AUDIENCE RATINGS – OCTOBER 2018



BEST MONTH THIS YEAR ON W<50PDM¹ 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



- 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

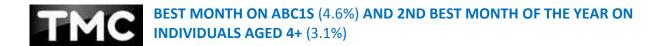
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¹ Women aged under 50 purchasing decision-makers

² 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



- 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



SÉRIES 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