

Boulogne, 11 march 2013

FEBRUARY 2013 :

TF1 THE LEADING TELEVISION GROUP WITH ITS FOUR UNSCRAMBLED CHANNELS 28.9% audience share*

The TF1 group was the leading media group in France in February with a 28.9% audience share*. The performance owes largely to the complementary fit of its channels. In February the four unscrambled channels strengthened their programming and asserted their positioning, spurring strong audience momentum.



TF1 : 23.2% AUDIENCE SHARE. STILL THE ONLY INCUMBENT CHANNEL TO INCREASE YEAR ON YEAR

In February as in January, TF1 was the only major channel to post a year-on-year increase, up 0.6 points. TF1 took an over 23% audience share for the sixth month in a row.

Entertainment hits a high note

- Démarrage Season two of **The Voice** got off to a record start with 9.6 million TV viewers for the launch evening and an average 9 million for the anonymous audition phase.

- The new entertainment show **Splash** scored strong performances, attracting an average 5.6 million viewers for the first season - some 1 million more in this slot than last year - and a record 6.4 million for the debut.

- **Les 12 coups de midi** enjoyed a record month, with a high of 4.8 million viewers and 4.1 million on average for a 34% audience share, or 300,000 more viewers and a 4-point increase in audience share on last year.

Confirmed success for Franch drama brands in prime time :

- Police shows are more popular than ever, as shown in the record (6.1 million viewers and 25% audience share) set by the season-ending **RIS Police Scientifique** show.

- The new season of **Section de Recherches** got off to an excellent start, with 6.6 million viewers and a 25% audience share.

- Leading French show **Joséphine ange gardien** drew some 6.9 million viewers for a 25% audience share. It scored high with young viewers, taking a 42% share of the 4-14 year-old demographic.

Sunday night cinema successful across the board

- Making its debut broadcast, **The A-Team** movie attracted an impressive 7.7 million viewers, for a 30% overall share, 39% of Shoppers** and 43% of 15-24 year-olds.

- The first-air animated film **Despicable Me** was a hit with children and their mothers, taking a 67% share of 4-14 year-olds and 36% of women under 50 purchasing decision makers (WPDM<50), for a total 7.1 million TV viewers.

Good news for TV news

-The **8 o'clock news** scored a high of 9 million viewers on 24 February.

-The **1 o'clock news** peaked at 7.7 million on 25 February.

-**7à8** drew as many as 5.1 million viewers and **Reportages** as many as 5.3 million.



TMC : 3.5% AUDIENCE SHARE. NO.5 CHANNEL IN FRANCE AND DTT LEADER

In February TMC was once again the no.5 channel in France and no.1 in DTT. It posted a year-on-year increase on the strength of powerful content in all programme categories, including film, magazines and French drama.

Leading DTT channel in first-air French drama

-**Sous le soleil de Saint-Tropez** got off to an excellent start with 462,000 viewers, taking 5.3% of WPDM<50 and helping to place the channel fourth in this audience segment in France.

-Season four of **Les mystères de l'amour** set a new record with 700,000 viewers and a 5.7% share of WPDM<50.

Cinéma : new films win over families

-Making its unscrambled debut, **Did You Hear about the Morgans?** pulled in 1.6 million viewers and took an 8.6% share of WPDM<50, ranking TMC number four on this demographic.

- 1.3 million viewers tuned into **Bee Movie**. Also making its debut, the film claimed a 21.2% share of 4-14 year-olds, a record for TMC with this target.

- 90' enquêtes the leading magazine on DTT

Each new show drew an average 1.1 million viewers, with a high of 1.3 million.



NT1 : 2.2% AUDIENCE SHARE AND RECORD MONTH WITH WOMEN VIEWERS

NT1 boosted its ratings with women viewers thanks to a new prime-time reality show, new series and strong cinema programming. It took a 3.1% share of WPDM<50 and posted record growth in the Women 15-34 segment, with a 4.1% share.

- **Bachelor, le gentleman célibataire** attracted up to 800,000 viewers, contributing to the channel's record increase with women viewers. It ranked fourth on this demographic every Monday evening, with an average 5.4% of WPDM<50 and 8.3% of Women 15-34.

- **The Transporteur** drew as many as 1.4 million viewers, scoring a strong 7.6% share of 25-49 year-olds.

-The new seasons of **The Brothers Scott** were successful in access, particularly with women viewers, claiming a 6.7% share of WPDM<50 and 11.7% of Women 15-34.

-- French drama is posting strong performances on Wednesday evenings, with **Soeur Thérèse.com** drawing up to 1.5 million viewers. The show helped NT1 to rank as the national no.4 in prime-time on 6 February.



HD1 POSTS STRONGEST INCREASE OF SIX NEW CHANNELS SINCE LAUNCH

HD1 continues to make headway thanks to its landmark drama programming, particularly in the evening. In February the channel attracted an average 137,000 viewers in prime time, up 38% on December 2012.

-The channel struck gold with its cinema programming, which included a number of new films. **Revolutionary Road** scored the top rating of the month with 330,000 viewers, followed by **There Will Be Blood**, with 270,000 viewers.

-French drama featuring women cops continues to be popular, with **Alice Nevers** attracting as many as 264,000 viewers.

*Sources : Mediamat / Médiamétrie
Data : February 2013*

The Group's share of the unscrambled TV market does not include HD1 audience share, figures for which were not provided.

*Prime time : 8.45 pm to 10.45 pm
WPDM<50: Women under 50 purchasing decision makers
Shoppers : active population with children under 25*

Press contacts :

Virginie DUVAL 01 41 41 29 59 - vduval@tf1.fr
Maylis CARCABAL 01 41 41 49 23 - mcarcabal@tf1.fr

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

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