



AUDIENCE RATINGS

Boulogne – Monday May 30, 2016

MAY 2016

NT1: FRANCE'S NO.5 CHANNEL FOR WOMEN VIEWERS, 3.5% SHARE

HD1: BEST MONTH EVER, AND TOP HD DTT FOR INDIVIDUALS AND WOMEN VIEWERS

TMC: TOP DTT CHANNEL FOR MOVIES

RECORD FIGURES FOR TMC+NT1+HD1 COMBINED

All-time high for TMC-NT1-HD1 combined: 8.0% audience share for 25-49 year-olds

Best combined figures for TMC-NT1-HD1 for 7 months among individuals (since October 2015)

6.5% of individuals aged 4+ (+0.1 pt vs April 2016)

9.0% of W<50PDM (+0.2 pt vs May 2015)

8.0% of 25-49 year-olds* (+0.2 pt vs April 2016, +0.1 pt vs May 2015)

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



FRANCE'S 5TH MOST WATCHED CHANNEL AMONG WOMEN VIEWERS AND ALL-TIME HIGH AMONG 25-49 YEAR-OLDS, AT 3.1%

On Tuesday May 17, 2016, the channel achieved its best-ever whole-day viewing figures among W<50PDM (6.0% audience share). The channel also had very good ratings among individuals aged 4+ (2.0%) and 15-34 year-olds (3.6%).

- 2.0% of individuals aged 4+ (+0.2 pt vs April 2016)
- 3.5% of W<50PDM (+0.2 pt vs April 2016 / +0.2 pt vs May 2015)
- 3.1% of 25-49 year-olds (+0.5 pt vs April 2016 / +0.2 pt vs May 2015)
- 3.6% of 15-34 year-olds (+0.5 pt vs April 2016 / +0.6 pt vs May 2015)

1. BEST DTT MOVIE AUDIENCE FOR "MEN IN BLACK 3"

With its attractive mix of premieres and powerful franchises, NT1 had its best month in movies for two years, with an average audience of close to 0.9 million.

NT1 was the no.1 DTT channel for W<50PDM (and the 4th national channel, with 5.2%). Highlights:

- **"Men In Black 3"**: 3rd highest audience ever for NT1, with 1.7 million viewers
- **"Project X"** put NT1 4th among 15-34 year-olds with a 7.8% audience share
- **"Kick Ass 2"**: 0.8 million viewers, 3rd most watched national channel among W<50PDM (4.9% share)

2. STRONG RATINGS FOR REALITY SHOWS AMONG WOMEN VIEWERS

- **"Bachelor"** attracted up to 0.8 million viewers. Over the season, NT1 ranked as the 5th national channel among 15-34 year-olds (6.0%) and W<50PDM (4.3%).
- **"Super Nanny"**, still pulling in big audiences on Fridays, made NT1 the 5th most watched national channel and the no.1 DTT channel among W<50PDM (2.8%).

3. NEW RECORD FOR "FRIENDS"

Best 2016 weekday viewing figures among individual viewers, with a 1.7% share. NT1 was the 4th most-watched national channel and the leading DTT channel among W<50PDM, with a 4.9% share.



BEST MONTH EVER AND LEADING HD DTT CHANNEL AMONG INDIVIDUAL AND WOMEN VIEWERS

- 1.9% of individuals aged 4 + (+0.7 pt vs May 2015)
- 2.4% of W<50PDM (+0.6 pt vs May 2015)
- 1.8% of 25-49 year-olds (+0.3 pt vs May 2015)

1. 6TH MOST WATCHED DTT CHANNEL AMONG W<50PDM

Sunday May 15 was a historic day as HD1's share of W<50PDM hit 4.3%. Highlights included:

- **"Da Vinci Code"** attracted 0.7 million viewers and a 5.4% audience share of W<50PDM
- **"Mariage à l'anglaise"** attracted 0.6 million viewers and a 4.0% audience share of W<50PDM

2. 2ND BEST MONTH FOR FRENCH DRAMA SO FAR THIS YEAR

- Up to 730,000 viewers for **"R.I.S"** and up to 703,000 for **"Section de Recherches"**

3. RECORD FIGURES FOR "LES EXPERTS MANHATTAN" AMONG W<50PDM

- **"Les Experts Manhattan"** took its best ever audience share of 2.3% on Saturday May 21.

4. RECORD MONTH FOR DAYTIME VIEWING

- **"Les Enquêtes Impossibles"** had an average audience share of 2.9% among W<50PDM, attracting up to 330,000 viewers.
- **"Ghost Whisperer"** had an average audience share of 2.1% among W<50PDM, attracting up to 375,000 viewers.



LEADING DTT MOVIE CHANNEL

TMC was the 7th most watched channel among individuals viewers and 25-49 year-olds:

- 2.6% of individuals aged 4 +
- 3.1% of W<50PDM
- 3.1% of 25-49 year-olds

1. LEADING DTT MOVIE CHANNEL

TMC is the leading DTT channel for movies among individual viewers, with an average prime time audience of 0.9 million and a 3.4% share of individuals aged 4+:

- **“Les aventures extraordinaires d’Adèle Blanc Sec”**: 1.1 million viewers
- **“The Amazing Spider Man”**: 6% audience share among 25-49 year-olds
- **“Ghost”**: 6.5% audience share among W<50PDM

2. LEADING DTT CHANNEL FOR AMERICAN SERIES

“Gotham” had up to 652,000 viewers, and Sunday screenings of **“Les Experts Miami”** also achieved high ratings, peaking at 862,000 viewers.

3. “LES MYSTÈRES DE L’AMOUR”: still ranks TMC as no.4 national channel among W<50PDM:

- Average audience 0.6 million, 6.1% share (first run Saturday and Sunday episodes)
- Best audience share in 2016 to date for W<50PDM at 9% (Saturdays, May 7 and May 21)

Source: Médiamat Médiamétrie

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