

[04.04.22] **PRESS RELEASE**

## **MARCH 2022 AUDIENCE FIGURES: TF1 GROUP CLEAR MARKET LEADER WITH STRONG GROWTH AMONG YOUNG AUDIENCES HISTORIC HIGH FOR LCI 56m VIEWERS FOR GROUP CHANNELS**



The Group had an excellent March among the under-50s and continues its penetration of young audiences: 33.6% of W<50PDM<sup>1</sup> (+0.7pt vs February), 30.5% of 25-49 year-olds (+1.2pt vs February), 33% of 15-24 year-olds (+1.7pt vs February), 34.1% of 15-34 year-olds (+1.9pt vs February).

TF1 group news is creating event TV and attracting record audiences.

- **TF1: month-on-month growth among all audiences: 18.6% of individuals aged 4+ (+0.2pt)**
- **LCI: historic high among individuals aged 4+ at 1.8%**
- **TMC: best March ever on main targets, especially 25-49 year-olds (5.1% share) and ABC1s (4.7%)**
- **TFX: very high levels on key target: 3.4% share of W<50PDM**
- **TF1 Séries Films: best-ever start to the year on its key target, and record March with 2.6% of W<50PDM**

### **TF1 GROUP NEWS CREATES EVENT TV**

#### **TF1**

News programmes confirmed their market leadership, being followed by 39m French people every week.

- **9 of the top 25 audiences in March**
- Presidential campaign events *invité.e*, *Carnets de campagne* and *Mes 100 premiers jours 10 minutes pour convaincre* attracted a peak of 6.6m viewers on Sunday 6 March
- Success of the **Valérie Pécresse/Eric Zemmour head-to-head**, a format not previously used by the TF1 group, on Thursday 10 March: the programme was watched by 5.1m on TF1 and reached more than 10.4m people on TF1 and LCI combined

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

- **Best audience for a prime time political programme** since the 2022 Presidential campaign launched with **La France face à la guerre** on Monday 14 March, seen by **4.2m** viewers
- Second highest audience figures of the month (8.7m viewers) for President Macron's address to the nation on Wednesday 2 March
- TF1 evening bulletin: best March since 2014 with 25.8% share, still the clear market leader with 5.8m viewers (1.0m higher than nearest rival) – *excludes Covid period (March 2021 and 2020)*,
- TF1 lunchtime bulletin: up to 45% share for the tribute to Jean-Pierre Pernaut on Thursday 3 March, and continuing clear lead with 4.7m viewers over the month (2.1m higher than nearest rival)

## LCI

### Historic high for channel: 1.8% of individuals aged 4+

- Record audience for a programme: Valerie Pécresse/Eric Zemmour **head-to-head** on Thursday 10 March with 1.1m viewers
- Big success for the final weekend of presidential campaigning (**Week-end pour convaincre**), making LCI the second most-watched news channel over the whole weekend (2.1% audience share on Saturday, 1.8% on Sunday) and most-watched news channel for the Emmanuel Macron campaign rally, with 600,000 viewers (5.7% share) between 4.30pm and 6pm
- Record month for LCI's access prime time shows (3.1% for **24h Pujadas** and 2.7% for **En toute franchise**) and post-9pm shows (1.7% for **Brunet&Compagnie**, 1.4% for **Darius Rochebin** at 10pm), ranking as the second most-watched news channel
- Best-ever month for **LCI Midi** (1.4%) and best-ever week for **Le Club Le Chatelier** (2.4%)

## TMC

### Quotidien confirmed its best-ever start to the year:

- No.1 talk show with at least **1.7m** viewers every evening, peaking at **2m**.
- Very high audience shares of 16% of 25-49 year-olds and ABC1s

### Major event TV:

- **La Story Zelensky** ("The Zelensky story"): **1.3m** viewers, and **second-best ever share of 25-49 year-olds** for a documentary on DTT (11%)
- **Désir: ce que veulent les femmes**: **1.1m** viewers and **best-ever share of W<50PDM** for a documentary on DTT (11%)

## SUCCESS FOR ALL PROGRAMME GENRES ON TF1

### THE NEW ENFOIRES SHOW, ALWAYS AN EVENT

- 8.4m, averaging 38% of individuals aged 4+ and 52% of W<50PDM

### RECORD AUDIENCE FOR SUNDAY MOVIE WITH QU'EST-CE QU'ON A ENCORE FAIT AU BON DIEU?

- 7.8m viewers and 43% share of W<50PDM – best performance since December 2018

### GREY'S ANATOMY CONFIRMED ITS VERY GOOD FIGURES AMONG W<50PDM

- Average 30% audience share

**BALTHAZAR BACK WITH A BANG**

- Up to 6.9m viewers and average 29% share of individuals aged 4+ and 28% of W<50PDM
- Record catch-up figures for a *Balthazar* episode with 1.1m extra viewers within first 7 days

**BIG ENTERTAINMENT BRANDS STILL PULLING IN LARGE AUDIENCES**

- *Koh-Lanta* with up to 5.2m viewers and averaging 40% of W<50PDM
- *The Voice* with up to 5.1m viewers and averaging 31% of W<50PDM
- *Mask Singer* with up to 3.6m viewers and 38% of W<50PDM, 46% of 15-24 year-olds and 53% of 4-14 year-olds for its grand comeback

**ENTERTAINMENT SHOWS STILL VERY POPULAR AMONG YOUNG TARGET AUDIENCES**

- The *Harry Potter* documentary drew 35% of W<50PDM, 37% of 15-24 year-olds and 47% of 4-14 year-olds
- The launch of the new show *Welcome Back* posted 34% of W<50PDM, 36% of 15-24 year-olds

**29m VIEWERS FOR THE TWO DAILY SOAPS**

- *Ici tout commence* averaged 27% of W<50PDM, 30% of 15-24 year-olds
- *Demain nous appartient* averaged 19% of W<50PDM, 25% of 15-24 year-olds

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