

TF1 POSTS RECORD MONTH IN MARCH 2013

- 23.9 % AUDIENCE SHARE - THE BEST SINCE OCTOBER 2011
- HIGHEST MONTH-ON-MONTH RISE IN TELEVISION? UP 0.7 pt
- 7.1 MILLION PRIME-TIME VIEWERS, UP 500,000 IN THE MONTH

TF1 posted the strongest increase in television in March (up 0.7 pts month on month). For the third consecutive month, TF1 audiences also rose year on year (by 0.3 pts), confirming the trend begun in the last four months of 2012. This performance results from TF1's singular ability to bring together the greatest number of viewers across all programme types.

Unrivalled power in prime time with strong increase

13.6m viewers, 54% of P4+1, for the **Le Bal des Enfoirés** show. A record for the programme. (61% share of WPDM<502)

10.3m viewers, 38% audience share, for the **France-Spain** match on 26 March. (54% of Men 15-49 years old)

9.1m viewers, 39% audience share, for **The Voice** on 9 March.

8.3m viewers, 32% audience share, for the first-air film **Unknown**.

6.6m viewers, 28% audience share, for the launch evening of the new prime-time series **Person of Interest** (6 March), with 7.5m for the first episode (28% share).

6.7m viewers, 27% audience share, on average in March for the new season of **Section de Recherches**, with a high of 7.4m viewers (28% share) for the episode "Serment d'Hippocrate" ("Hippocratic Oath") on 21 March.

Records in access viewing

9.9m viewers, 37% audience share, for **Après le 20h c'est Canteloup**, a record for the show (15 March).

4.0m viewers, 33.9% audience share, on average in March for **Les 12 coups de midi**, a record for the game show.

Successful return for **Money Drop**, with up to 5.1m viewers, 24% audience share (18 March).

News shows figures up again, with 300.000 extra viewers for the 1 o'clock and 8 o'clock news

8 o'clock news: high of 8.7m viewers, average 7.0m (27% audience share).

1 o'clock news: high of 7.9m viewers, average 6.7m (45% audience share).

PRESSE CONTACTS

Virginie DUVAL : 01 41 41 29 59 - vduval@tf1.fr
Maylis CARCABAL : 01 41 41 49 23 - mcarcabal@tf1.fr

* Source Médiamétrie - Mediamat. Consolidated data at April 2.
Prime time : 8.45 pm to 10.45 pm
1 P4+ = Individuals aged 4 and over
2 WPDM<50: Women aged under 50, purchasing decision makers

TF1 - DIRECTION DE LA COMMUNICATION
Virginie Duval - vduval@tf1.fr

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