



## APRIL AUDIENCE RATINGS

**HD1: RECORD FOR VIEWERS AGED 4+ (+60% year-on-year)**

**NT1: HIGHER AUDIENCES AMONG WOMEN AND YOUNGER VIEWERS**

**TMC: UNDISPUTED LEADER IN MOVIES**

**BEST COMBINED TMC-NT1-HD1 FIGURES for 6 months among individuals:**

**6.4% of aged 4+ (October 2015) (+0.3 of a point vs. March 2016)**

**9.1% of W<50PDM\* (stable vs. March 2016, +0.2 of a point vs. April 2015)**

**7.8% of 25-49 year-olds (+ 0.1 of a point vs. both March 2016 and April 2015)**



**Record for HD DTT among individual viewers (+ 60% year-on-year)**

**Record audiences for HD1 in all 3 target markets**

- **1.9% of viewers aged 4+** (+0.4 of a point vs. March 2016, +0.7 of a point vs. April 2015)
- **2.4% of W<50PDM** (+0.4 of a point vs. March 2016, +0.5 of a point vs. April 2015)
- **1.9% of 25-49 year-olds** (+0.3 of a point vs. March 2016, +0.4 of a point vs. April 2015)

### Records for evening slots ...

- HD1 is still the clear leader on evening slots (9-11p.m) in the HD DTT market, and topped the half-million mark for average prime time viewers for the first time (510,000 in April).

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

### Records for movies ...

- Monthly record broken with average prime time audience of 650,000 (5<sup>th</sup> most-watched DTT channel) and 3.3% audience share of W<50PDM.
- HD1 achieved two records for movies on HD DTT with JURASSIC PARK III (940,000 viewers, the 2nd best HD DTT audience) and LA VENGEANCE DANS LA PEAU (875,000 viewers).

### Records for French drama

- SECTION DE RECHERCHES returned with a bang, recording its 4 best-ever audience ratings during April.
- R.I.S is also continuing to outperform, enjoying its best month to date on HD1 with up to 753,000 viewers.

### American series successful with female target audiences

- LES EXPERTS MANHATTAN on Monday evenings and weekend afternoons.



## **FURTHER STRONG YEAR-ON-YEAR GROWTH WITH TARGET AUDIENCES**

- **1.8% of viewers aged 4+** (unchanged vs. March 2016)
- **3.3% of W<50PDM** (+0.1 of a point vs. April 2015)
- **3.1% of 15-34 year-olds** (+0.2 of a point vs. April 2015)

### Record figures for LE BACHELOR

- All-time high for the season with 670,000 viewers, with the show proving highly popular among key targets: 5.4% for W<50PDM, 7.8% for 15-34 year-olds.
- Best month of the season for a Monday on NT1, with an average of 4.5% for W<50PDM and 4.6% for 15-34 year-olds.

### REVENGE: success for the first run of season 4

- The first-run season of **REVENGE** proved a success on NT1, averaging 510,000 viewers and a 4.0% share of W<50PDM, rising to 6.1% for the season 4 finale.

### **Reality shows still performing well on NT1**

- SUPER NANNY averaged 500,000 viewers on Fridays, including the best Friday of the season: 3.5% share of W<50PDM, and 3.7% of 15-34 year-olds.
- APPEL D'URGENCE: up to 632,000 viewers on Wednesdays.

### **Movies**

- 540,000 viewers and 3.4% share of W<50PDM for prime time movies in April.
- Highlights: 7 ANS DE MARIAGE with 0.8m viewers, MEILLEURES ENNEMIES with 5% share of W<50PDM.

### **American series still pulling in daytime audiences:**

- The best single month in 2016 to date for FRIENDS, VAMPIRE DIARIES and GREY'S ANATOMY, with consistently high ratings in target advertising markets:
- FRIENDS: DTT no.1 among W<50PDM (8.3%).
- VAMPIRE DIARIES: up to 6.7% among 15-34 year-olds and GREY'S ANATOMY: up to 7.8% among W<50PDM.



### **UNDISPUTED No.1 DTT CHANNEL FOR MOVIES**

- 2.7% share of viewers aged 4 +
- 3.4% share of W<50PDM
- 3.3% share of 25-49 year-olds

### **Prime time movies:** **TMC undisputed leader in DTT**

- Only DTT channel to top the one million average monthly viewers mark for prime time movies (9-11 p.m.).
- Monthly record for the channel of 1.2 million viewers. TMC is the leading DTT channel with average audience share of 4.8% among viewers aged 4+, 5.1% among W<50PDM and 6.0% among 25-49 year-olds.
- Best DTT movie audience of the month yet again, and best DTT audience in 2016 to date for LES VISITEURS II (2.3 million viewers, 10% share of both W<50PDM and 25-49 year-olds).
- The finale of the FAST AND FURIOUS saga was a great success, with the 5th movie attracting 1.3 million viewers (6% share among 25-49 year-olds).

### TMC's American series offer remains strong

- GOTHAM: Season 2 continues, with 640,000 viewers and 3.5% share of 25-49 year-olds
- Weekend schedules retaining strong brands, with LES EXPERTS MIAMI (Sundays) posting its highest audience in 2016 to date with 900,000 viewers for one episode.

### LES MYSTERES DE L'AMOUR: still the 4<sup>th</sup>-ranking French channel with W<50PDM

- 7% share of W<50PDM on average for the 2 first-run weekend episodes.
- Up to 700,000 viewers on Sundays .

### Event TV: the documentary RENAUD RETOUR D'ENFER

- The event TV documentary RENAUD, RETOUR D'ENFER attracted 820,000 viewers (3% audience share for the key target markets).

*Source Médiamat-Médiamétrie*

#### **PRESS CONTACTS:**

Maylis CARCABAL: mcarcabal@tf1.fr - +33(0)1 41 41 49 23  
Virginie DUVAL: vduval@tf1.fr - 01 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

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