

Boulogne, Monday 7 October 2013

**SEPTEMBER 2013 :  
TF1 GROUP LEADS THE FREEVIEW TV MARKET  
WITH FOUR UNSCRAMBLED CHANNELS**

The Group took a 29.2% audience share, up 0.4 points year on year.  
The strong performance bears out the Group's editorial strategy emphasising the complementary fit of its channels.



**TF1 confirms its standout position in the audiovisual sector and its growth momentum.**

The channel is pursuing its renewal process, launching a new visual identity that underscores the renewal of TF1 programmes.

- 23.4% market share in September, the second best month of the year.
- Strongest month-on-month increase, up 1,2pts
- Strongest year-on-year increase for an incumbent channel, up 0,4pt
- Top 20 audience ratings of the month. The only channel to attract over 7m viewers with 17 programmes, including :

**Profilage** (record for the series with 8.0m viewers)

**Pep's** (a high of 8.4m viewers)

**US series The Mentalist** (up to 8.8m viewers) and **Criminal Minds** (up to 8.0m viewers)

**The film La guerre des boutons** (7.5m viewers)

**The France-Belarus match** (7.7m viewers; 31% audience share and 45% of men 15-49)

**Successful launches of the new seasons of Masterchef** (market share increase on season 3, with 29% of WPDM<50) and **Danse avec les Stars** (launch record with 6.4m viewers)

**TF1 was the clear leader in access between 4.30 pm and 8 pm**, with **4 mariages pour une lune de miel** (average 31% share of WPDM<50) followed by **Bienvenue chez nous** (average 29% share of WPDM<50), **Une famille en or** (a high of 2.5m viewers) and **Le juste prix** (up to 4.2m).

**The news shows were up year on year**, extending our lead over the competition. **The 8 o'clock news** attracted 100,000 additional viewers (a total of 6.5m) and the **1 o'clock news** drew an extra 200,000 (total 6.0m).



### TMC hits hard in prime time

Major TMC successes in September included :

- a varied and attractive movie line-up: **Taxi 4** (1.3m viewers), **Dirty Dancing** (1.2m) and **The Expendables** (1m)
- strong entertainment programming, with **Il était une fois... Patrick Swayze**, setting a record for the show with 900,000 viewers in post prime.
- top-quality series, with excellent performances by the new series **Downton Abbey**, which drew an average 800,000 viewers.

Also in September, TMC launched a new access show, **Sans aucun doute**, presented by Julien Courbet. The programme scored a high of 400,000 viewers in its first two weeks. On average, TMC took a 3.1% audience share. For the year to end-September, the channel reported a 3.5% audience share and ranked number-five in France



### NT1 continues to win over women and young adult viewers

NT1 claimed a 2.9% share of WPDM<50, up 0.2 points year on year.

The channel scored major successes with female audiences:

- in film, with **Men in Black** (1m viewers and a 6.5% share of under 35s).
- in series, with season 2 of **Dallas** (first air in France), the top-performing series on French DTT with WPDM<50 (5.3% share), and with season 4 of **Vampire Diaries** (also first air in France), the top-performing series on French DTT with women under 35 (6.5% share). In access, NT1 doubled its female audience scores with the arrival of **Ghost Whisperer** (3.9% of WPDM<50).

Successful new programmes included :

- the shortcom **VDM**, airing daily at 7.45 pm, continued to make headway with a high of 300,000 viewers,
- **Confessions intimes** was a strong draw on Sunday evenings at 8.50 pm, with a 3.1% share of WPDM<50. On average, NT1 took a 2.0% audience share.



### HD1 posts a strong back-to-school season with a record month

HD1 reported a record month in September, as it did in August. It claimed a 0.7% audience share and once again scored the biggest successes of the six new HD DTT channels in France. With a prestigious line-up of drama, series and film, it continued to attract a growing number of women viewers, leading the demographic.

- The channel drew an average 140,000 viewers in prime time, a slot in which it was also the leader
- The channel scored the highest ratings of the six new DTT channels with the film **Gone Baby Gone** (380,000 viewers). The film **Just Like Heaven** also put in a strong performance (280 000 viewers).

Source : Médiamétrie - Mediamat - Données : septembre 2013.  
Soirée : 20h45-00h30  
\*\* Frda-50 : Femmes responsables des achats de moins de 50 ans.

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