



AUDIENCE RATINGS IN JULY

RECORD MONTH
FOR INDIVIDUALS AND ADVERTISING TARGETS

HD1 THE NO.1 HD DTT CHANNEL
WITH A 1% AUDIENCE SHARE

STRONGEST YEAR-ON-YEAR INCREASE
BY A DTT CHANNEL

1- 1% audience share for 4th consecutive month

The only HD DTT channel to score a 1% audience share for the month, HD1 remains the **uncontested leader** for this target.

2- Record audience share for advertising targets

HD1 confirmed its strong performance with **women under 50 purchasing decision makers**, once again achieving **by far the highest ratings of the month with a 1.5% audience share, the channel's best score with this target since its launch.**

It also continued to make headway with 25-49 year-olds, posting a record 1.2% audience share.

3- Strongest year-on-year increase by a DTT channel

Audience share, individuals: +0.5 pts

Audience share with advertising targets:

+0.9 pts with women under 50 pdm

+0.7 pts with 25-49 year-olds

4- Excellent performances in all categories:

Cinema:

Best ratings for a HD DTT channel in July* with 420,000 viewers tuning in to "Very Happy Alexander".

Also of note was the strong performance by "Forbidden Games" with 350,000 viewers.

French drama:

R.I.S continued to make progress in the evening with a high of **360,000 viewers**.

Pep's made a successful prime-time debut with **250,000 viewers** and an over **2% share** of women under 50 pdm.

Sous le Soleil kept up its excellent ratings in the morning with women viewers, with an over **4% share** of women under 50 pdm.

US series:

House continued to excel in daytime and evening slots, drawing an average of over **220,000 viewers** and an over **2% share** of 25-49 year-olds in the evening.

Source: Médiamétrie - Médiamat

**Excluding sport*



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