

TF1 AUDIENCE RATINGS IN FEBRUARY 2013 :

- **MARKET SHARE OF OVER 23% FOR 6th CONSECUTIVE MONTH**
- **THE ONLY INCUMBENT TV CHANNEL TO GROW OVER THE YEAR**
- **THE ONLY CHANNEL TO DRAW MORE THAN 7 MILLION VIEWERS**

TF1, the clear leader with an audience share of 23.2%, continues to report year-on-year growth. It grew its audience share by 0.6 points in February and, as in January, was the only major channel to post an increase.

1 / TF1 entertainment hits a high

Record start-up for The Voice : 9.6 million viewers for the launch on 2 February and 9 million on average for the first five shows. Nearly 2 million tweets were posted, more than for the entire first season, in large part owing to the success of **Connect on MYTF1**.

Splash makes a splash : 5.6 million viewers on average, or 1 million more in this slot than last year. The launch attracted 6.4 million viewers for a 27% audience share. The second season has already been confirmed.

Historic month for Les 12 coups de midi : an average 4.1 million viewers (34% share) and a high of 4.8 million on 10 February, for a year-on-year increase of 300,000 viewers and 4 market-share points.

2 / Good news continues for TF1 news

Top rating for an 8 o'clock news programme : 9 million viewers on 27 February, for a 33% share.

1 o'clock news record : 7.7 million viewers on 25 February, for a 46,8% share.

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

3 / Confirmed prime-time success for new episodes of leading French drama

Excellent start for new season of Section de recherches : 6.6 million viewers (25% share) for the première on Thursday 28 February.

Record evening for last show in first-air season of RIS Police Scientifique : 6.1 million viewers on average (25% share), or 1 million viewers and 5 share points higher than the launch evening.

Leading show Joséphine, ange gardien scores strongly with young viewers : 6.9 million viewers for a 25% share, and 42% for the 4-14 demographic.

4 / Sunday night cinema success

First-air A-Team posts highest score in February : 7.7 million viewers for a 30% share, 39% of Shoppers and 43% of 15-24 year olds.

First-air animation movie Despicable Me draws young viewers and their mothers: 67% share of 4-14 year olds, 36% of women PDM with children, and a total 7.1 million viewers.

5 / New series Unforgettable takes an average 30% audience share

The season ender of the US prime-time series attracted 7 million viewers on Wednesday 27 February. On average the new series took a 30% share overall, 36% of women and 37% of Shoppers.

6 / Daily comedy continues to appeal

Après le 20h c'est Canteloup drew up to 8.5 million viewers (on 20 February) and Nos chers voisins up to 7.5 million (23 February).

7 / Strong scores for French football team ahead of major matches in March

6.5m deThe France-Germany friendly attracted 6.5 million viewers for a 23% share and a 39% share of men 15-49.

Next up are the two qualifying matches for the 2014 FIFA World Cup in Brazil on 22 and 26 March.

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** Source Médiamétrie - Mediamat. Données consolidées arrêtées au 04/03.
Prime time : 20h45-22h45
Frda-50 : Femmes responsables des achats de moins de 50 ans.
Shoppers : Actifs avec enfants de moins de 25 ans*