

Boulogne, Monday 11 février 2013

JANUARY 2013 :

EXCELLENT STRAT TO THE YEAR FOR TF1 GROUP FREEVIEW CHANNELS

TF1 MAKES BIGGEST INCREASE IN TELEVISION IN A YEAR

23.3% audience share, up 1 point year on year
An additional 500,000 TV viewers in prime time in a year

The only channel to draw over 7 million viewers to its programmes

- Entertainment shows hit a high in January, with records set by the season-opening *The Voice* (9.6m viewers) and the season-ending *Koh Lanta* (7.9m). Access shows also put in strong performances, with *Les 12 Coups de Midi* drawing up to 7.7m and *Après le 20h c'est Canteloup* up to 8.8m.
- In a record month for news, 600,000 additional viewers tuned in to the 8 o'clock news, which posted the best performance of the month with 9.7m viewers, and 200,000 extra viewers watched the 1 o'clock news, which peaked at 8.3m.
- US series: Success for the new series, *Unforgettable*, with 9m TV viewers for the debut, and the last season of *House*, with up to 8.6m.
- Viewer figures were up for TFOU, which took a 29% share of the 4 to 10 year old demographic, up 4 points on last year.



TMC, A RICH AND POWERFUL PROGRAMME OFFER

TMC is drawing large audiences on a consistent basis, in January taking a 3.3% audience share and posting excellent scores across all programme categories.

- Successful entertainment events: TMC set a record for a show in January with *Florence Foresti à La Cigale*, with 1.1m viewers, and recorded an excellent score for the documentary coinciding with the 30th anniversary of the death of French comedy legend *Louis de Funès*, with 900,000 viewers.
- **90' Enquêtes** confirmed its position as the most powerful magazine on digital terrestrial television (DTT) with 1.1m viewers on average.
- TMC posted strong scores in cinema, with 1.4m viewers tuning in to *Le Placard* and 1.2m to *Philadelphia*.
- Big success for drama programmes: *Hercule Poirot* drew as many as 1m viewers in prime time, while *Les Mystères de l'Amour* set a women-viewer record in access, with a 4.4% share of WPDM-50.



NT1 SETS RATINGS RECORD FOR WOMEN VIEWERS

NT1 continued its ascension with a 2.1% audience share, scoring particular success with women and young adults.

- **Le Bachelor** set an NT1 record with women viewers (4.7% of WPDM-50 in day time) and got off to an extremely strong start with 800,000 viewers for the launch evening.
- Success for new series: the Grimm launch drew 500,000 viewers, while the Alcatraz launch attracted 600,000 viewers, for respective WPDM-50 shares of 3.8% and 3.7%.
- NT1's film broadcasts were a big hit with the under-50 demographic. The Happening was watched by 1m viewers for a 4.1% audience share and 6.2% share of 25-49 year olds.



HD1 SCORES BEST RATINGS OF THE SIX NEW DTT CHANNELS

The Group's fourth freeview channel has got off to an impressive start, with more new viewers each week and the top audience score of the new DTT channels with a French film.

- **36 quai des orfèvres** brought HD1 the top audience rating of the new DTT channels with 435,000 viewers.
- Further strong cinema performances came with There Will Be Blood (268,000 viewers) and Intolerable Cruelty (260,000).
- French drama heroines proved successful, with Alice Nevers drawing 299,000 viewers and Julie Lescaut attracting as many as 133,000 viewers in day time.

*Sources : Mediamat / Médiamétrie
Data : January 2013*

*Prime time : 8.45 pm to 10.45 pm
WPDM-50 : Women purchasing decision makers under 50.*

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