

Boulogne, 14 October 2013

**TF1 posted its best week since October 2011, with a 25.2 % audience share\*.**

The channel grew its share 1.8 points year on year and led its closest rival by 12 share points.

**1 / Records for two brands that symbolise TF1's renewal and ability to draw a broad viewer base**

**Profilage** : More than 8m TV viewers at 8.50 pm for the season-ender, scoring a 31% share, 30% of WPDM<50\*\* and 29% of 15-24 year-olds

**Danse avec les Stars** : 6.2m viewers, 30% share, 35% of WPDM<50, 46% of children and 15-24 year-olds.

**2 / News hits a new high**

Record back-to-school week for the **1 o'clock news**, with 6.2m viewers and a 45% share.

Best week since March 2013 for the **8 o'clock news**, with 7m viewers and a 28% share.

4.8m viewers and 37% share for **Reportages**.

4.3m viewers and 24% share for **7 à 8**.

**3 / C'est Canteloup goes from strength to strength**

A high of 9.4m viewers, for a 35% share, 39% of Shoppers\*\*\* and 34% of WPDM<50 right from second day of new season.

**4 / Back-to-school records for US series**

9.1m viewers for **The Mentalist**, 34% share and 42% of WPDM<50.

8.4m viewers for **Criminal Minds**, 32% share and 42% of WPDM<50.

**5/ Strong performance in access**

A high of 3.9m viewers and 34% share (Thursday) for **Les 12 coups de midi**.

As many as 2.7m viewers and 20% share for **Une famille en or**.

Up to 4.5m viewers and 24% share for **Le Juste Prix**.

2.7m viewers for **Tous ensemble**, 22% share and 29% of WPDM<50.

3.8m viewers for **50 mn Inside**, 24% share and 33% of WPDM<50.

**PRESS CONTACTS**

**Virginie DUVAL** : 01 41 41 29 59 - vduval@tf1.fr

**Maylis CARCABAL** : 01 41 41 49 23 - mcarcabal@tf1.fr

*\*Source : Médiamat-Médiamétrie*

*\*\*WPDM<50: women purchasing decision makers aged under 50*

*\*\*\*Shoppers : active population with children under 25*

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