

Boulogne-Billancourt, October 6, 2014

**AUDIENCE RATINGS IN SEPTEMBER:  
STRONG BACK-TO-SCHOOL PERIOD FOR THE FOUR FREEVIEW CHANNELS**



**TF1: CLEAR LEADER – A RECORD SEPTEMBER WITH WOMEN VIEWERS**

The clear leader, with performance up on August, with a 22.7% audience share (up 0.2 points)

Record month with WPDM<50: 26.4% audience share (up 0.6 points on August)

31% share of WPDM<50 in prime time and 5.8 million TV viewers on average

- TF1 news shows held the competition firmly at bay with an average 5.3m viewers (43% audience share) and high of 6.1m for the **1 o'clock news** and an average 6m viewers (27% share) and high of 7.5m for the **8 o'clock news**.
- Success for new programmes: an average 5.9m viewers for **The Voice Kids** and a high of 7.9m for **Blacklist**. In pre-access, 1.7m viewers for **Bienvenue au Camping**.
- Strong return for major brand programmes: 7.7m viewers for the return of **Koh Lanta**, 5.4m for the first show of the new season of **Danse avec les Stars**, and 8.2m for the launch of the new season of **The Mentalist**
- **The French national football squad** continues to appeal, with 6.3m viewers tuning into the team's first friendly with **Spain** (55% of men aged 15 to 24).

(See the TF1 press release for September 2014)



**TMC: INCREASE IN WOMEN AND UNDER-50 VIEWERS**

3.7% share of WPDM<50, up 0.2 points year on year

DTT leader in prime time

3.5% share of 25-49 year-olds, up 0.2 points year on year

Strongest DTT increase and number-four national channel in the evening with WPDM<50 (4% share, up 0.3 points) and 25-49 year-olds (3.9% share, up 0.4 points)

- DTT leader in film: 1m viewers on average, and a record for **The Expendables** with 1.4m viewers.
- DTT leader in series: a high of 1.1m viewers for **CSI: NY**.
- DTT leader in magazines: a high of 1.2m viewers for **90' enquêtes**
- The new season of the soap opera **Les mystères de l'amour** is proving successful with women viewers, taking a 5.6% share of WPDM<50.
- On-stage entertainment was in the limelight with **Le bal des Enfoirés** (800,000 viewers).
- **Foresti Party** won over women viewers, ranking TMC as the country's number-four channel with WPDM<50 (4.4%).

(See the TMC press release for September 2014)



#### **NT1: RISE IN WOMEN AND UNDER-35 VIEWERS**

**2.5% audience share of WPDM<50, up 0.3 points on August**

**2.5% share of 15-34 year-olds, up 0.1 point on August**

**Strong increase in women viewers (up 0.5 points to 2.6% of WPDM<50) and young adults (up 0.4 points to 2.6% of 15-34 year-olds) in the evening**

- NT1 cinema programming attracted women viewers, with a 5.6% share of WPDM<50 for **Erin Brockovich** and an average 6.0% for the two **Miss Congeniality** films. The same goes for under-35s, with a 7.9% share for **X Men: First Class**.
- **How I Met Your Mother** set a new record on Sunday morning with a 10.6% share of 15-34 year-olds.

(See the NT1 press release for September 2014)



#### **HD1: HD DTT LEADER WITH WOMEN VIEWERS**

**1.2% audience share of WPDM<50**

- Strong results for film broadcasts, with nearly 600,000 viewers (and 3.2% of WPDM<50) tuning in to **Lethal Weapon** and nearly 400,000 (and 2.5% of WPDM<50) to **The Bourne Identity**.
- HD1 has gained loyal viewers in the mornings for its French drama shows, with strong success for the soap **Sous le soleil** (a high of 6.5% of WPDM<50) and the docudrama **Au nom de la vérité** (a high of 6% of WPDM<50).

(See the HD1 press release for September 2014) .

---

#### **PRESS CONTACTS:**

**Virginie DUVAL** : 01 41 41 29 59 - vduval@tf1.fr  
**Maylis CARCABAL** : 01 41 41 49 23 - mcarcabal@tf1.fr

*Sources : Médiamat / Médiamétrie*

---

GRUPE TF1 - DIRECTION DE LA COMMUNICATION CORPORATE  
TF1 GROUP - CORPORATE COMMUNICATIONS DIVISION  
Virginie Duval - vduval@tf1.fr