

[02.01.24] **PRESS RELEASE**

2023 FULL-YEAR AUDIENCES: ALL-ROUND GROWTH – TF1 GROUP HUGELY POPULAR WITH FRENCH PUBLIC AS WE ADAPT TO THEIR NEW VIEWING HABITS

At a time when the way people view content is changing faster than ever, 2023 once again saw TF1 group in a market-leading position, thanks to its ability to gather in all audiences across its linear and non-linear channels.

For example, 13.5 billion hours of programmes were viewed during the year* on MYTF1 and on our TV channels. And each month, 56 million viewers tuned into our channels.

TF1 group grew its audience among the public as a whole to a 26.9% share (+0.3pt year-on-year), and strengthened its lead with commercial targets, posting records among women and younger viewers:

- 34% share of women under 50 (the best for 15 years). We were the only media group to grow our share of this audience (+0.4 pt vs 2022), and built a 12.1-point lead over our nearest rival (0.7pt more than in 2022).
- 30.6% of 25-49 year-olds (+0.1pt vs 2022), 10.1 points ahead of our closest rival.
- 33.3% of 15-34 year-olds (equalling the previous year's record), 11.8 points ahead of our closest rival.

MYTF1 confirmed its position as market leader, averaging 28 million unique users a month.

These performances are testimony to our editorial strategy, and our ambition to bring French people together around high-powered event TV across all genres. They also put us in an excellent position to deliver on our digital acceleration strategy in the free streaming space.

KEY FIGURES CHANNEL BY CHANNEL

TF1, France's most-watched TV channel by a large margin, had an excellent year, holding its audience share at 18.6% even though 2022 was a football World Cup Year, with France reaching the final. The channel actually strengthened its lead with key targets, setting new records:

- 23.3% of women under 50: best for 8 years (+0.5pt vs 2022), and 9.8 points ahead of our closest rival (widening the gap by 1.1 points vs 2022)
- 20.5% of 25-49 year-olds (+0.2pt vs 2022), and 7.6 points ahead of our closest rival (widening the gap by 0.3 of a point vs 2022)
- 23.7% of 15-34 year-olds: best for 12 years (+0.6pt vs 2022), and 9.9 points ahead of our closest rival (widening the gap by 0.9 of a point vs 2022)

TF1's unrivalled pulling power was demonstrated by the channel attracting the year's biggest audience in each genre:

- **No.1 sport audience**, for the ¼ final of the Rugby World Cup: **16.5m viewers**. TF1 filled the first 6 places in the top 100, and 9 of the 10 biggest sport audiences of the year.
- **No.1 news audience**, for the *Tous derrière les Bleus* rugby special: **10.6m viewers**. TF1 took all the top 100 slots in the year's audience ratings for news programmes.
- **No.1 French drama audience**, for *HPI*: **10.4m viewers**. TF1 filled all of the top 10 slots for drama in 2023.
- **No. 1 entertainment audience**, for *Les Restos du Cœur*: **8.5m viewers**. TF1 posted 9 of the year's top 10 entertainment audiences.
- **No.1 movie audience**, for *Pourris gâtés*: **5.8m viewers**. TF1 took 8 of the year's top 10 movie audiences.

Sport: a Rugby World Cup for the ages, followed by over 51m viewers

Averages of 7.5m viewers for matches screened in prime time, and of 14.3m for France matches
Peak of 3.5m viewers for *Le Mag*, anchored by Isabelle Ithurburu

Record on MYTF1: 35m live sessions

TF1 also posted very good viewing figures for the Euro 2024 football qualifiers, peaking at 8.1m viewers for Ireland vs. France, and for the Women's World Handball Championship, with 3.6m viewers for the final between France and Norway on 17 December.

News: most-watched news coverage (48m viewers a month), and the go-to politics channel

- **No.1 audience for 2023: 10.6m viewers** for the *Tous derrière les Bleus* special ahead of the Rugby World Cup kick-off on 8 September
- **No.1 audience for an 8pm news bulletin: 7.4m viewers** for the special edition hosted by Anne-Claire Coudray on 15 October
- **No.1 audience for a 1pm news bulletin: 6.1m viewers** for Audrey Crespo-Mara on 31 December
- **Very good year for the 1pm news bulletin**, widening the gap over the nearest rival to 2.1m viewers (the TF1 8pm news has a lead of 924,000 viewers)
- **Market-leading news magazines**: peak of 3.6m viewers for *Reportages*, peak of 3.9m viewers for *Sept à Huit*, and 4.9m viewers for the Audrey Crespo-Mara profile
- **Top politicians spoke to the nation on TF1**, from addresses by President Macron (6.2m on 22 March) to heavyweight political interviews in the new *Le 20H l'invité* slot (peak of 5.9m viewers for Eric Ciotti on 16 October)

French drama: HPI, Panda, Master Crimes taking new heroes to the top of the ratings; success for the policy of social-issue drama; very loyal followings for the two daily soaps, much-viewed on MYTF1

