



Boulogne-Billancourt, December 8, 2014

## **TF1 THE CLEAR LEADER IN TELEVISION IN NOVEMBER WITH A 22.5% AUDIENCE SHARE AND CONFIRMED LEADERSHIP IN IPTV**

TF1 confirmed its clear leadership in television in November, outstripping its closest rival by 8.8 points. The channel posted particularly strong performances in the evenings, with an average 6.4m TV viewers in prime time and a leadership rate of 96%. TF1 also claimed the top 50 audience ratings of the month, the best performance being scored by C'est Canteloup, which set a new record with 9.9m viewers. TF1 confirmed its leadership in IPTV in November with 9.3m unique visitors.

### **HIGHLIGHTS IN NOVEMBER**

#### **Special shows, news and magazines: TF1 news programmes strengthen their leadership**

**En direct avec les Français** posted excellent TV and digital performances, with 7.9m viewers and a 30% audience share, as well as 850,000 videos watched on MYTF1 and 190,000 "live" interactions – a record for a politics show. The **1 o'clock news** drew a high of 6.8m viewers (40% audience share). The **8 o'clock news** drew a high of 8.5m viewers (31% share). A record for **Sept à Huit** with 5.6m viewers (28% share). **Reportages**: a high of 4.5m viewers (33% share).

#### **All-time record for C'est Canteloup**

The daily comedy show attracted 8m viewers on average and a high of 9.9m (35% share), confirming its record-breaking autumn.

#### **Excellent score for Ciné Dimanche with the broadcast of Le Prénom**

8.0m viewers, 30% share and 36% of WPDM<50.

#### **Success for Koh Lanta, with ratings up on last season**

31% share of 4+ individuals, 43% of WPDM<50. A huge hit with families, with a 57% share of children and 47% of WPDM with children. An average 7.2m viewers and a peak of 7.7m.

#### **In post-prime time, Mon Incroyable fiancé is enjoying a strong season**

2.3m viewers on average, 23% share and a high of 3.1m viewers. Particularly strong appeal for women and young people, with a 33% share of WPDM<50, 36% of WPDM with children and 44% of 15-24 year olds.

#### **Danse avec les Stars attracts more women and young viewers**

5.4m viewers (25% share), 36% of WPDM<50, 37% of WPDM with children and 42% of 15-24 year olds. The fifth season of Danse avec les stars has proved an outstanding success, with nearly 2 in 3 French people having watched the show at least once. In the social media, #DALSFInale was the most commented subject on Twitter worldwide (30mn) and in France during the evening.

**The most watched police drama series on TV**

**The Mentalist:** a high of 9.7m viewers in November, 43% of WPDM<50

**Profilage:** a high of 8.1m viewers, 34% of WPDM<50

**Criminal Minds:** a high of 7.9m viewers, 38% of WPDM<50.

**Unrivalled leader in access prime time**

**4 mariages pour une lune de miel:** an average 1.7m viewers in November, peaking at 2.0m.

**Bienvenue chez nous:** an average 3.0m viewers and a high of 3.3m.

**Money Drop:** an average 4.5m viewers and a high of 4.8m.

*Source: Médiamétrie / Mediamat*

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