

Boulogne-Billancourt, march 5, 2015



### SUCCESS FOR THE BROADCAST OF PROFILAGE IN GERMANY ON SAT.1 AND THE MAXDOME SVOD PLATFORM

#### **Scores above the 2014 average on SAT.1**

Since 12 February, *Profilage*, the number-one French series by TF1, has been broadcast in the second part of the evening on the German channel SAT.1 as *Profiling Paris*.

The series got off to a strong start and that success has been confirmed week after week.

Every Friday at 11.15 pm the show attracts 1.4 million TV viewers, with an audience share of up to 11 % of 3+ individuals and 14-49 year-olds.

Those audience share figures are above the 2014 average for the channel\*, by 36 % for 3+ individuals and 21 % for 14-49 year-olds.

#### **Third most-watched series on SVOD**

*Profilage* is also performing strongly on Maxdome, the leading SVOD platform in Germany.

The series immediately placed in the top-three most-watched series ahead of *Breaking Bad* and *The Walking Dead*.

**Broadcast in 37 territories, *Profilage* is the number-one French series in terms of audience ratings,** with 7.7 million viewers for the latest season and a record high of 8.6 million.

Launched in France in 2009, *Profilage* has now been produced in five seasons and 54 episodes. A sixth season of 12 episodes is currently in production.

The show is produced by Beaubourg Audiovisuel (Stéphane Marsil) and was created by Fanny Robert and Fanny Lebarbier.

#### **Pitch:**

Chloé Saint-Laurent (Odile Vuillemin) is a singular clinical psychologist who works for the police as a criminologist. She uses her outstanding expertise and sensitivity to enter the minds of victims and murders alike and solve the most devastating crimes.

Police commander Thomas Rocher (Philippe Bas), a gifted field investigator, is obliged to work with Chloé and her decidedly idiosyncratic methods. The criminologist's disdain for protocol and impulsive nature rub the experienced police officer the wrong way.

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#### CONTACTS

Her fragility and eccentricity destabilise the direct and honest Thomas, more used to action than introspection. He fails to see what Chloé brings to his unit and sees her presence as a disavowal, handicap and even a real source of danger for his team members.

Despite their differences, one thing makes the unlikely couple an incredibly complementary duo: the deep empathy they feel for the victims and a quenchless thirst for justice.

*\* SAT.1 annual audience share in 2014: 8.1% of 3+ individuals / 9.1% of 14-49 year-olds.*

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