No.1 drama audience on any channel for the 3rd year running: 10.4m viewers for HPI

Audiences peaking at 7.7m viewers for *Panda* and 6.5m for *Master Crimes*

Our ambitious approach to French drama was illustrated by the success of series and films tackling social issues, with peak viewing figures of 4.9m for *Toulouse Lautrec*, 5.5m for *Les Randonneuses*, 4.8m for *Le colosse aux pieds d'argile* and 4.7m for *Les yeux grands fermés*

Every month, 27m viewers follow the two daily soaps *Ici tout commence* and *Demain nous appartient* on TF1. Between them they generated 603m hours of viewing over the full year (TF1+MYTF1)

Entertainment: a winning mix of blockbuster evening specials and iconic family-friendly franchises
No.1 entertainment audience on any channel: 8.4m viewers for *Les Enfoirés*

7.6m viewers for *Miss France*

Season 2 confirmed that *Star Academy* was back with a bang, with 44m viewers following the show since the start of the season. Peak audiences were 1.9m for the daily show and 4.2m for the prime-time slot, with very high engagement for both shows among younger viewers (up to 49% of 15-34 year-olds) Much-loved, iconic franchises pulled in big audiences among targets: up to 5.4m viewers for *Koh Lanta* and *The Voice*, 4.2m for *Mask Singer*, and 3.1m for *Ninja Warrior* in the summer of 2023
Les 12 coups de midi still unrivalled with up to 4m viewers

Movies: the “Ciné Dimanche” Sunday movie slot is still unmissable family viewing

No.1 movie audience on any channel: *Pourris gâtés* with 5.8m viewers

French films co-produced by TF1 pulled in the year’s biggest audiences, including *Alibi.com*, *Asterix et Obelix mission Cléopâtre*, *Aline*, *Les Tuche 4* and *Belle fille*

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The TF1 kids’ slot had its 2nd best year ever, with a 35% share of 4-10 year-olds. The three most-watched franchises: **Chuggington** (peak of 89%), **Top Wing** (peak of 69%), and **Paw Patrol** (peak of 43%)

LCI’s best-ever year: 2% annual share (+0.3pt vs 2022), 2nd-best growth in French TV market and fastest-growing news channel

- Confirmation of excellent momentum since 2021: 3rd consecutive year of growth
- Market-leading status in terms of average daily viewing time (37 minutes), underlining LCI’s positioning as a premium channel
- Strongest growth of any news channel on multiple criteria, underlining viewers’ mounting interest in the channel’s coverage of international news stories and geopolitical issues
- Strongest growth among the three core targets (up to +0.4 pt among ABC1s)
- Strongest audience growth: +12%

TMC, most-watched DTT channel among individuals aged 4+ (3.1% share), and even bigger share of target audiences (4.5% of 25-49 year-olds and women under 50)

- TMC pulled in the 2 biggest audiences on DTT: 2.9m viewers for **Quotidien** (an all-time high for the show), and 2.8m for France’s victory in the **Women’s World Handball Championship**
- Success for TMC’s documentary policy with peaks of 1.4m viewers for **Canap 93** and 1.3m for **80 minutes douche comprise**
- Top 3 movie audiences on DTT: **Le cycle** and **La 7^{ème} Compagnie** (1.4m viewers each) and **Captain America: The First Avenger** (1.3m)

TFX, holding steady at high levels: 3.4% share of women under 50, 2.7% share of 25-49 year-olds

- Best TFX audience of the year was for the film **Pourris gâtés**, with 1.2m viewers

TF1 Séries Films also held steady: 2.4% share of women under 50, 2.0% share of 25-49 year-olds

- Best TF1 Séries Films audience of the year was for the film *Equalizer 2*, with 1m viewers

MYTF1: Market-leading platform: 28m monthly catch-up viewers, record 31m in May

- Market-leading free streaming platform: 28m monthly catch-up viewers, record of 31m in May
- Over 1.1 billion hours of programmes viewed
- All-time high for live connections during Rugby World Cup: 35m live sessions
- 44 of France's top 50 catch-up viewing figures, no.1 slot for *HPI* (2.05m extra viewers)

EDITORIAL POLICY FOR 2024 AS AMBITIOUS AS EVER!

Launching on 8 January:

**Two new regular shows: *Bonjour!* (TF1 breakfast show), and *Plus belle la vie encore plus belle*
New season of *Sam***

LAUNCH OF TF1+

And plenty to look forward to throughout the year: new seasons of *Koh Lanta*, *The Voice*, *Danse avec les Stars*, *Mask Singer*, and the return of *Secret Story*. Plus a new season of *HPI*, and new heroes and series with *Rivière perdue*, *Mademoiselle Holmes*, *Mercato*, *Brocéliande*, *Cat's Eyes* and more.

Not to mention the World Handball Championship and the Euro 2024 football tournament.

(*Sources: Médiamat / Médiamétrie - Médiamétrie TV 4 Screens Jan-Oct / Médiamat Nov-Dec)

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