

[03.03.25] **PRESS RELEASE**

FEBRUARY 2025 AUDIENCES

TF1 GROUP UNDISPUTED LEADER AMONG TARGETS

TF1 STABLE YEAR-ON-YEAR AMONG INDIVIDUALS AGED 4+ AND

WELL AHEAD IN VIEWING FIGURES ACROSS ALL AUDIENCES

TF1+ No.1 FRENCH FREEVIEW STREAMING PLATFORM WITH

4.1 MILLION DAILY STREAMERS



KEY FIGURES

TF1 is France's no.1 media group among target audiences:

- 32.1% share of women under 50
- 29.1% share of 25-49 year-olds
- 30.9% share of 15-34 year-olds

TF1 channel a long way in front across all audiences:

- 18.5% share of individuals aged 4+
- 22.1% share of women under 50
- 19.7% share of 25-49 year-olds
- 23% share of 15-34 year-olds

A strong month, driven by the return in force of big entertainment franchises and big audiences for news programmes.

TF1+ confirmed its position as the No.1 freeview streaming platform in France, with 4.1 million daily streamers in February (source: Médiamétrie).

Record launches with *Danse avec les Stars* (14m video views in February) and *Koh Lanta* (3m video views in launch week).

VERY HIGH RATINGS FOR NEWS

TF1 GROUP NEWS PROGRAMMING WELL AHEAD OF RIVALS

The **8pm news** anchored by **Gilles Bouleau** (Monday-Thursday) and **Anne-Claire Coudray** (Friday-Sunday) attracted **5.3m viewers and a 27% share of individuals aged 4+** (Monday-Sunday).

- **Biggest lead over nearest rival in February since 2014** (gap of 1.4m viewers).
- **2nd best February for 10 years.**
- **Best audience of the month:** 6.6m viewers on 23 February.
- **Best share of individuals aged 4+ in the month:** 32.1% on 23 February.

The **1pm news** anchored by **Marie-Sophie Lacarrau** (Monday-Friday) and **Anne-Claire Coudray** (Saturday-Sunday) pulled in 4.7m viewers and a 42.0% audience share (Monday-Sunday).

- **Best February since 2014.**
- **Biggest lead over nearest rival in February since 2016:** share of individuals aged 4+ was 21.1 points ahead of closest rival.
- **Best audience of the month:** 5.4m viewers on 9 February.
- **Best share of individuals aged 4+ in the month:** 44.6% on 18 February.

Bonjour! – the TF1 breakfast show hosted by Bruce Toussaint – posted 333,000 viewers and an 11.1% share of individuals aged 4+.

- **Best month ever for the breakfast show** with an 11.1% share of individuals aged 4+.
- Best average audience since launch: 333,000 viewers.
- Best audience of the month: 366,000 viewers on 21 February.
- Best share of individuals aged 4+ in the month: 12.3% on 14 February.

Sept à Huit averaged 2.9m viewers and a 19.5% audience share over the month. The 9 February show was the most-watched edition in February (3.1m viewers, 20.2% share of individuals aged 4+).

- The *Sept à Huit* "Profile" attracted 3.6m viewers and 20.8% of individuals aged 4+; the month's best audience was on Sunday 23 February (3.7m viewers, 21.4% of individuals aged 4+).

SUCCESSFUL RETURN FOR BIG ENTERTAINMENT FRANCHISES

THE VOICE

- **High launch ratings, and a clear leader with target audiences**
 - **4.8m viewers** (episode 1)
 - Averages: **39%** of women under 50, **34%** of 25-49 year-olds, **42%** of 15-34 year-olds.

DANSE AVEC LES STARS

- **Back in force, and also a clear leader with target audiences**
 - **4.3m viewers** (episode 1)
 - Averages: **32%** of women under 50, **30%** of 25-49 year-olds, **42%** of 15-34 year-olds.

