

[04.09.23] **PRESS RELEASE**

AUGUST 2023 AUDIENCES:



TF1 WELL AHEAD ACROSS ALL AUDIENCES, BEST MONTH SO FAR THIS YEAR

VERY STRONG GROWTH FOR TF1 GROUP ACROSS ALL TARGETS:

- Individuals aged 4+, with 27.6% share (+0.8pt)
- Women under 50, with 32.2% share (+1.3 pt)
- 25-49 year-olds, with 29.5% share (+2.3 pt)
- 15-34 year-olds, with 31.8 % share (+2.2 pt)

TF1: clear leader, best month of 2023 with 19.1% of individuals aged 4+, and year-on-year growth across all targets: 22.4% of women under 50 (+0.7 pt), 20.3% of 25-49 year-olds (+1.5 pt), and 23.1% of 15-34 year-olds (+1.5 pts)

AUGUST ENDS A RECORD-BREAKING SUMMER FOR TF1: 19.1% of individuals aged 4+

- Equal best summer for women under 50 since 2015 (22.6%)
- Best summer for 25-49 year-olds since 2018 (20.2%)
- Best summer for 15-34 year-olds since 2014 (23.5%)

TF1 GROUP NEWS WELL AHEAD OF THE COMPETITION

TF1

Excellent performance for news bulletins in August, anchored by **Julien Arnaud, Jacques Legros** and **Audrey Crespo-Mara** and, since 21 August, by **Marie-Sophie Lacarrau, Gilles Bouleau** and **Anne-Claire Coudray**:

1pm news:

- **Best month** for a year with **41%** share of individuals aged 4+
- **Biggest lead** over closest direct rival since February 2022, with a gap of **2.5m** viewers

8pm news:

- **2nd best month** since August 2011 with **30%** share of individuals aged 4+

- **Biggest lead** over closest direct rival since October 2020, with a gap of **1.3m** viewers

Back-to-school period figures for TF1 news:

- **1pm news** (Marie-Sophie Lacarrau): **best back-to-school period since 2019** with 42% share of individuals aged 4+ across the first two weeks (4.7m viewers)
- **8pm news** (Gilles Bouleau): **best back-to-school period** with 29.5% share of individuals aged 4+ across the first two weeks (5.2m viewers)
- **Weekend news** (Anne-Claire Coudray): **best audience of the month** for the 8pm news on Sunday 27 August, with 6.1m viewers

Still way ahead of the closest rival (over the back-to-school week for the two channels / final week): +1.0m gap for the 8pm news, +2.3m gap for 1pm news.

LCI

- **2nd most-watched news channel** in August with 2.1% share of individuals aged 4+
- **Strongest growth in TV market** (+0.5 pt share of individuals aged 4+ (vs. August 2022))
- **Most-watched news channel in last 12 months and no.6 national channel by average daily viewing time per viewer, at 38 minutes**

Back-to-school period at LCI:

- **Best back-to-school period** for LCI: 2.4% of individuals aged 4+, no.2 news channel
- **Fine first week for breakfast show with Jean-Baptiste Boursier**: best week ever with 5.3% share (average 119,000 viewers)
- Weekdays: **Most-watched news channel for LCI Midi (2.4%), Le Club Le Chatelier (2.7%), 24 Heures Pujadas (3.4%), Brunet Broussouloux & Cie (2.6%)**
- Saturday: **Most-watched news channel from midday onwards with LCI Midi, Le Club de l'info, En Toute Franchise and Darius Rochebin**
- Sunday: **Most-watched news channel from 3pm onwards with Le Club de l'info, and Darius Rochebin at 6pm and in the evening slot**
- Very good start for **L'Evenement du Dimanche with Marie Chantrait**, with a 2.6% share of individuals aged 4+ on 3 September

BIG AUDIENCES FOR RUGBY

France's warm-up games ahead of the World Cup drew record audiences for non-competitive matches

- **4.6m** viewers on average
- **5.8m** viewers for France-Australia, peak of **7.4m**

- All the family tuned in, with averages of:
 - Over 30% of individuals aged 4+
 - Over 30% of female viewers
 - 36% of 25-49 year-olds
 - 41% of men aged 25-49
 - 45% of 15-34 year-olds

Mark the calendar for 8 September, when the World Cup kicks off!

* Leader among individuals aged 4+, and all targets aged under 60

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