

Boulogne-Billancourt, 4th July 2016

JUNE: TF1 GROUP AUDIENCES

TF1: EXCELLENT SCORES FOR EURO 2016

THE STRATEGY OF EDITORIAL COMPLEMENTARITY IS BRINGING RESULTS WITH RECORD PERFORMANCE FIGURES FOR THE TMC, NT1 & HD1 CLUSTER



EXCEPTIONAL FIGURES FOR EURO 2016 – AN EXCELLENT MONTH FOR NEWS REPORTING AND THE CINEMA

Euro 2016

- A historic record for a European Cup opening match: 14.5m viewers with a peak of 16.5m.
- Prime-time matches not involving the French team also attracted an exceptional audiences with up to 9.2m viewers for **Poland/Portugal**.
- **Le Mag de l’Euro**, a post-match programme, was widely watched with up to 6.2m viewers and an audience share of 35%.
- **Telefoot** posted its highest viewing figures for the year so far on 3 July with an audience share of 20% (1.3m viewers.)

Excellent figures for news reporting

- The **8:00 pm news bulletin** reported its best month of the year with an average audience share of 26% and up to 7.1m viewers (audience share of 31.3%) on Monday 27 June.
- The **1:00 pm news bulletin** attracted up to 5.5 million viewers for an audience share of up to 41.4%.
- Magazine programmes ended the season on a high with up to 4.4m viewers for **Reportages** (audience share of 32%) and up to 3.4m viewers for **Sept à Huit** (audience share of 23.4%)

CINE DIMANCHE, viewers’ favourite cinema event

- 6.3m viewers for **World War Z**, 38% of WPDM<50 and 26% audience share,
- **La Chance de ma vie** (4.9m viewers, 22% audience share and 30% of WPDM<50)

CONTACTS



A HISTORIC RECORD WITH EURO 2016 AND AN INCREASE IN OVERALL FIGURES

Audience shares of 2.8% for the 4+ group (+0.2 pt vs May), 3.3% of WPDM<50 (+0.2 pt), and 3.2% of the 25-49 age group(+0.1 pt)

- **Euro 2016:** with 3.5m viewers for the **Slovakia/England** match, TMC was the second most watched channel on the evening of 20 June. It also achieved a daytime record with an audience share of 5.8%
- **TMC is the leading digital terrestrial channel with a broad offering in films :** up to 1.4m viewers for the film *Die Hard 4* (8.5% audience share among the 25-49 age group) .
- **CSI Miami** registers the highest audience of the month for a DTT channel : 1.2m viewers.
- **Record figures for the series *Les mystères de l'Amour*:** up to 865,000 viewers with an audience share of up to 11.4% of WPDM<50



A RECORD MONTH FOR THE STORY-TELLING CHANNEL

A historic record with a 1.9% audience share among the 4+ and 25-49 groups, and 2.4% among WPDM<50.

- **The biggest audience of the month for French fiction: *Injustice*,** with almost 860,000 viewers and 3.6% audience share.
- **With respect to prime time programmes, the mainstays of the channel's offering attracted up to 800,000 viewers:** with films such as *The Green Mile* and *22 Bullets*, US series such as *CSI: NY*, or French fiction programmes such as *RIS Police Scientifique* and *Section de Recherches*, as well as *Injustice*.
- **During the day, the channel shows programmes tailored to the female public:** audience share of up to 6.7% among WPDM<50 for *Les enquêtes impossibles*, and up to 5.2% for the series *Ghost Whisperer*.

CONTACTS



THE DTT CHANNEL REPORTING THE STRONGEST VIEWING INCREASE AMONGST THE “UNDER 35” AGE GROUP IN ONE YEAR:

Audience shares of 3.6% among the 15-34 age group (+0.4 pt in one year)
and 3.5% among WPDM<50 (+0.3 pt).

- **The channel’s film offering attracted the highest audiences of the month** : 1.1m viewers for *RIPD Rest in Peace Department* and 6.9% among the 15-34 age group, 1.1m for *Léon: the Professional* and 6.8% among the 15-34 age group, 1m viewers for *The Hangover* and 7.3% of the 15-34 age group.
- **US series enjoyed considerable success with young adults**: audience share of up to 10% among the 15-34 age group for *Friends*, 13.8% for *One Tree Hill*, 8.2% for *The Vampire Diaries*, 7.4% for *Grey’s Anatomy* and 4.8% for *Two Broke Girls*.
- **Coaching programmes are popular with female viewers**: up to 4.9% of WPDM< 50 for *Super Nanny*, 4.2% for *Prématurés, le combat d’une vie* and 3.9% for *Pascal le grand frère*.

Overall, the three DTT channels had audience share of 6.5% (best monthly performance in 2016), 9.2% among WPDM<50 (second-best historic score) and 7.8% among the 25-49 age group (up +0.2 pt vs June 2015).

CONTACTS