

Boulogne, 1er octobre 2012

AUDIENCE FIGURES IN SEPTEMBER

SECOND BEST PERFORMANCE OF THE YEAR

TF1 reported a 23% audience share in September*. Far and away the number-one channel in France, it posted its second-best month of the year. It also scored its biggest monthly increase, with a 1.7-point rise in audience share on August, and extended its lead over the competition, with an increase of 8.8 points in audience share over its main rival. TF1 was also the only channel to attract more than eight million TV viewers and notched up the top 15 ratings of the month, for an excellent back-to-school period.

MOST WATCHED NEWS PROGRAMME IN SEPTEMBER



Some 9.9 million viewers tuned into the exclusive interview with François Hollande. TF1 news programming enjoyed an excellent back-to-school period, with the 8 o'clock news show far ahead of its rivals with 200,000 more viewers than in the first half of the year.

The 1 o'clock news programme continued to attract viewers, with ratings as high as 6.7 million. The Sept à Huit magazine also enjoyed a successful back-to-school season, drawing over four million viewers with a range of topical and exclusive interviews.

BEST AUDIENCE RATINGS OF THE YEAR FOR FRENCH DRAMA WITH NOS CHERS VOISINS



TF1's daily comedy show is confirming its place as the number-one French series, attracting as many as 9.1 million viewers at 8.45 pm and over 5.1

BEST FILM RATINGS OF THE MONTH FOR A VERY BAD TRIP



Some 7.7 million viewers (30% audience share) watched the first non-scrambled broadcast of the film.

THE MENTALIST AS PUBLIC "DARLING" AND CRIMINAL MINDS AS THE MOST SUCCESSFUL COPS ON TV



The new seasons of TF1's two police procedural shows also figure in the top ten audience ratings of the month. With up to 9.4 million viewers, The Mentalist scored the second-best ratings of the month and took a 43% share of the women under 50 purchasing-decision-makers demographic. First-air Criminal Minds programmes drew as many as 8.9 million viewers and also proved extremely popular with women under 50 pdm, taking a 45% share.

FOOTBALL ON TF1: FRANCE BEATS BELARUS AND WINS THE RATINGS MATCH



The qualification match for the 2014 World Cup in Brazil pitting France against Belarus attracted **6.9 million viewers, for a 29% share of the audience and 42% of the male public (aged between 15 and 49)**. Some **8.3 million viewers** were tuned in at the end of the match to watch the French win 3-1.

SUCCESS FOR MASTERCHEF, VENDREDI TOUT EST PERMIS AND LAURENT GERRA EVENING



The new season of the leading show Masterchef is posting consistently high ratings with an average 4.7 million viewers. France's biggest amateur chef competition is particularly popular with female viewers, taking a 29% share of women under 50 pdm.

Vendredi tout est permis, hosted by Arthur, scored its highest audience ratings ever this month with a show focused on the film Les Seigneurs. It took a 29% share of the audience, with 39% of women under 50 pdm and 48% of 15-24 year olds. .

The Laurent Gerra se permet tout special, hosted by Jean-Pierre Foucault, was also the clear ratings leader with 4.7 million viewers (for a 25% share), making TF1 France's number-one theatre.

TF1 DOMINATES ACCESS



At 5.30 pm, 4 mariages pour une lune de miel is extending its lead over its direct rival, particularly with female viewers, attracting 32% of women under 50 pdm. At 6 pm, Une famille en or drew up to 2.7 million viewers, followed at 7 pm by Le juste prix, also a leading programme with an average of over 4 million viewers.



On Saturdays, the two magazines *Tous ensemble* and *50' inside* are also posting strong performances. The first set a record with female viewers last Saturday with a 29% share of the demographic, while the second set a ratings record on 22 September with 3.4 million viewers and a 32% share of the female audience. Also scoring impressive results was the 12 coups de midi gameshow, which is drawing big audiences from Mondays to Sundays, with a high of 3.4 million viewers for a 32% audience share

GETTING TOGETHER ON TF1 FOR NEW EVENTS IN OCTOBER

On Friday 5 October at 11.15 pm Arthur will be hosting Dany Boon and Florence Foresti, among others, in a special *Vendredi tout est permis* show.

The third season of *Danse avec les stars* kicks off on Saturday 6 October with hosts Sandrine Quétier and Vincent Cerutti.

Nicolas Canteloup and Nikos Aliagas will be back in *Après le 20h c'est Canteloup* on Monday 8 October at 8.40 pm.

La Rafle, a film starring Jean Reno, Gad Elmaleh and Mélanie Laurent, will first air on Sunday 14 October at 8.50 pm.

The highly anticipated 2014 World Cup qualification match between France and Spain will be broadcast on Tuesday 16 October at 8.45 pm.

The new season of *Dexter* starts on Wednesday 17 October at 11.15 pm.

* Source: *Médiamétrie - Mediamat - septembre 2012*

TF1 contacts :
Virginie Duval : 01 41 41 29 59 - vduval@tf1.fr
Maylis Carçabal : 01 41 41 49 23 - mcarcabal@tf1.fr

TF1 - DIRECTION DE LA COMMUNICATION

Contacts presse : Virginie Duval

Responsable communication Corporate 01 41 41 29 59 06 63 59 45 22 vduval@tf1.fr **Assistante:** Francine Roslonski 01 41 41 27 26 frosloski@tf1.fr

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