

Boulogne, Monday 30 décembre 2013

2013 : TF1's innovation strategy in programmes and digital crowned with annual audience growth



Key figures in 2013

99 out of the top 100 television ratings (*)

1.4 billion videos watched on MYTF1

1hr 25min spent watching Group videos per month and per person

20 million fans in social networks

35 million

Nonce PAOLINI, Chairman of the TF1 group : «*This year, we injected even more optimism, joy and irreverence into our programmes, while strengthening their exclusive and highly spectacular character. Our new shows posted remarkable performances with forthright choices and a more educational approach. On the digital front, our programmes were accessible across all screens, leading to extremely active participation by digital users and reinforcing their attachment to our channel. Our voice continues to grow in the social networks. In television, we successfully increased the channel's ratings in a competitive environment made fiercer by the arrival of six new channels, of which our HD1 is the leader. I would like to thank all the teams of Catherine NAYL, Jean-François LANCELIER and Régis RAVANAS for all their fantastic work.*»

Following on from 2012, new programmes continued to grow, extending their lead over the competition and innovating in digital

- **The 1 o'clock news drew an extra 100,000 TV viewers**, with 6.3m on average and a high of 8.3m. On average, it attracted 3.7m more viewers than the rival news show .
- **The 8 o'clock news also drew an additional 100,000 viewers**, with 6.5m on average and a high of 9.7m, and an average 1.8m-viewer advantage over the rival news show.

CetteRatings were also up for the channel's emblematic magazine programmes, which lead their segment :

- Reportages attracted a high of 5.6m viewers.
- This year's record for Sept à Huit was 5.5m viewers.

The trust and interest shown by the French population in TF1 news programming also enabled the channel to take the number-one spot in special event broadcasts, with 3m viewers and a 32% audience share for the 14 July parade.

TF1 renewed its digital news offering by launching a new-look MYTF1News in the spring and a version on Connect, underpinning its presence on all screens, around the clock.

Major happenings and editorial expertise rewarded by record ratings, channel and digital

- **"Les Enfoirés"** : with 13.6m viewers and a 54% audience share, this year's show set a new record and claimed the best TV ratings in 2013.
- **"France - Ukraine"** : 13.6 m viewers and a high of 18m at the end of the match - a record for a World Cup qualifier.

With the broadcast, TF1 also set a record in digital with 615,000 live connections on MYTF1 and a record in the social networks with over 1.2m tweets.

- **"Rien à déclarer"** : 10m viewers for the first unscrambled broadcast of the Dany Boom film - the best cinema ratings of the year.
- **"Avatar"** : 9.7m viewers for the first unscrambled broadcast of the James Cameron film - the best performance by a US film this year.
- **"Miss France 2014"** : 8.3m viewers and the best performance since December 2006. Over 1.1m tweets were made during the ceremony, doubling the number of messages posted about the programme, and more than 3.8m videos about the show were watched on MYTF.

Continuously renewed and enhanced, the channel's headlining series draw bigger audiences with each new season and set new records this year

- **"Profilage" - season 4** : strongest ratings since launch with a high of 8.2m viewers.
- **"Section de Recherches" - season 7** : 6.7m viewers, up 200,000 on last season.
- **"Danse avec les Stars" - season 4** : best season ever, with ratings up for the second year in a row, 500,000 extra viewers and 6.6m viewers for the season-ender - a record for the programme. Some 27m videos were watched on MYTF1, up 19%, thanks to an enhanced social media system.
- **"The Voice" - season 2** : the programme attracted 200,000 new viewers and scored a high of 9.6m. The MYTF1 Connect "second-screen" app launched for the event, enabling viewers to share short videos, helped to multiply social media audiences by five and increase video views by 24% to 68 million.
- **"C'est Canteloup" - season 3** : the daily comedy show enjoyed its best-ever year with an average 7.6m viewers and 28% audience share.
- **"Les 12 coups de midi" - season 3** : a record year for the show broadcast daily on TF1 since July 2011, with 3.6m viewers and an audience share of over 32%.
- **"Vendredi Tout Est Permis"** confirmed its leadership position with 15-24 year olds, scoring an average 46% audience share and setting a new audience record with 3.4m viewers.
- **TFou**, TF1's slot for young viewers, was up on last year, with a 25% share of 4-10 year olds, confirming its leadership in children's programming, all channels combined.

TF1 enriches its brand portfolio with 20 new successful shows, including :

- US series: Unforgettable (a high of 9m viewers), Person of Interest (a high of 7.5m viewers) and Revenge in late prime time (average 35% share of WPDM<50).
- French drama: Falco (high of 7.3m viewers), Pep's (high of 8.7m) and Crossing Lines (high of 7.6m).
- Entertainment: The Best (non-stop growth culminating in a record season-ender with 5.3m viewers) and Ce soir on chante Goldman (6.7m).

With its access prime time shows and their entertaining, family-oriented and irreverent tone, the channel clearly won the battle for the slot and scored some of its highest ratings

- Docu-reality: 4 mariages pour une lune de miel and Bienvenue chez nous (27% share of WPDM<50 and a high of 2.8m viewers).
- Game shows: Une famille en or (3.7m high), Le juste prix (5.5m high) and Money Drop (5.1m high).
- Daily comedy: C'est Canteloup (9.9m high), Nos chers Voisins (8.2m high) and Pep's (8.7m high).

Ambitious and sustained innovation policy in digital

- LaThe launch of the second-screen app Connect in February, for season 2 of The Voice, combined with enhanced functionalities including "5ème coach" and rolled out gradually for entertainment, sports and news shows, strengthened the commitment of web users and TV viewers to TF1 programmes.
- Since September TF1 has implemented a range of developments and partnerships to further enhance its digital offering with the latest Facebook and Twitter functionalities.
- Programme pages on the web combined with a range of accounts set a new record across all social networks, with an active community of 20m fans.
- TF1 also scored the top-ten most-tweeted programmes and strengthened its position as the channel with the most involved audiences in its content, with a 42% share of voice on Twitter.

2,3m tweets for the 15th NRJ Music Awards
1,9m tweets for the 2013 NRJ Music Awards
1,2m tweets for the France-Ukraine match
1,1m tweets for Miss France shows

- For the season as a whole, the number of tweets rose significantly for Secret Story (9.8m) and The Voice (5m).

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