



AUDIENCES

Boulogne-Billancourt, May 5, 2015

APRIL 2015

2015 RATINGS RECORD FOR PRIORITY TARGETS

- TMC took a 3.2% share of the general viewing public.
- The channel improved its performances with priority targets:
 - 3.8% share of WPDM<50 (up 0.3 pts on March)
 - 3.5% share of 25-49 year-olds (up 0.2 pts on March), with a continuous increase in the last three months.

TMC, NO. 5 NATIONAL CHANNEL AND DTT LEADER IN THE EVENINGS*

TMC scored a 3.6% share of the general viewing public and made progress with its key targets:

- TMC is the number-four national channel and the DTT leader with WPDM<50, with a 4.3% share (up 0.5 pts on March – the strongest increase in DTT)
- TMC performed strongly with 25-49 year-olds, taking a 4.0% share (up 0.2 pts on March).

SUCCESSFUL FAMILY PROGRAMMING DURING THE HOLIDAYS

In prime time, the film line-up attracted an average 1.1 million viewers. TMC is the number-five national channel with the general viewing public (4.4%), WPDM<50 (5.3%) and 25-49 year-olds (5.5%).

With five films drawing over 1.0 million viewers, TMC is the DTT cinema leader:

- **THE CHRONICLES OF NARNIA: PRINCE CASPIAN:** with 1.5 million viewers (6.6%), TMC was the number-three national channel with WPDM<50 (8.3%) and 25-49 year-olds (8.4%).
- **THE CHRONICLES OF NARNIA: THE LION, THE WITCH AND THE WARDROBE:** with 1.2 million viewers (5.1%), TMC was the number-five national channel with WPDM<50 (6.3%) and number four with 25-49 year-olds (6.5%).
- **PIRATES OF THE CARIBBEAN: AT WORLD'S END:** with 1.2 million viewers (5.2%), TMC was the number-four national channel with 15-49 year-olds (7.8%).
- **MADAGASCAR: ESCAPE 2 AFRICA:** with over 1.1 million viewers (4.7%), TMC was the national number one with children (19.4% of 4-14 year-olds).
- **CHARLIE AND THE CHOCOLATE FACTORY:** with over 1.1 million viewers (4.2%), TMC was the number-five national channel with WPDM<50 (5.9%).

ZOO DE BEAUVAL: RECORD FOR A DOCUMENTARY THIS SEASON ON TMC

TMC set a record in unscripted programming this season with the exclusive documentary ZOO DE BEAUVAL: **BEHIND THE SCENES AT FRANCE'S BIGGEST ZOO**, which drew some 1.3 million viewers (5.0%).

SERIES SUCCESSFUL WITH WOMEN VIEWERS

US series posted strong performances with the key target of WPDM<50:

- **CSI: MIAMI**: number-five national channel with a 4.5% share of WPDM<50. TMC attracted a high of nearly 1.0 million viewers.
- **CSI: NY**: number-five national channel for the evening as a whole, with a 3.4% share of WPDM<50.
- **LAW & ORDER: CRIMINAL INTENT**: number-four national channel with a 4.7% share of WPDM<50.

SPOTLIGHT ON PRIME-TIME ACCESS:

TMC's drama line-up in the access slot ranked it as the DTT leader:

- in the week, with the general viewing public, with **MONK**: 4.1% share and a high of 700,000 viewers
- on the weekend, with WPDM<50, with **LES MYSTERES DE L'AMOUR**: 5.2% share and a high of nearly 800,000 viewers.

**TH 8.55pm-1.00am*

Source: Médiamat Médiamétrie – Consolidated ratings from Monday March 30 to Saturday April 25 inclusive, then VOSDAL ratings from Sunday April 26 to Sunday May 3, 2015.