



HD1 IN 2014

STRONG PROGRESS MOMENTUM

AND THE HD DTT LEADER WITH WOMEN VIEWERS

The channel dedicated to series, cinema and drama continues to make headway, increasing its audience share 0.3% over the year to 0.9%.

HD1 posted the largest increase with women viewers, up 0.5 points to 1.3% of the segment. HD1 is now the HD DTT leader in this viewer category.

HD1 also scored 34 of the top 50 HD DTT ratings in 2014*.

Growth driven by French drama and cinema

The leader in prime time, HD1 holds the HD DTT record thanks to French drama and confirms its strength in cinema

- HD1 was the only HD DTT channel to attract an average of over 200,000 viewers in prime time in 2014 (225,000 average).

- The channel ended the year with a record week in prime time with nearly 400,000 viewers (378,000 average).

- HD1 holds the HD DTT ratings record* with the French drama series *Section de Recherches*, drawing some 713,000 viewers (2.6% audience share).

- HD1 achieved excellent ratings in cinema in 2014, scoring this year's record with *Lethal Weapon 3*, watched by 699,000 viewers (2.8% audience share).

Arrival on CanalSat

Early 2015 will see the extended broadcast of HD1 with its arrival on CanalSat on January 13.

Find out more about HD1 programming in January

*Among the channels measured daily by Médiamétrie.
Source: Médiamétrie



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