

Boulogne, 9 décembre 2013

TF1 THE LEADING TELEVISION IN FRANCE WITH A 29.4% AUDIENCE SHARE IN NOVEMBRE

TF1 strengthened its position as the leading television group in France through the complementary editorial fit of its four unscrambled channels.



TF1 : 23.3% AUDIENCE SHARE

TF1 extends lead over rivals with an events-focused strategy and strong performances by headlining programmes.

1/ Sport, film and entertainment : records for big events

Sport : Some 13.6 million TV viewers watched France beat Ukraine in the country's home match of the World Cup qualifications, with 18 million viewers tuning in at the end of the match, for the second best score all channels combined in 2013. It was also a record-setting evening on MYTF1 Connect, with 615,000 live connections, and on the social networks, with over 1,250,000 tweets.

Film : Avatar drew 9.7 million viewers in this year's best performance for a US film and the second best ratings for a film overall.

Entertainment : 6.6 million viewers watched the season-ending Danse avec les stars, an all-time record for the show. The ratings for season 4 were the best since the programme was launched. The performance was equally strong in the social networks, with a total 2.1 million tweets.

2/ Ever higher ratings for news programmes

A high of 8.1 million viewers for the 1 o'clock news: the best audience ratings since January 2013.

A high of 8.6 million viewers for the 8 o'clock news: best ratings since September.

TF1's emblematic news magazine shows drew broad audiences, with a high of 5 million viewers for Sept à Huit and 4.7 million for Reportages.

3/ France's favourite US series

A high of 8.8 million viewers tuned into the new season of The Mentalist

A high of 8.4 million viewers for the current season of Criminal Minds.

4/ Access, midday and afternoon programmes well ahead of the competition**

At 12 noon: a high of 4.1 million viewers for Les 12 coups de midi

4.45 pm: a high of 2.3 million viewers for 4 mariages pour une lune de miel - an all-time record for the show

5.35 pm: a high of 2.8 million viewers for Bienvenue chez nous - an all-time record for the show

6.25 pm: a high of 3.7 million viewers for Une famille en or - the highest ratings this year

7.05 pm: a high of 4.9 million viewers for Le juste prix.



TMC : 3.4% AUDIENCE SHARE

Strong growth momentum in access. Powerful film broadcasts.

1/ Access ratings driven by increasingly successful exclusive productions

Sans aucun doute ratings have doubled since launch, with a record this month of 720,000 viewers. Les mystères de l'amour : best season ever for the weekly soap, drawing a high of 810,000 viewers.

2/ Excellent evenings for film, magazines and series

An average 1 million viewers for TMC's movie broadcasts.

A high of 1.1 million viewers for the 90' enquêtes magazine.

A high of 1.2 million viewers for Law and Order: Criminal Intent, the strongest-performing US series on DTT.



NT1 : 2.0% AUDIENCE SHARE

Extremely strong rise in women viewers (2.9% audience share) thanks to an outstanding range of series and non-scripted shows.

1/ Success of new programme Super Nanny

With a high of 800,000 viewers, Super Nanny ranked NT1 as the country's number-four channel with WPDM<50 (5.0% share) and children (6.3% of 4 to 14 year olds).

Also of note was the excellent performance by Confessions intimes, attracting up to 700,000 viewers and a 5.0% share of WPDM<50, placing NT1 number five in the national rankings.

2/ An exclusive and differentiating selection of international series

With the successful new season of The Walking Dead, NT1 ranked as national number three with 15 to 34 year olds, with a 6.8% audience share.

Violetta, the major new series making its unscrambled debut in the NT1 Family slot, took an 8.3% share of 4- to 14-year-old girl viewers, ranking NT1 as national number three with this demographic.

The new series of How I Met Your Mother also proved a big success, with a 6.4% share of WPDM<50, with NT1 ranking as the number-four national channel with this audience segment.



HD1 : 0.7% AUDIENCE SHARE

A record month ahead of the channel's first birthday

1/ HD1 confirms its position as the leader of the six new HD DTT channels in France

Totalling 0.7% for the fourth consecutive month, HD1's audience share has more than doubled in less than a year.

2/ Number-one HD DTT channel in prime time

An average of up to 176,000 prime-time viewers.

Channel-best ratings for the film Apollo 13, with 309,000 viewers.

Source : Médiamétrie - Mediamat

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

**Access : 6.10 pm to 7.50 pm

Evening: 8.45 pm to 12.30 am

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