



PRESS RELEASE

Boulogne, 29 January 2018

JANUARY 2018 AUDIENCE RATINGS

Clear leader among W<50PDM¹ (32%) and 25-49 year-olds (28.4%)



CLEAR LEAD GROWING AMONG INDIVIDUALS AGED 4+ (19.8%)
STRONGEST YEAR-ON-YEAR GROWTH AMONG W<50PDM OF 1.0 pt (22.1%)

News bulletins at record levels:

Audiences for lunchtime and evening bulletins are at their highest ever:

Evening: best month since November 2015 with 6.2m viewers (up to 7.9m) and 26% audience share

Lunchtime: best month since February 2015 with 5.8m viewers (up to 7.0m) and 41% audience share

Successful series launches

The drama **LES INNOCENTS** attracted 6.5m (29% of 4 years+ and W<50PDM), peaking at 7.1m

The US series **GONE** pulled in 5.3m (24% of 4 years+, 27% of W<50PDM), peaking at 5.8m

SAM season 2: 4.5m (19% of 4 years+, 29% of W<50PDM), peaking at 5.6m

Light entertainment is still drawing huge audiences, especially among targets

THE VOICE achieved 6.4m for the launch (31%, 45% of W<50PDM), making it the biggest hitting light entertainment show on TV

VENDREDI TOUT EST PERMIS 100th edition: 4.3m (21% of 4 years+, 37% of W<50PDM)

STARS SOUS HYPNOSE: 4.3m (21% of 4 years+, 31% of W<50PDM)

Leading channel in weekday access prime time (6-8 pm), rising by 1.6pts year-on-year among W<50PDM

4 MARIAGES POUR 1 LUNE DE MIEL: 1.7m (20% of W<50PDM), peaking at 2.0m

THE WALL: 2.7m (17% of W<50PDM), peaking at 3.1m

DEMAIN NOUS APPARTIENT: 3.4m (leader among W<50PDM at 19%), peaking at 3.7m

Movies shone:

The event **STAR WARS** saga scored big on Tuesday evenings:

LA GUERRE DES ETOILES (Star Wars): 5.1m (22% of 4 years+, 30% of W<50PDM)

L'EMPIRE CONTRE ATTAQUE (The Empire Strikes Back): 4.5m (20% of 4 years+, 28% of W<50PDM)

LE RETOUR DU JEDI (Return of the Jedi) 4.2m (19% of 4 years+, 26% of W<50PDM)

The Sunday movie is also performing well: **ANGE ET GABRIELLE:** 5.3m (22%, 27% of W<50PDM)

¹ Women under 50 purchasing decision makers



**THE ONLY NEWS CHANNEL TO ACHIEVE YEAR-ON-YEAR GROWTH
NO.2 NEWS CHANNEL RANKING CONFIRMED (0.6% AUDIENCE SHARE)**

The weekday LA MATINALE news show confirms its monthly record of 1.9% audience share

- **The only morning show to achieve year-on-year growth:** audiences +0.6pt year-on-year (vs January 2017). Up to 74,000 viewers (Monday 22/01) => **3rd best audience of the season**
- **The Audrey Crespo-Mara interview at 8.15 am** is still the high point of the show: up to 133,000 viewers and 3.2% audience share (Tuesday 23/01) => 4th best score of the season
- **Regards croisés** at 8.45 am had its best month of the season (2.3% of 4 years+, 3.3% of ABC1s (peak of 104,000 viewers and 3.0% audience share on Tuesday 23/01)

The weekend LA MATINALE equalled its best monthly audience share of the season of 1.8% (64,000 viewers), peaking at 83,000 viewers and 2.3% on Saturday 20/01

Promising results for new-format LA REPUBLIQUE LCI: 1.6% audience share (64,000 viewers)

- **Good growth year-on-year (audience share +0.4 pt)** and vs. old format (+0.2 pt)
- **Up to 85,000 viewers on Monday 22/01** (4th best audience of the season) **and 2.1% audience share on Thursday 18/01** (4th best audience share of the season)

5 pm DEBATE remained at high levels (average 1.0% January audience share)

- **+0.5 pt audience share year-on-year** (vs. January 2017)
- Up to 133,000 viewers and 1.4% audience share on Wednesday 17/01 => **3rd best score of the season**



STILL THE LEADING DTT CHANNEL AMONG 25-49 YEAR-OLDS (3.8%) AND ABC1s (3.8%)

QUOTIDIEN: most watched on DTT channel with 1.3m viewers (peaking at 1.5m)

- Also DTT leader among ABC1s (11%)
- And 9% among 25-49 year-olds

Year-on-year growth in prime time audiences to 0.8m. Still the leading DTT channel among individuals aged 4+ and targets

- **NICOLAS CANTELOUP 20 ANS DE REGARD SUR L'ACTU** (1.1m viewers), and **HANCOCK** (1.1m)
- **ANNE-ROUMANOFF, AIMONS-NOUS LES UNS LES AUTRES** (1m)
- **AMERICAN SNIPER** (1m)



BEST MONTH SINCE THE BACK-TO-SCHOOL PERIOD AMONG W<50PDM (3.6%)
BEST MONTH FOR A YEAR AMONG 15-24 YEAR-OLDS (5.1%)

Popular prime time movie offering

- The month's 4th best DTT movie audience with **LE JOUR DE GLOIRE** (1.3m)
- **COME BACK** (900,000)
- **JOSÉPHINE ANGE GARDIEN** (900,000)

- **LA VILLA DES CŒURS BRISES: up sharply in the month**
 - 4th most-watched channel nationally and leading DTT channel among W<50PDM (8% audience share, 3% among individuals)
 - 2nd most-watched channel nationally among 15-24 year-olds (15% audience share: up to 700,000 viewers, and 10% of W<50PDM)



BEST MONTH AMONG W<50PDM SINCE NOVEMBER 2016 (2.3%)
AND YEAR-ON-YEAR GROWTH AMONG 25-49 YEAR-OLDS (2.0%)

Leading HD DTT channel in prime time among individuals aged 4+

- **Avalanche** (900,000 viewers)
- **Section de Recherches** (700,000)
- **Léon** (700,000)

Source: Médiamat Médiamétrie

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