KOH LANTA, LA REVANCHE DES 4 TERRES

- Launch evening **well ahead among target audiences**
 - **3.6m viewers in first 24 hours** (episode 1)
 - Averages: **35%** of women under 50, **34%** of 25-49 year-olds, **42%** of 15-34 year-olds.

FINE PERFORMANCES FROM DRAMA AND MOVIES

- **LE NOUNOU**
 - **Peak of 4.4m viewers** (episode 1)
 - Very strong leader with target audiences, averaging **31%** of women under 50, **51%** of 4-14 year-olds, **38%** of 15-24 year-olds.
- **MADemoiselle HOLMES**
 - **Top of the audience rankings with 4.8m viewers for the launch.**
 - **Clear leader among target audiences:** 22% of women under 50, 27% of women aged 25-59.
- **MOVIES**
 - **Astérix et Obélix – Best YTD movie audience with 5m viewers, best performance in the Sunday movie slot for a year:** 43% of women under 50, 51% of 15-34 year-olds, 61% share of kids.
 - **Pourris Gâtés with 4.2m viewers:** 27% of women under 50, 32% of 15-34 year-olds, 38% share of kids.

LCI

Second-best month of the season so far for TF1 group's rolling news channel, with a 1.7% share of individuals aged 4+ over the month.

- **Most-watched news channel in the evenings:** 234,000 viewers and 1.5% share of individuals aged 4+ in the 9pm-midnight slot.
- **Includes 22H Rochebin Broussouloux** with 248,000 viewers and 2% of individuals aged 4+.
- **Best audience of the month:** 6 February for *La grande confrontation*, 447,000 viewers and 2.1% of individuals aged 4+.
- **Best month of the season so far for *Le Temps de l'info*** (2.7% share of individuals aged 4+), *18h Darius Rochebin* (2.4%), *Face à Margot Haddad* (1%) and *22h Nivat Cérin* (1.7%).
- **Strong performances from weekend special reports, peaking at nearly 300,000 viewers** and 1.4% of individuals aged 4+ for "a deep dive into Putin's Russia" on Sunday 16 February.

TMC

MOST-WATCHED DTT CHANNEL AMONG TARGET AUDIENCES FOR 6TH MONTH RUNNING
4.2% share of 25-49 year-olds, and 4% of ABC1s.

QUOTIDIEN

- **Most-watched DTT channel across all target audiences aged under 50.**
- **Best month ever among key targets:** 21% share of 25-49 year-olds and ABC1s.
- **2nd best February ever for audience ratings:** 2m viewers, peak of 2.4m.
- **Most-watched national channel among younger viewers:** 20% share of 15-34 year-olds.

VERY GOOD PERFORMANCES IN PRIME TIME

- **Canap 93: 700,000 viewers** and a **9% share of 25-49 year-olds**.
- **Jumanji saga: up to 800,000 viewers** and a **9% share of 25-49 year-olds**.
- **Captain America: The First Avenger: 700,000 viewers** and a **7% share of 25-49 year-olds**.

TFX

MONTH-ON-MONTH GROWTH AMONG CORE AUDIENCE: 3.2% SHARE OF WOMEN UNDER 50.

Best audience of the month: Battleship with 800,000 viewers (4% of women under 50).

TF1 SERIES FILMS

MONTH-ON-MONTH GROWTH AMONG CORE AUDIENCE: 2% SHARE OF WOMEN UNDER 50.

Best audience of the month: the movie Speed with 700,000 viewers (5% of women under 50).

Source: Médiamat/Médiamétrie

TF1 GROUP CONTACTS

Maylis CARÇABAL – Executive Vice-President – Communication & Brands

mcarcabal@tf1.fr – +33 (0)6 63 59 87 05

Sophie DANIS – Head of Communication – Programmes, Business & CSR – sdanis@tf1.fr – +33 (0)6 22 47 56 52

Aline PIVOT – Head of Communication – News – apivot@tf1.fr – +33 (0)6 89 86 89 44