

Boulogne-Billancourt, April 8, 2015

The TF1 group posts an increase in March.

The four channels increase their audience share by 0.3 points month on month through diverse, top-quality programmes and a complementary editorial fit.

TF1 is the television leader, up 0.1 pt on February

TMC has reported continuous growth since the start of the year, up 0.1 pts month on month and year on year

NT1 has also achieved non-stop growth since the start of the year, up 0.1 pts month on month and year on year

HD1 set a new record with an audience share of 1.1%



TF1: growth in all channel components. **Les Enfoirés scores best ratings of the year.**

1/ TF1 claimed the top 50 viewer ratings of the month, including the no. 1 spot for the **Les Enfoirés concert**, with 11.4m viewers, along with 23 programmes drawing over 7m viewers.

2/ Record season for **Clem**, which has attracted an extra 1m viewers in one year, with over 7m on average and a 35% share of WPDM<50.

3/ **Person of Interest** has gained an extra 140,000 viewers this season, attracting 6.2m viewers and taking a 31% share of WPDM<50 and 25-49 year-olds.

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- 4/ **French national football team matches on TF1 continue to appeal**, with 6.6m viewers and a peak of 7.9m tuning in to the France-Brazil match.
- 5/ Confirmed success for **The Voice**, with the highest ratings for 12 consecutive evenings since launch, 7.4m viewers on average and 45% of WPDM<50.
- 6/ Successful launch for the new entertainment show **Les Extra-ordinaires**, with 5.3m viewers and 31% of WPDM<50.
- 7/ Ciné Dimanche continues to shine, with **Camping 2** (6.2m viewers and a 29% audience share).
- 8/ TF1 news programmes continue to score strong ratings, with 6.4m viewers and a 26% share for **the 8 o'clock news** and 5.8m viewers and a 41% share for the **1 o'clock news**.
- 9/ Growth for news magazines: highest ratings in three years for **Reportages** with 6.3m viewers and a strong showing by **Sept à Huit** with a high of 4.5m viewers.



TMC: non-stop growth in first quarter

- 1/ **90' enquêtes**, the first reportage magazine on DTT launched in 2007, has become a pillar of the TMC offering, with 1m viewers and a 3.7% share in March.
- 2/ The first French soap launched on DTT, **Les mystères de l'amour** draws a broad public on the weekends and in the access slot and has become a DTT leader with women viewers (4.8% share of WPDM<50).
- 3/ Success for the live theatre evening with the play **Hibernatus**, watched by 1m viewers.
- 4/ Major success for the new exposure of the CSI franchise, with a high of 1.3m viewers for **CSI: Miami** and 1.3m for **CSI: NY**.
- 5/ Strong film line-up with a high of 1.4m viewers and a 5.3% share for **Kiss the Girls**.

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NT1: month after month, the channel is affirming its strong positioning with young and female viewers

1/ Success for NT1's cinema offering, with 900,000m viewers for the first freeview broadcast of **Ted** (10% share of 15-34 year-olds) and 750,000 viewers for **Inception** (over 4% share of 15-34 year-olds).

2/ **Grey's Anatomy** is boosting access performance in the week, with a high of 600,000 viewers and over 7% of WPDM<50.

3/ Young viewers are mad about the new seasons of the exclusive series **Grimm** and **True Blood** airing in the evenings, with a 3.7% share of 15-24 year-old women for **Grimm** and 5.8% of the same demographic for **True Blood**.



HD1: another record month with individuals and WPDM<50

1/ Strong and consistent performance for **Section de Recherches**, scoring a record for HD1 with 817,000 viewers.

2/ Successful Friday-night TV films: 358,000 viewers for **Moi à ton âge**, 401,000 for **Au bas de l'échelle** and a 2% share of WPDM<50 for the two films.

3/ Films are responsible for the channel's strongest ratings, with an average 385,000 viewers. This month's highlights included **Groundhog Day**, **Stalingrad** and **Miss Congeniality**.

4/ Daytime success for the daily drama shows **Au nom de la vérité** and **Petits secrets entre voisins**.

5/ In the access slot, the back-to-back broadcasts of **ER** and **American Wives** continue to attract women viewers..

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