDM with children
- **LE MEILLEUR MENU DE FRANCE: an average 22% of WPDM<50 and 23% of WPDM with children; 1.4 million viewers**
- **BIENVENUE CHEZ NOUS : programme's best month with WPDM<50 this season and increases every week; an average 2.1 million viewers and 25% of WPDM<50 (27% of WPDM with children)**

- **LES 12 COUPS DE MIDI: best month this season with WPDM<50.** With a high of 25% of WPDM<50, 3.1 million viewers and 32% of Individuals

#### **4 - News: increase for the 8 o'clock news and 100% of leading news shows**

- **8 O'CLOCK NEWS: best month since January 2015,** with a 27% share and 4.7 million viewers (and a high of 5.6 million viewers)

- **1 O'CLOCK NEWS: major appeal with a peak of 6.0 million viewers**  
An average 5.1 million viewers and 40% of Individuals

- **SEPT A HUIT:** an average 2.7 million viewers, 21% of Individuals and 24% of WPDM<50

- **GRANDS REPORTAGES:** an average 3.2 million viewers, 26% of Individuals and 26% of WPDM<50

- **REPORTAGES:** an average 2.8 million viewers, 24% of Individuals and 27% of WPDM<50

*Source: Médiamat - Médiamétrie*

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TF1 – COMMUNICATION DEPARTMENT  
Press contact: Alexandre Petit - +33 (1) 41 41 12 21 - [apetit@tf1.fr](mailto:apetit@tf1.fr)  
**Deputy Communication Director for non-scripted, drama, series, youth and sport programmes**

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