



AUDIENCES RATINGS IN OCTOBER

GROWTH MOMENTUM CONTINUES FOR THE TF1 GROUP'S UNSCRAMBLED CHANNELS

The group led the television market in France with a 29.6% audience share*, up 0.6 points year on year.



Second best month of the year

Audience share of 23.6% in October, confirming the public's unwavering loyalty to the channel's programmes

C'est Canteloup scored the highest ratings of the month with 9.5m viewers

Record for **Profilage** with 8.2m viewers for the last show in the latest new season

Record for **Danse avec les Stars** with 6.5m viewers

Top ratings for US series : 9.4m viewers for the **Mentalist** and 8.5m for **Criminal Minds**.

Excellent month for news shows : a high of 8.5m viewers for the **8 o'clock news** and 7.2m for the **1 o'clock news**.
Up to 4.9m viewers for **Reportages** and 5.1m for **Sept à Huit**.

Major success for the French team's last qualifying match for the 2014 FIFA World Cup with 7.7m viewers.

Access** programmes set one record after another, with highs of :

4.4m viewers for **Les 12 coups de midi**.

3.3m for **Une famille en or**.

5m for **Le Juste Prix**.



No. 5 channel in France for fourth consecutive year.

3.3% audience share for the month

New prime-time record for French DTT for the film **Despicable Me**, with 2.3m viewers

New record for the new season of the soap **Les mystères de l'amour** showing in weekend access and drawing 800 000 viewers

90' Enquêtes, magazine was the DTT leader with a high of 1.1m viewers

Strong trend for prime-time series, with over 1m viewers for **Law and Order : Criminal Intent** and nearly 800,000 for **CSI : NY**

Sans Aucun Doute ratings continued to rise, with a high of 550,000 viewers and a 30% month-on-month rise in audience share.



All-new, original series draw more young-adult and women viewers

2.0% audience share for the month

NT1 is the no. 4 French TV channel for 15-34 year-olds, thanks to **Vampire Diaries** (4.7% share) in prime time and **How I met your mother** (6.8% share) in day time.

NT1 is the no. 4 French channel for WPDM<50*** with **Dallas** (4.9% share) in prime time and **Psych** et **Ghost**

Whisperer**** (4.8% share) in access.

Best audience ratings of the month for the **The Haunted Mansion** with 900,000 viewers.

* *Tranche horaire lundi-vendredi : 16h30-19h45*



All-time record for the channel's film offering

0.7% audience share for the month

The film **The Italian Job** set a new audience record for the channel with 494,000 viewers

Leader of France's six new DTT channels in prime time with an average 146,000 viewers

Leader of France's six new DTT channels and continued strong performance with a 0.7% audience share.

**Source : Médiamétrie - Mediamat*

***Access : 6.10 pm to 7.50 pm*

****WPDM<50 : women purchasing decision makers aged under 50*

***** Monday-Friday 4.30 pm to 7.45 pm slot*

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