



PRESS RELEASE

Boulogne, 2 July 2018

JUNE 2018 AUDIENCE RATINGS



The TF1 group, market leader, had its best month of the season with 28.7% of individuals and 32.5% of W<50PDM¹



Best month for over 2 years (since March 2016) with 21.6%

30 best audiences of the month

The event television channel: exclusive unencrypted broadcaster of the Football World Cup

The 3 best audiences of the year:

France-Australia: 12.6m (69% of individuals aged 4+ and 78% of 15-49 year-old males), peaking at 14.9m

France-Argentina: 12.5m (72% of individuals aged 4+ and 79% of 15-49 year-old males), peaking at 15m

France-Peru: 10.7m (66% of individuals aged 4+ and 76% of 15-49 year-old males), peaking at 13.7m

Averaging 11.1m for the 4 “Les Bleus” matches (68% audience share)

Over the 19 matches broadcast, TF1 achieved an average of 7.5 million viewers, or 38% audience share

FIFA LE MAG had up to 6.2m viewers and 37% audience share

TF1 made its celebration of the France 98 team a broadcasting event

- **The film 98 SECRETS D'UNE VICTOIRE:** 5.1m (23% of individuals aged 4+ and 33% of 25-49 year-olds)

- **FRANCE 98 vs. FIFA 98 “Legends” match:** 5.8m (27% of individuals aged 4+ and 40% of 15-49 year-old males)

Top flight news

Evening bulletin: Up to 5.6m and averaging 25% share

Lunchtime bulletin: Up to 5.3m and averaging up to 40% share

LE 20H LE MAG: Best month with 21% of individuals aged 4+ and up to 5.3m

Big hitters

DEMAIN NOUS APPARTIENT: Record month among individuals aged 4+ and W<50PDM this season with 19% of individuals aged 4+ and 22% of W<50PDM (up to 3.7m)

ALICE NEVERS: Up to 5.7m and averaging up to 24% share

LA CHANSON DE L'ANNEE: 30% of W<50PDM and 4.0m

L'ARME FATALE, first runs: 4.7m and averaging up to 26% share

GREY'S ANATOMY: 4.7m and averaging up to 38% share.

¹ Women aged under 50 purchasing decision makers



The 3 best DTT audiences in June and leading DTT channel among 25-49 year-olds (4.1% share) and ABC1s (4.5%)

3 best audiences among DTT channels in June

BURGER QUIZ: 3 episodes topped the DTT audience ratings, up to 1,726,000 viewers

QUOTIDIEN'S SUCCESS CONFIRMED:

Quotidien had 943,000 viewers and 4.5% audience share, 8% of 25-49 year-olds, 9.4% of ABC1s and **up to 1,316,000 viewers**

DTT leader in prime-time among individuals aged 4+ and targets

0.7m and 3.4% share, 5.3% of 25-49 year-olds and 5.2% of ABC1s

And up to 1,154,000 viewers for STAR WARS –REVENGE OF THE SITH



TFX: High-powered prime-time performer

High-powered prime-time performer with 490,000 viewers, especially among 15-24 year-olds with 2% of individuals aged 4+ / 3% of W<50PDM and 4% of 15-24 year-olds

A strong prime-time movie offer with 540,000 viewers and up to 730,000 viewers for **TED 2**



The season's best month among individuals (1.9%) and W<50PDM (2.6%)

HD DTT leader among W<50PDM

Nearly 450,000 prime-time viewers, HD DTT leader with 2.1% of individuals aged 4+ and 2.2% of W<50PDM

Source: Médiamat Médiamétrie

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