



AUDIENCE

JULY 2014 AUDIENCE RATINGS **23.7% audience share,** **the strongest year-on-year increase in television, up 2.3 points**

After the concluding matches in the World Cup, TF1 continued the month of July with excellent start-ups for summer shows, which are showing great viewer appeal. The channel posted the strongest year-on-year increase in television, with a 2.3-point rise in audience share.

1/ Special 14 July programme leads ratings and improves on last year

Some 4.1 million TV viewers (37% audience share) watched the 14 July Parade on TF1, with a peak of **5 million** viewers.

Overall, the special program presented by Anne-Claire Coudray and Gilles Bouleau with all the news teams attracted **3.3 million** viewers, for a **34%** share.

2/ Strong start-up for new season of *Secret Story*, improving on last year's performance

The prime-time launch scored leading ratings and improved on last year's performance, particularly with women and young viewers, with a 31% share of women<50 PDM, 54% of 15- to 24-year-olds, and 3.4 million viewers overall.

The daily 6.15 pm show drew a high of 2.7 million viewers, 37% of women<50 PDM and 53% of 15- to 24-year-olds.

The first weekly show also took the lead in the 10.45 pm slot, with over 2 million viewers on average, a 33% share of women<50 PDM and 59% of 15- to 24-year-olds.

Secret Story confirmed its position as the most talked about programme in the social media, with over 2.6 million tweets since the season launch and nearly 37 million video views.

3/ Successful launch for *Au pied du mur* game show

The new game show presented by Jean-Luc Reichmann attracted up to 4 million viewers and scored a 26% audience share, with 31% of women<50 PDM with children and 35% of 15- to 24-year-olds.

4/ Special *Stars sous hypnose* evening creates buzz

The special show with Messmer, presented by Arthur, hypnotised some 5.2 million viewers, taking a 27% audience share overall, 34% of women<50 PDM and 48% of 15- to 24-year-olds.

5/ French drama shows appeal to all the family

All-new *Pep's* shows posted strong performances, reaching a high of 6.6 million viewers (29% share), with 34% of women<50 PDM, 46% of 11- to 14-year-olds and 44% of 15- to 24-year-olds.

A high of 5.5 million viewers (25% share) - 50% of 11- to 14-year-olds and 32% of women<50 PDM with children - tuned into *Joséphine Ange gardien*.

The summer broadcasts of *Section de Recherches* got off to an excellent start with 4.5 million viewers (22% audience share).

6/ The summer broadcasts of *Criminal Minds* and *The Mentalist* also performed strongly , particularly with women

On Monday evenings, *Criminal Minds* posted the leading ratings at 8.55 pm with a high of 6.7 million viewers (26% share) and 33% of women<50 PDM.

The Mentalist attracted a high of 6.7 million viewers (27% share) and 34% of women<50 PDM.

7/ Impressive ratings for *Ciné Dimanche*

Ciné Dimanche drew a high of 6.7 million viewers (26% share) with the debut broadcast of *Rio*. The film was successful across all audience segments, with 37% of women<50 PDM, 67% of 4- to 14-year-olds and 41% of 15- to 24-year-olds.

Source: Médiamat-Médiamétrie

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