

Boulogne, 10 December 2012

**TF1 THE CLEAR LEADER, POSTING YEAR-ON-YEAR GROWTH**

TF1 claimed a 23.3% audience share in November and posted a 0.3-point increase year on year, leading its main rival by 8.8 points.

TF1:

- strengthened its leadership in prime time, with an average 6.7 million viewers, up 300,000 on last year,
- scored the top 20 audience ratings of the month, with a high of 9.2 million viewers on 13 November,
- was the only channel able to draw over 7 million viewers.

Strong performance in the evening

Entertainment

Record season for *Danse avec les stars*

Impressive growth for the adventure game show *Koh Lanta*



The latest season of *Danse avec les stars* attracted an average 5.8 million viewers for the season as a whole, an increase of 700,000 viewers on last year.

The family show was also a big hit in the social media, with 2.7 million tweets and a particularly successful partnership between MYTF1 and Trendrr.

*Koh Lanta* confirmed its status as a leading adventure game show, with over 7.3 million viewers on average since the start of the season (30% share), an increase on last season.

In post-prime time, *Qui veut épouser mon fils* drew a high of 3 million viewers and proved a major success with young and female viewers, with a 36% share of women under 50 purchasing decision makers (PDM) and 50% of 15- to 24-year-olds.

French drama

*No Limit*, Luc Besson's first-ever series, is generating major buzz.

Gérard Jugnot's *Merlin* achieved the highest ratings of a French drama programme in November.



With 7.3 million viewers tuning into the first episode, *No Limit* made the strongest start by a series since January 2010.

The first episode of *Merlin*, starring Gérard Jugnot as the famous wizard, drew some 7.4 million viewers and attracted 47% of children viewers during the school holidays.

## Cinema

### ***Camping 2* scores highest ratings of the year for a first-air French film**



The comedy ***Camping 2*** brought laughter to numerous families across France, with 8.3 million viewers and audience shares of 30% for individuals, 39% for women under 50 PDM and 47% for children.

Also of note were the strong performances by the first-air films ***X-Men Origins***, with 6.2 million viewers, and ***Inglourious Basterds***, with 6.1 million.

## US series

### ***The Mentalist* scores the highest ratings of the month**



***The Mentalist*** topped the ratings charts once again in November, drawing 9.2 million viewers on Tuesday 13 (for the episode "His Thoughts Were Red Thoughts") and 8.8 million on average (31% audience share and 39% of women under 50 PDM).

### ***Nos chers Voisins* and *Après le 20h c'est Canteloup* in leadership position and continuing to grow**



***Nos chers voisins*** has posted a 200,000 increase in viewer numbers since arriving in the 7.50 pm slot, attracting a high of 5.7 million viewers in November.

***Après le 20h c'est Canteloup*** drew an average 7.5 million viewers (for a 28% audience share) and achieved a high of 8.7 million viewers.

## **News: strong momentum for news shows and magazines**



The ***8 o'clock news*** attracted an average 6.9 million viewers (27% audience share), making November the show's second most successful month of the year.

Ratings for the ***1 o'clock news*** peaked at 7 million and averaged 6.4 million for the month (44% audience share).

***Sept à huit*** also scored its second-best month of the year, with an average 4.8 million viewers (23%/28%).

***Reportages*** on Saturday drew an average 4.7 million viewers (34%/33%).

## Record month for game shows and access magazines

Some 3.5 million viewers on average tuned into **Les 12 coups de midi** (for a 31% audience share), peaking at 4.1 million at the end of the month.

### In the week:



**4 mariages pour 1 lune de miel:** an average 1.9 million viewers.

**Une famille en or:** an average 3 million viewers and a high of 3.3 million.

**Le juste prix:** 4.7 million viewers on average and a high of 5.1 million.

### Saturdays:

**Tous ensemble** is enjoying its best season ever, with an average 3.3 million viewers in November (for a 22% audience share).

**50mn inside:** 4.4 million viewers (24% audience share) and a high of 4.7 million in November.

\* Source: Médiamétrie - Mediamat – November 2012