

## AUDIENCE RATINGS – OCTOBER 2018



**BEST MONTH THIS YEAR ON W<50PDM<sup>1</sup>**  
**STRONGEST YEAR-ON-YEAR GROWTH FOR ALL TARGETS**  
**(audience shares +0.5% for individuals/+1.3% for W<50PDM/+0.9% for 25-49 yr-olds)**  
**CLEAR LEADER ON ADVERTISING TARGETS**



**BEST MONTH FOR THREE YEARS ON W<50PDM<sup>2</sup>**  
**STRONGEST YEAR-ON-YEAR GROWTH FOR ALL TARGETS**

- **SHARPLY WIDENING THE GAP WITH ITS NEAREST RIVAL ON W<50PDM** (+7.5pts vs +6.1pts in Oct. 2017)
- **PRIME TIME AUDIENCE SHARE WELL UP YEAR-ON-YEAR: 22%** on individuals aged 4+ (+1pt) and **29%** on W<50PDM (+3pts)
- **FRENCH EVENT DRAMA AT RECORD LEVELS:**  
Event drama *JACQUELINE SAUVAGE* with 8.6m (35% of individuals aged 4+ and 42% of W<50PDM) and 8.8m for Part 1 → best audience of the month and highest audience for French drama since 2015  
The series *INSOUPCONNABLE* with 5.4m (25% of individuals aged 4+ and 28% of W<50PDM) – up to 5.6m  
The drama *ILS ONT ECHANGE MON ENFANT* with 5.4m (23% of individuals aged 4+ and 27% of W<50PDM) – up to 5.6m  
**Market leader in access prime time and year-on-year growth on targets** (+1pt for individuals aged 4+ and W<50PDM) with *DEMAIN NOUS APPARTIENT*, which had its best month ever with 3.8m (up to 4.1m) and its best month for W<50PDM (excluding summer) at 24% (21% for individuals aged 4+)
- **THE RETURN OF BIG-HITTING ENTERTAINMENT BRANDS, UP YEAR-ON-YEAR:**  
with *DANSE AVEC LES STARS*: 4.5m and 36% of W<50PDM  
and *THE VOICE KIDS*: 4.7m and 29% of W<50PDM
- **LES 12 COUPS DE MIDI**: 3.3m, 36% of individuals aged 4+ and 24% of W<50PDM
- **SUCCESS OF FAMILY MOVIES:** first-run movie *RETOUR CHEZ MA MERE*, 6.8m viewers and 35% of W<50PDM (27% of individuals aged 4+)
- **RECORD FIGURES FOR NEWS:**  
**LUNCHTIME: best month since December 2014** with 42% audience share (5.1m and up to 6.0m)  
**EVENING:** 5.7m on average and 26% audience share (and up to 6.7m) and big lead over F2 bulletins (+0.9m)  
**20H LE MAG: second best month this year** with 5.0m and 21% audience share (up to 5.5m)  
**SEPT A HUIT: best month since 2016** with 23% of individuals aged 4+ and 28% of W<50PDM (3.8m)
- **GRANDS REPORTAGES & REPORTAGES DECOUVERTE: best month since 2014** with 31% audience share (3.8m) – Notable success of the series *Chasseurs d'héritiers* with up to 35% audience share

<sup>1</sup> Women aged under 50 purchasing decision-makers

<sup>2</sup> Excluding summer

- **FRANCE-ICELAND FOOTBALL MATCH:** 6.0m, 28% of individuals aged 4+ (37% of 15-49 year-old males)  
And sports magazine programmes, which have been achieving record figures since the back-to-school/  
work period:  
**TELEFOOT** up to 1.1m viewers and 17% of males under 50  
**AUTOMOTO** up to 1.0m viewers and 29% of males under 50



**BEST MONTH ON ABC1S (4.6%) AND 2ND BEST MONTH OF THE YEAR ON INDIVIDUALS AGED 4+ (3.1%)**

- **WHOLE DAY DTT MARKET LEADER ON INDIVIDUALS AGED 4+ AND ON TARGETS**  
Also no.1 in access prime time with 0.8m viewers
- **9 of the 10 BEST DTT AUDIENCES IN THE MONTH**  
And 4 of the 5 best prime time audiences
- **QUOTIDIEN:** best DTT audience with more than 1.6m (several *QUOTIDIEN* shows were in the Top DTT)  
Best month of the year with 1.4m viewers. Second best ever month on 25-49 year-olds.  
October averages of 1.4m / 5.9% of individuals aged 4+ / 10.9% of 25-49 year-olds / 12.2% of ABC1s
- **BURGER QUIZ** continued to turn in remarkable performances, averaging 1.2m viewers (11.2% of 25-49 year-olds) and up to 1.4m for first-runs



**CONFIRMED ITS NO.4 RANKING AMONG DTT CHANNELS ON W<50PDM**

- **10 COUPLES:** very positive trend, rising week-on-week to 5% of W<50PDM and 9% of 15-24 year-olds
- **CES INCROYABLES MARIAGES GITANS:** up to 1.0m viewers for this first-run documentary, 5% of W<50PDM



**HD DTT MARKET LEADER ON W<50PDM**

**BEST MONTH EVER ON TARGETS (2.6% OF W<50PDM, 2.2% OF 25-49 YEAR-OLDS)**

- **THE HANDMAID'S TALE:** still scoring the best performances for a US series on HD DTT  
0.9m viewers on average / 4.9% of individuals aged 4+ / 9.5% of W<50PDM