



Boulogne-Billancourt, Friday November 14, 2014

**TF1 AUDIENCE RATINGS IN OCTOBER
23% AUDIENCE SHARE:
THE STRONGEST INCREASE IN TV IN ONE MONTH, UP 0.3 POINTS
Record prime-time performances, with a 32% share of WPDM<50
and an average 6.5m viewers**

1/ French drama on a roll. All-time record for Profilage

Une Famille Formidable attracted a high of 6.6m TV viewers (26% audience share), up 500,000 on last season. The series scored particularly strong results with women viewers, with an average 30% share of WPDM<50 and 32% of WPDM with children.

Some 6.6m viewers tuned into the all-new episode of **Joséphine ange gardien** on October 27, for a 28% share of WPDM with children and 42% of 4-14 year-olds, confirming Joséphine's position as children's favourite TV protagonist.

Profilage set an all-time record as 8.3m viewers (32% share) tuned in to the season opener, with 34% of WPDM<50 and 37% of 25-59 year-old women. On average, the new season drew 7.5m viewers (31% share).

2/ Viewer success for US series. New record for The Mentalist

The Mentalist set a new record with the **Red John** episode, watched by 10.5m viewers. The new season attracted an average 9.2m viewers, for a 34% overall share and a 43% share of WPDM<50.

Criminal Minds made an impressive comeback in its new season, with 7.5m viewers tuning in to the first episode, for a 28% share overall and 41% of WPDM<50. On average, the new season attracted 7.2m viewers, for a 27% overall share and 40% of WPDM<50.

The new series **Arrow** got off to a strong start in post-prime time, with 4.1m viewers for the launch show, a 27% share overall and 34% of WPDM<50.

3/ TF1 news on top. Records for magazine shows

A high of 8m viewers (30.5% share) for the **8 o'clock news** and 6.6m on average.
A high of 6.2m viewers (46% share) for the **1 o'clock news** and 5.7m on average.
Season record for **Reportages** with 4.4m viewers on Sunday October 12.
Season record for **Sept à Huit** with 4.8m viewers on Sunday November 2.

4/ Football: Confirmed success for the French team. Strong performance by Téléfoot

The **French national team's match against Portugal** scored strong ratings, drawing 6.9m viewers (30% share), as did the **match against Armenia** (4.4m and 27% share).

CONTACTS

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Téléfoot on Sunday morning posted strong scores with male viewers, attracting 1.4m viewers overall, 29% of men under 50 and 43% of 15-24 year-old men.

5/ Access shows gain ground. Record autumn for C'est Canteloup

Airing at midday, **Les 12 coups de midi** gained an extra 300,000 viewers between the beginning and end of the month, peaking at 3.6m viewers on Sunday November 2.

L'addition s'il vous plaît performed strongly, also gaining an extra 300,000 viewers over the course of the month. The show attracted a high of 1.8m viewers on Monday October 27.

Bienvenue chez nous and **Money Drop** both gained an extra 600,000 viewers between the beginning and end of the month, with a high of 2.9m for **Bienvenue chez nous** and 4.7m for **Money Drop**.

With an average 8.1m viewers since its autumn return, **C'est Canteloup** is off to its best start ever. The programme scored a high of 9.4m viewers, for a 35% overall share and 34% of WPDM<50.

6/ Koh-Lanta, Mon Incroyable Fiancé, Danse avec les Stars: the leading entertainment shows

Since returning to air, **Koh-Lanta** has attracted an average 7.3m viewers (31% share), 43% of WPDM<50, 49% of 15-24 year-olds, and 57% of 4-14 year-olds.

In post-prime time on Friday, the new season of **Mon Incroyable Fiancé** peaked at 2.9m viewers (on October 31) and attracted an average 2.3m, for a 32% share of WPDM<50 and 42% of 15-24 year-olds.

Danse avec les Stars set a ratings record for the season on October 10 with 5.6m viewers. Since the start of the season the show has drawn an average 5.4m viewers (26% share), 44% of WPDM<50, 40% of WPDM with children and 41% of 4-14 year-olds.

Source: Médiamétrie - Médiamat; prime time 8.45 pm to 10.45 pm

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