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## AUGUST 2022 AUDIENCES



**YEAR-ON-YEAR GROWTH MOMENTUM: 30.9% OF W<50PDM<sup>1</sup> AND 26.8% OF INDIVIDUALS AGED 4+**

**NEWS COVERAGE LEADING THE MARKET WITH RECORD FIGURES**

**ALL-TIME HIGHS FOR DAILY SOAPS**

**RECORD-BREAKING AUGUST FOR LCI, STRONGEST GROWTH OF ANY NEWS CHANNEL**

**DTT CHANNELS OUTPERFORMING**

Our multi-channel strategy is paying off, delivering month-on-month growth of +0.8pt among individuals aged 4+ and +0.4pt among W<50PDM, and a clear lead among target audiences. Year-on-year, audience share is up 0.3pt among individuals aged 4+ and 0.9pt among W<50PDM.

### TF1

Month-on-month, the channel posted growth among most targets: +0.5pt among individuals aged 4+, +0.6pt among W<50PDM, and +1pt among 25-34 year-olds

### NEWS COVERAGE STILL THE FRONT-RUNNER, AND SETTING NEW RECORDS

- **The weekday 8pm bulletin** anchored by Julien Arnaud **achieved its best August since 2011** with a 29.0% share of individuals aged 4+
- **The weekday 1pm bulletin** posted **very strong growth** of +1.4pt versus August 2021 (42% share of individuals aged 4+)
- **The weekend 1pm bulletin** also recorded the **strongest growth** of any weekend lunchtime news show versus August 2021 at +2.0pt (41% share of individuals aged 4+)
- Still the clear front-runner, with a lead over the nearest rival of 900,000 viewers in the 8pm slot and 2.2 million in the 1pm slot
- **Daily news had its best August for W<50PDM since 2014** for the **1pm and 8pm weekday slots; since 2011** for the **8pm weekend slot; and since 2010** for the **1pm weekend slot**.

### DAILY SOAPS STILL AT ALL-TIME HIGHS

- **Ici tout commence**: based on consolidated week 1 figures to date, best month ever among W<50PDM at 33% and best month among 25-49 year-olds since July 2021 at 26%, plus very high ratings among young viewers with a 30% share of 15-24 year-olds
- **Demain nous appartient**: **year-to-date high** among target audience of W<50PDM (30% share on 2 August), overall 26% share of W<50PDM in August.

<sup>1</sup> Women under 50 purchasing decision-makers

## FINE LAUNCHES FOR *MASK SINGER* AND *THE VOICE KIDS* – SMASH HITS WITH YOUNGER VIEWERS

- **Excellent launch for *Mask Singer***: 32% of W<50PDM, 60% of kids, 38% of 15-34 year-olds
- **Strong return for *The Voice Kids***: 25% of W<50PDM and 28% of 15-24 year-olds, with growth in audience share for the second show (29% of W<50PDM )

## POPULAR MOVIES

- **Excellent audiences for movies:**
  - ***Harry Potter and The Deathly Hallows***: 32% share of W<50PDM
  - ***Gran Torino***: 28% share of W<50PDM
  - ***Josephine s'arrondit* and *Bis***: 26% share of W<50PDM
  - ***Jumanji***: 28% share of W<50PDM

## LCI BREAKS MORE RECORDS

- **Best August ever with 1.6%** of individuals aged 4+ and with target audiences: ABC1s (1.1%), 25-49 year-olds (0.6%)
- **Strongest year-on-year growth of any news channel** with individuals aged 4+ (audiences +18%, share +0.4pt vs August 2021) and ad targets (+0.4pt ABC1s, +0.2pt 25-49 year-olds)
- **No.1 news channel by daily viewing time** in August (average 30 minutes a day)
- **No.1 news channel in late-evening slot** and strongest year-on-year growth, with *LCI soir* on weekdays (1.9% of individuals aged 4+, and +0.7pt year-on-year) and *22H Darius Rochebin* at weekend (1.6% of individuals aged 4+, and +0.5pt)
- **No.1 news channel in weekend access prime time** (2.3% of individuals aged 4+ for *En toute franchise*)
- **No.2 news channel in weekday access prime time** (2.3% for *24H*)
- **Strong year-on-year growth for breakfast shows** on weekdays (+1.3pt vs summer 2021, 3.7% of individuals aged 4+) and weekends (+1.2pt, 3.7% of individuals aged 4+)

## TMC: NO.1 DTT CHANNEL AMONG INDIVIDUALS AGED 4+, BEST SUMMER FOR 7 YEARS, 3% SHARE

- **Most-watched DTT movie offer**: peak of 1.2m for *The Bourne Ultimatum*
- **Final episode of first-run series *Yellowstone***: over 600,000 viewers
- **90' enquêtes at all-time high**: 600,000 viewers, 5% share of target audiences

## TFX: BEST AUGUST EVER WITH KEY W<50PDM TARGET, NO.2 DTT CHANNEL AMONG W<50PDM

- **First-run *JLC***: 4% share of W<50PDM
- ***Baby Boom*: prime-time record with 10% share of W<50PDM**

## TF1 SERIES FILMS: ALL-TIME HIGH AMONG INDIVIDUALS AGED 4+, WITH 1.9% AUDIENCE SHARE

\* Source: Médiamat/Médiamétrie

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