

Boulogne-Billancourt, le 26 septembre 2013



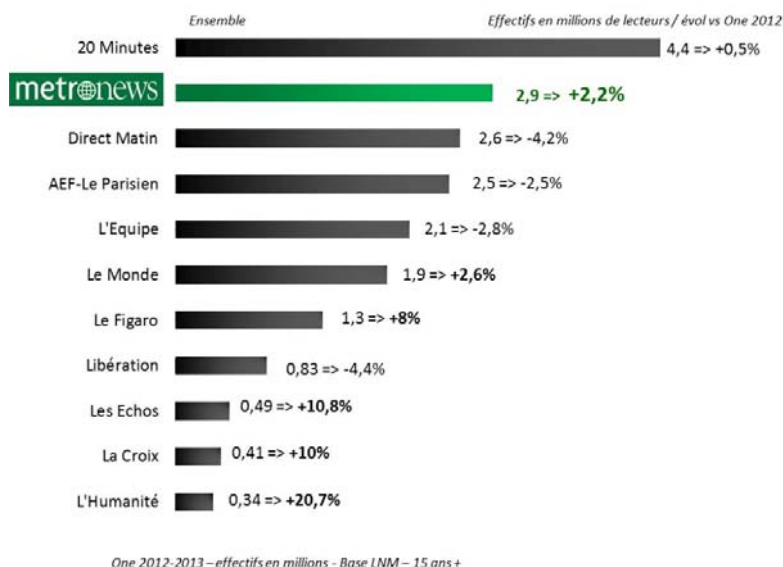
**One 2012/2013 One study  
metronews, France's number-two daily, extends its lead**

**metronews reports the strongest readership increase in the free press sector**

According to the 2012/2013 One study, the metronews daily now attracts 2,866,000 readers (AIR 15+), up 2.2% on the 2012 One study.

In a free press sector that was stable compared with the last study period, with a total of 5,921,000 daily readers (up 0.1%), metronews attracted 62,000 new readers. 20 Minutes gained 23,000 readers, up 0.5%, while Direct Matin lost 112,000, down 4.2%.

metronews has confirmed its place as the number-two free daily in France, considerably extending its lead over Direct Matin, and reported the second largest readership increase for a daily newspaper behind Le Figaro.



**metronews pursues strong growth in digital**

Some 9 million people frequent the metronews brand every month across all media, according to the Brand Global indicator. This figure was up 3.8%, driven notably by a 17.5% increase via digital media and a sharp 28.8% rise via mobile and tablet apps.

**Bearing out the strategy introduced in 2012**

*"We are extremely pleased to see the positive effects of the strategy we rolled out in early 2012. With the same circulation, we have extended the geographic coverage of metronews and our brand has become global. All of*

*which has led to today's powerful and dynamic readership. We are keeping the promise made to our readers and to the advertising market,"* said Edouard Boccon-Gibod, Chairman of Metro France.

**About metronews**

*metronews is a free news media distributed in France via a daily newspaper, a website, and mobile and tablet apps. Every month some 9 million people frequent metronews media (Brand Regular - 2012/2013 One study). metronews is the second most-read daily in France, available in 33 cities and attracting 2,866,000 active readers every day (AIR 15+ - 2012/2013 One study). Metro France is wholly owned by TF1.*

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