

Boulogne, 03 march 2014

**TF1 audiences ratings in February :
Clear leadership in TV with 22.5% audience share. Sharp rise at month's end.**

Viewership was almost level on January 2014, despite stiff competition from the Sochi Olympics for a two-week period. That performance proves the strength of TF1's schedule and the attraction of its headlining programmes. In addition, it ended the month with a record week that saw audience share hit 24.2%.

1/ Ciné Dimanche went from strength to strength, confirming its position as the must-see TV slot for movie-lovers

A new record was set with another screening of **Bienvenue chez les Chtis** (Welcome to the Sticks), which drew 11.3 million viewers and topped 41% audience share.
The first free-to-air screening of the movie **Les Tuche** attracted 8.6 million viewers and took a 32% audience share.

2/ The Voice : bigger audience for seasons 3

8.6 million viewers (37% audience share) on average for season 3, with 52% for WPDM<50 and 58% for 15-24 year-olds.

The show gained 2 points among WPDM<50 and 4 points with 15-24 year-olds.

In addition to unearthing new talent on the show, The Voice allows huge audiences to discover new artists. Thanks to its performance in the first battle round, London Grammar became the top downloaded band on iTunes.

Another highlight is the success of the Voice Nominations, in which young talented artistes challenge each other on social networks. The contest has become a digital sensation.

3/ Top news scores

8.4 million viewers (over 32% audience share) for the **weekend 8 o'clock bulletin**

7.2 million viewers (near 28% audience share) for the **weekday 8 o'clock bulletin**

6.8 million viewers (and as much as 46% audience share) for the **1 o'clock bulletin**

5.2 million viewers for the **Reportages magazine show**

4.5 million viewers for the **Sept à Huit magazine show**.

4/ Record audiences for French drama

A record-breaking final episode of season 4 of **Clem** drew 6.1 million viewers for the fifth evening. The show is drawing an increasing number of young women viewers, with a 30% audience share on average among WPDM with children and 44% among 15-24 year-old women. The season confirmed the show's position as a "connected drama" thanks to the success of its digital hook-ups and an active community of more than 600,000 Facebook fans.

Section de Recherches started its new season with a record audience and a total facelift, including a revamped cast and locations. The first episode drew 6.8 million viewers (26% audience share). After an excellent season for **RIS Police Scientifique**, which saw the team get a new boss (Delphine Rollin), the series ended with an audience of 6.1 million (23% audience share) for the final episode.

And up to 7.6 million viewers (31% audience share) watched **Nos Chers Voisins**.

5/ TF1 gameshows and C'est Canteloup lead the field in the access slot

The noontime show **Les 12 Coups de Midi** attracted up to 4.5 million viewers and took a 38% audience share.

At 6.20 pm, **Une Famille en Or** drew 3.1 million viewers (19% audience share)

At 7pm, **Money Drop** attracted up to 5 million viewers and took a 25% audience share.

At 8.40 pm, **C'est Canteloup** drew up to 8.4 million viewers (32% audience share).

6/ US series : out front and rising

Up to 6.6 million viewers tuned in to the new season of **Person of Interest** on Tuesday evening.

CSI: Crime Scene Investigation attracted a growing audience week by week. Last Wednesday, the first episode was watched by 6.3 million viewers.

7/ Kids just love Caliméro

Since it first hit the screen in France, the cartoon series Calimero has attracted an **average audience share of 39% * with 4-10 year-olds. Yesterday it scored a record 49%**. The show's on-air success is reflected in its digital following. In just two weeks, Calimero has become the kids' third favourite hero on tfou.fr.

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