

# HD1

## COMMUNIQUÉ

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## HD1 : 2 YEARS OF SUCCESS

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**The leader of the 6 new HD DTT channels** with a **0.9%** share of 4+ Individuals and **1.3%** share of WPDM<50

**Threefold increase in viewers in 2 years** and **strongest rise in audience share in 2 years** (Nov 2014 vs. Dec 2012)

**Leader in the evenings:** first HD DTT channel to top the 200,000 viewer mark for monthly prime-time average

**9 of the top 10 HD DTT ratings** (excluding sport)

**50% awareness rate\***: the leader and strongest increase by an HD DTT channel in the last year (+16 points).

**Over 900 hours of new** programmes, including 23 films

**The broadest freeview film offering** with nearly 500 feature and short films

Nearly **80%** of programmes broadcast in **HD**

## HD1 : TOP-QUALITY STORIES

A clear promise based on series, films and drama

A top-quality selection of arthouse films with broad appeal

The more comprehensive line-up of French drama on DTT

Original US series, most of them new, with strong artistic ambitions (including *Pan Am*, *Suburgatory* and *Eli Stone*)

CLAP, the all-new magazine on film, series and drama, presents an in-depth weekly review of the latest news and newsmakers

## **2015: MORE NEW CONTENT AND INVESTMENTS IN CREATION**

Pre-purchase of an initial 52-minute comedy series and 10 episodes of *Esprit de Famille*

Pre-purchase of 3 feature films: *On voulait tout casser*, *Un homme idéal* and *Belles familles*

All-new foreign series, including *666 Park Avenue* and *Marchlands*

Creation of the HD1 French short film prize, "Faites court!"



**IS CELEBRATING ITS 2<sup>ND</sup> BIRTHDAY  
AND WISHING YOU A HAPPY CHRISTMAS**

\* According to the latest barometer from the CSA institute - Methodology: representative national sample of 2,002 individuals aged 15 and over, interviewed by telephone between March 17 and 29, 2014.



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