

Boulogne-Billancourt, June 8, 2015

**TF1 GROUP AUDIENCE RATINGS IN MAY:
THE 4 FREEVIEW CHANNELS
POST THE STRONGEST INCREASE
WITH WOMEN VIEWERS**

The TF1 group's policy on achieving a complementary editorial fit is producing results, especially in terms of women viewers, with the Group's four freeview channels posting the strongest year-on-year increase in television with a 0.5-point rise in the share of WPDM<50.

That momentum is particularly strong in prime time, with a record increase of 2 points with WPDM<50, for an average 36% share.

NT1 and HD1 both set new records in May, the first claiming a 3.3% share of WPDM<50 and the second scoring a 1.2% share for the month.

Channel highlights



TF1: strong year-on-year increase in the evening with advertising targets

TF1 was the only channel to draw over 7m viewers with its programmes.

The channel took the top 30 ratings of the month, the number-one performance coming from **C'est Canteloup**, with 7.8m viewers.

Prime-time ratings were up with advertising targets, totalling 5.4m viewers and a 29% share of WPDM<50 and 26% of 25-49 year-olds.

The month's other hits included **Forever** (7.5m viewers), **Stars 80** (6.8m viewers and a 32% share) and **Un plan parfait** (6.4m viewers).

Alice Nevers (6.2m viewers and a 26% share), **Koh Lanta** (6.5m and a 38% share of WPDM<50 and 56% of 4-14 year-olds) and **Grey's Anatomy** (5.3m and a 40% share of WPDM<50) proved successful week after week.

Money Drop ratings have increased continuously since its return to air. In May, the game show attracted 140,000 new viewers (for a total 3.6m viewers and a 21% share) and peaked at 4m viewers.

The news programmes scored strong ratings, with a high of 6.6m viewers for the **8 o'clock news** and 6.1m for the **1 o'clock news**.

News magazines posted impressive performances, with a high of 3.7m viewers for **Reportages** and 3.5m for **Sept à Huit**.



TMC: top marks for films, series and documentaries

The Patrick Swayze special set a record in the evening, with 1.3m viewers for **Dirty Dancing** and a 9.8% share of WPDM<50.

Four other films drew over 1m viewers: **On ne choisit pas sa famille**, **The Italian Job**, **Sherlock Holmes** and **Tower Heist**.

Other hits this month included the documentaries **La folie des jeux TV** (700,000 viewers) and **Il était une fois Patrick Swayze**, which ranked TMC as the number-two national channel with WPDM<50 (9.3% share), and **Les mystères de l'amour**, which is scoring a record season with viewers as a whole (2.8%) and posted a high of 7.4% of WPDM<50.

US series are doing an excellent job week in week out, with **CSI: Miami**, **Law and Order: Criminal Intent** and **Monk** in access.



NT1: record with individuals and WPDM<50

Best audience share with individuals since 2013 at 2.2%.

Record with WPDM<50, with a 3.3% share.

Record for **Appels d'urgence**: 1.1m viewers and a 4.6% share of WPDM<50.

Success for **Super Nanny** with 600,000 viewers: number-two DTT channel with WPDM with children.

Five films drew over 1m viewers: **Hulk**, **Daredevil**, **Comme un chef**, **Jurassic Park** and **The Green Mile**.

Confirmed success in daily access: a 7.4% share of WPDM<50 for the complete US series **Grey's Anatomy**.



HD1: renews all-time record. New HD DTT evening records

Average 1.2% audience share for the month.

Nearly 400,000 viewers in the evening, a HD DTT record in prime time.

Best ratings for a film on HD1 with the first freeview air of **The Descendants**, attracting 788,000 viewers.

Big success for French drama with **Section de Recherches**, drawing a high of 729,000 viewers.

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