TF1 TMC TFX LCI TF1 SÉRIES FILMS

SEPTEMBER 2024 AUDIENCES: STRONG BACK-TO-SCHOOL PERIOD FOR TF1 GROUP

BEST MONTH-ON-MONTH GROWTH IN FRENCH TV MARKET FOR THE GROUP AND FOR TF1
TF1: BEST YTD MONTH AMONG INDIVIDUALS AGED 4+, BIG LEAD ACROSS ALL AUDIENCES
TF1 +: OVER 800 MILLION HOURS VIEWED SINCE JANUARY

In a competitive landscape still influenced by major sporting events (Paralympics), the ambitious editorial strategy adopted by TF1 Group is paying off.

The Group posted the strongest month-on-month growth in the French TV market, with a 27.3% share of individuals aged 4+ (+3.8 pts), 34.8% of women under 50 (+9.1 pts, 2nd best YTD month), and 31.7% of 25-49 year-olds (+9.4 pts, 3rd best YTD month).

The TF1 channel matched this trend, achieving both the strongest month-on-month growth and its best YTD month with 19.4% of individuals aged 4+ (+2.5 pts month-on-month), 23.1% of women under 50, 20.8% of 25-49 year-olds and 23.4% of 15-34 year-olds.

TF1+ – France's no.1 free streaming platform – is consumed by 4 million users every day, and by 1.2m 15-34 year-olds. Cumulative viewing hours on the platform since January have reached 830m.

TF1

Market leadership in news programmes widens in September
8pm news: 5.3m viewers and 28.1% share; peak of 6.4m viewers, 5th best audience of the month, giving a lead of more than 1.5m viewers over the nearest direct rival (best since 2015).
1pm news: 4.6m viewers and 42,8% share: best month since 2020, more than 2.4m viewers ahead of closest direct rival.
TF1 breakfast show (Bonjour!): best month since launch, with 276,000 viewers and a 9.2% share
Sept à Huit: **peak of 3.1m viewers, biggest share of women under 50 since October 2023 (31.7%).** The profile of Tahar Rahim posted the best YTD audience, with 3.9m viewers.

French drama a hit in the back-to-school period
HPI **posted a peak of 7.8m viewers** and added 1.8m extra viewers in week 1 post broadcast, 2nd biggest audience of the month
Brocéliande **– the new saga for the back-to-school period – peaked at 5.5m viewers, with 1.3m extra viewers in week 1 post broadcast** and a 29% share of women under 50.

The **daily soaps** also enjoyed a very good back-to-school period, widening their lead among female viewers: 41% for *Plus Belle La Vie*, 32% for *Ici Tout Commence* (best month since summer 2023) and 22% for *Demain Nous Appartient*.

Entertainment in great shape
The special *Qui veut gagner des millions* evening was the most-watched show in its slot with 3.9m viewers and a 32% share of women under 50.
Koh Lanta averaged 4.4m viewers with a 40% share of women under 50, 39% of 25-49 year-olds and 46% of 15-34 year-olds.
The Voice Kids averaged 3.2m viewers and was popular with kids and young people: 27% of 4-14 year-olds, 29% of 15-24 year-olds.
Daily gameshow *Les 12 coups de midi* posted its best month ever among women under 50 (31% share) and remains at very high levels among the public generally (37% share) and among 15-34 year-olds (32% share).

LCI

Our rolling news channel grew month-on-month, with a 1.7% share of individuals aged 4+

Most-watched news channel in late evenings (9pm-midnight): > 200,000 viewers, 1.3% of individuals aged 4+
2nd best YTD audience for special show on the appointment of the Prime Minister: 550,000 viewers and 3.6% share (7pm on 5 September)
2nd most-watched news channel for the Harris-Trump debate-night special: 7% share of individuals aged 4+
24h Pujadas confirmed its fine back-to-school period: 310,000 viewers, 2.4% share of individuals aged 4+

TMC

Best back-to-school period ever across all key advertising targets
Huge lead over DTT rivals on target audiences, and 4th most-watched national channel (as it has been all year) with a 5.2% share of 25-49 year-olds, 5.3% of women under 50 and 4.9% of ABC1s

Quotidien **enjoyed its best-ever back-to-school period with an average of 2m viewers**
No.1 talk show across all audiences, and all 5 of the best DTT audiences of the month
No.1 channel among ABC1s (20%), no.2 among 25-49 year-olds and 15-34 year-olds (19%)

Qu'est-ce qu'on a fait au bon Dieu posted TMC's biggest prime-time audience: 1.4m viewers, 13% of 25-49 year-olds

Florence Forest's "Epilogue" attracted the largest audience for a live show for 2 years 900,000 viewers, 8% share of 25-49 year-olds

TFX and TF1 SERIES FILMS

TFX: best back-to-school period among women under 50 for 8 years (3.7% share) and among 15-34 year-olds for 5 years (3.5% share)

Record season for *La Villa des cœurs brisés*: no.2 national channel among 15-34 year-olds (14% share), and 8% share of women under 50

TF1 Séries Films: best back-to-school period among women under 50 for 3 years (2.4% share), and best audience of the month for the movie *Bloodshot* (500,000 viewers).

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