

RECORD-SETTING 2014 FIFA WORLD CUP



The 2014 FIFA World Cup in Brazil was a historical event in more than one respect. For TF1, an official broadcaster, the competition was marked by record audiences on the channel and on MYTF1, by the success of the French national squad, applauded more than ever by the public, and by the enthusiasm of women viewers, who tuned in en masse. TF1's coverage once again demonstrated its unique expertise and its ability to bring together time after time large swathes of the public around a global happening.

Commenting, **Nonce PAOLINI, Chairman of the TF1 group**, said : *« We are delighted to have been able to bring the French public free coverage of the finest moments of the 2014 World Cup. Our teams put in a remarkable performance to extend the reach of the event to all screens and TF1 once again demonstrated its unique ability to bring together all viewer segments around a major event. We are proud of the partnership signed through 2018 with the talented French team, led by Didier Deschamps and applauded by the public. The team's performance in the competition rewards the efforts of Noel Le Graet and the French Football Federation. The French squad will be back on TF1 on 4 September and then in the Euro 2016, which looks set to deliver on all its promises ».*

THE "BLEUS" SET THE PUBLIC ON FIRE AND HELP TF1 TO SET A NEW RECORD



1/ 16.9 million TV viewers for the France-Germany quarterfinal : a record for a non-prime time sports broadcast.

The match scored the highest audience ratings of this years' World Cup - and the highest audience ratings of the year.

Viewer numbers peaked at 21 million.

Audience share :

- 72% overall
- 75% of women under 50
- 78% of men under 50
- 74% of 15- to 24-year-olds
- 73% of 4- to 14-year olds

2/ 16.1 million viewers on average for French team matches

Audience share :

- 64% overall
- 61% of women under 50
- 74% of men under 50
- 71% of 15- to 24-year-olds
- 72% of 4- to 14-year olds

OVERALL AUDIENCES UP ON 2010 COMPETITION



1/ TV : 9 million viewers watched the 28 best matches of competition broadcast on TF1. An average of nearly 2 million viewers than for the 2010 World Cup (7.1 million)

Audience share :

- 46% overall
- 42% of women under 50
- 59% of men under 50
- 54% of 15- to 24-year-olds
- 52% of 4- to 14-year olds

Strong ratings for the Germany-Argentina final :

13.6 million viewers, for a 61% audience share. 61% of women under 50 pdm, 72% of men under 50, 68% of 15- to 24-year-olds, 73% of 4- to 14-year-olds.

Viewer numbers peaked at 15.3 million.

2/ On MYTF1 : record for livevideo views

32 million videos watched overall.

15 million live views overall, and a record of 1.1 million for the France-Honduras match.

On Twitter: 12.1 million tweets published in France about matches broadcast by TF1.

3/ Several records were set during the compétition

- **Opening ceremony** : 8.1 million viewers, for a 35% audience share. 33% of women under 50 pdm, 38% of men under 50, 37% of 15- to 24-year-olds, 41% of 4- to 14-year olds.
- **Opening match (excluding French team)**: 8.8 million viewers, for a 47% share. 40% of women under 50, 60% of men under 50, 59% of 15- to 24-year-olds, 67% of 4- to 14-year olds.
- **Group match (excluding French team)** between Brazil and Mexico on 17 June: 9.4 million viewers, for a 38% share. 30% of women under 50 pdm, 53% of men under 50, 49% of 15- to 24-year-olds, 48% of 4- to 14-year olds.
- **Record day for audience share on Monday 30 June, with 40.5%.**
- **Record for a non-prime time sports broadcast, on Friday 4 July** : quarterfinal between France and Germany (see above).
- **75% share of women under 50 pdm for France vs. Germany.**
- **Record for the 8 o'clock news on Monday 30 June** : 10.8 million viewers, for a 41.2% audience share, after the France-Nigeria match.

SUCCESS FOR "LE MAG DE LA COUPE DU MONDE"



1/ 3.9 million viewers on average

Audience share :

- 31% of individuals aged 4 and over
- 31% of women under 50
- 41% of men under 50

2/ The top two audience scores :

- "Le Mag de la Coupe du Monde 2014" on Friday 20 June after the France-Switzerland match: 7.2 million viewers, for a 41% audience share. 43% of women under 50 pdm, 50% of men under 50.
- Special editorial programme on the evening of the kick-off of the World Cup: 7 million viewers, 29% share. 30% of women under 50 pdm. 39% of men under 50. 44% of 4- to 14-year-olds.



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