



Boulogne, 3 February 2014

**January 2014 :
The TF1 Group is the leader in French television
with a 28.8% audience share* for its four unscrambled channels**



1/ TF1 : The clear leader with a 22.6% audience share (stable on Decembre 2013)

TF1 had an eight-point lead in audience share over its direct rival and had over double the share of its commercial challenger.

TF1 was the only channel to draw over 7 million TV viewers, a feat it achieved 43 times in January with a broad variety of programmes.

The Voice is enjoying a record season, starting up with over 10 million viewers and posting an average 9.4 million in its first four weeks, an increase of over 300,000 on last season.

The last episode of Julie Lescaut attracted a high of 7.6 million viewers, the show's best ratings since November 2009.

Clem confirmed its status as the favourite series of young and female viewers with a 28% share of WPDM with children**, 37% of 15-24 year-olds and 42% of 15-24 year-old women. Viewership increased by 500,000 in three weeks to reach 6 million viewers.

C'est Canteloup continues to attract more viewers with an average of 7.5 million and a high of 9 million, for a 34% audience share.

Money Drop has made a successful return with an increase of 500,000 viewers on the last broadcast and a high of 5.4 million viewers.

Person of Interest is off to an impressive start with an average 6.1 million viewers for the new season, scoring a high of 6.8 million and a 31% share of WPDM<50.

Ciné Dimanche confirmed its leadership position with a high of 6.9 million viewers for Shooter and 6.8 million for the debut broadcast of 22 Bullets.

TF1 news shows scored high ratings, with up to 8.4 million viewers for the 8 o'clock news and an average lead of 2 million viewers over its main rival.

The 1 o'clock news attracted a high of 7.6 million viewers with an average lead of 3.8 million viewers over its main rival.

TF1 magazine shows proved successful, with a high of 5.2 million viewers for Reportages and 4.9 million for Sept à Huit.



2/ TMC : Number-one channel in France with a 3.3% audience share

TMC cinema broadcasts were a hit, peaking at 1.3 million viewers for The Green Line.

TMC has the strongest-performing US series on DTT, with CSI: NY drawing a high of 1 million viewers and Law and Order: Criminal Intent a high of 1.1 million.

In access***, Sans Aucun Doute attracted up to 700,000 viewers ahead of its upcoming move to prime time. The new-look 90' Enquêtes was a success, scoring a high of 1.1 million viewers.

French drama is performing strongly, with a record season for Les Mystères de l'amour, watched by an average 600,000 viewers on the weekend in the access slot. The new season of Sous le soleil de Saint-Tropez made a winning return with 500,000 viewers tuning in to the first episode.



3/ NT1 : A 2% audience share and continued progress with WPDM<50 (2.9%)

With the successful Thursday night cinema slot, NT1 was the DTT leader and number-four channel in France with 25-49 year-olds (6% audience share) and number-three with 15-49 year-old men (8% share) on average for cinema. The channel topped the one-million-viewer mark three times, with Fantastic Four: Rise of the Silver Surfer (1.3 million), Resident Evil: Afterlife (1.1 million) and Daredevil (1.1 million).

The success of Super Nanny continued with a high of 700,000 viewers, ranking the channel fourth in the country with WPDM with children (5% audience share) on Monday night.

The NT1 Family slot posted a strong performance with the first unscrambled broadcast of the new phenomenon Violetta, ranking NT1 number four in France with 4-14 year-old girls (7% share) on Sunday morning.



4/ HD1 : Record month for Médiamat debut and biggest year-on-year increase in HD DTT. HD DTT leader with a 0.9% audience share.

HD1 posted the strongest year-on-year growth, having more than doubled its audience share. Also noteworthy were HD1's excellent ratings with female viewers, reaching a 1% audience share in January. HD1 is also a prime-time leader with over 200,000 viewers on average.

HD1 cinema broadcasts confirmed their status as pillars of the channel's offering. This month's top-three performers were Robin Hood with 454,000 viewers, Blood Work with 439,000, and 12 Monkeys with 389,000. In another channel mainstay, French drama, strong performances were notched up by R.I.S. Police scientifique, with a high of 350,000 viewers, Julie Lescaut, with a high of 303,000, and Alice Nevers, with a high of 296,000.

In all, HD1 drew over 300,000 viewers ten times in January.

**Source : Médiamétrie - Médiamat*

*** WPDM<50: Women purchasing decision makers under 50*

****Access : 6.10 pm-7.50pm*

***** Evening : 8.45 pm-0.30 am*

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