

[02.11.20] **PRESS RELEASE**

MONTHLY AUDIENCES : OCTOBER 2020

TF1 GROUP CLEAR LEADER ON TARGET AUDIENCES

33.5% share of W<50PDM*

2nd best month of year to date

30.5% of 25-49 year-olds

DTT ARM OUTPERFORMING

Best month among W<50PDM, up strongly year-on-year

11.4% share of W<50PDM (+0.7pt)

10.3% of 25-49 year-olds



- **TF1 up strongly month-on-month among individuals aged 4+ and 25-49 year-olds**
- **TMC very clear leader on target audiences, up year-on-year**
- **TF1 Séries Films one of France's fastest-growing channels, with share of W<50PDM up 0.6 of a point year-on-year**
Best month ever among W<50PDM
- **Best October ever for LCI**
+0.2 pt month-on-month
+0.3 pt year-on-year



- **TF1 news coverage the most watched in Europe**
- **TF1 entertainment shows at all-time high**
- **TF1 posted 10 of the month's top 15 audiences**
Including the top 2: 13.7m and 11.9m for the statements by President Macron
10 programmes with more than 7.0m viewers.
- **TF1 news coverage is the most watched anywhere in Europe**

TF1 evening bulletin

- Average in October 2020: 6.9m viewers, 28% share of individuals aged 4+
- Best audience ratings for October since 2012
- Highest share of individuals aged 4+ for October since 2010
- TF1 attracted 22 of the 25 biggest audiences for an 8pm bulletin
- Strongest growth of any 8pm bulletin among individuals aged 4+ and advertising targets
Year on-year: +2.6 pts share of individuals aged 4+ vs October 2019
Month-on-month: +1.5 pts share of individuals aged 4+ vs September 2020
- Lead over nearest rival: 1.4m viewers, and growing
Year on-year: (vs a lead of 0.8m in October 2019)
Month-on-month (vs a lead of 0.9m in September 2020)
- Wednesday 28 October: 2nd highest audience for an 8pm bulletin so far this year (11.9m viewers), rising to 13.7m for the address by President Macron – the 2nd highest audience so far this year on any French channel

TF1 lunchtime bulletin

- Average 5.6m viewers in October 2020, 42% share of individuals aged 4+
- Best audience figures for October since 2014
- Share of individuals aged 4+ up 0.6 pt year-on-year and 1.3 pts month-on-month
- Still well ahead of nearest rival, with a widening gap: lead of 2.8m viewers (vs a lead of 2.4m in October 2019 and of 2.6m in September 2020)
- Peak of 7.5m viewers on Saturday 31 October
- Peak share of individuals aged 4+: 44.2% on Wednesday 7 October, 5th highest share so far this year.

SEPT A HUIT enjoyed its best month of 2020 to date: 3.9m viewers, 21.0% share of individuals aged 4+

Peak of 4.4m on Sunday 25 October (best since November 2019), including 5.2m for the profile of Line Renaud (best audience since November 2018)

Peak of 4.5m viewers for **REPORTAGES DECOUVERTE** on Sunday 1 November

Biggest audience in 2020 to date for the **WEATHER FORECAST**, at 7.55pm on Wednesday 28 October (8.6m viewers)

Not to mention the channel's unrivalled leadership in event broadcasting:

- **Interviews with President Macron:** 6.2m viewers on 7 October (1.4m more than France 2); 11.9m on 14 October (3rd best audience for an appearance by President Macron, 2.9m more than France 2); and 13.7m on 28 October (2nd biggest audience of 2020 to date)
- **Interview with Prime Minister Jean Castex** in the 8pm bulletin on Sunday 1 November (10.5m)
- Massive successes for all TF1 entertainment/game shows
- Return of **MASK SINGER:** 39% share of W<50PDM, peak of 5.3m viewers
Average 56% share of 4-14 year-olds and 44% of 15-34 year-olds
- Current season of **KOH LANTA** still posting high ratings: 40% of W<50PDM, peak of 6.0m
Average 54% share of 4-14 year-olds and 42% of 15-34 year-olds
- Ratings for **THE VOICE KIDS** up at the end of the season: 27% of W<50PDM, peak of 4.2m
- **LES 12 COUPS DE MIDI** still strong: peak of 4.4m/33% individuals aged 4+, 22% of W<50PDM on average
- **C CANTELOUP** most-watched among individuals aged 4+, average 5.1m viewers (peak of 6.4m)
- **First-run movie offer with strong pulling power among targets:**
 - LES ANIMAUX FANTASTIQUES** ("Fantastic Beasts And Where To Find Them"): 5.7m, 38% of W<50PDM
 - THE PASSENGER** ("The Commuter"): 4.8m, 30% of W<50PDM
 - CINQUANTE NUANCES PLUS CLAIRES** ("Fifty Shades Freed"): 3.4m, 31% of W<50PDM
 - OCEAN'S 8:** 4.6m, 30% of W<50PDM

- **Excellent back-to-school period TF1 for kids' programmes**
- Best audience for TFOU since November 2007 for second month running: average 32% of 4-10 year-olds, and reach of 2.7m kids aged 4-10, built on successful programmes:
- Up to 39% share of 4-10 year-olds and 733,000 viewers for the first free-to-air screening of **MIRACULOUS WORLD: NEW YORK, LES HÉROS UNIS** ("United Heroez").
- Up to 39% share of 4-10 year-olds for **PAT' PATROUILLE** ("Paw Patrol").



VERY CLEAR LEADER IN DTT ON TARGET AUDIENCES, UP YEAR-ON-YEAR

4.7% share of W<50PDM (+0.4pt)
4.6% share of 25-49 year-olds (+0.1pt)

Audiences among 25-49 year-olds up year-on-year for the 4th consecutive month

- **France's biggest DTT audiences in October with:**
 - Peak of over 2m viewers for **QUOTIDIEN**
 - 1.7m for **LES GARDIENS DE LA GALAXIE 2** ("Guardians of the Galaxy Vol. 2")
 - 1.6m for **EXPENDABLES 3**
- **QUOTIDIEN with Yann Barthès the no.1 talk show, strong growth year-on-year**
Audiences up 200,000 year-on-year to an average of 1.7m
7% of individuals aged 4+, 13% of 25-49 year-olds, 14% of ABC1s
- **Martin Weill attracted his biggest audience ever for the evening special QUE FAIT LA POLICE**
0.8m viewers, 8% share of 25-49 year-olds
- **Success for new show L'AGENCE**
0.5m viewers, 5% share of 25-49 year-olds



Best October ever for LCI

All LCI weekday programmes grew audiences year-on-year and month-on-month

1.2% share of individuals aged 4+

Peak of **605,000 (5.8% of individuals aged 4+)** for the **Jean Castex press conference** (22 October)

Peak of **474,000 (2.6% of individuals aged 4+)** for **24H PUJADAS**, rising to 537,000 during Prof Raoult interview

3rd most watched channel in France for **TRUMP/BIDEN debate** (5.6% of individuals aged 4+, 3.00am - 4.40am)

All LCI weekday programmes grew audiences year-on-year and month-on-month.

Highlights:

- **Political interview with Elizabeth Martichoux:** 121,000 viewers, 3.3% of individuals aged 4+ (+0.5pt y-o-y)
- **BRUNET DIRECT:** 106,000 viewers, 2.5% of individuals aged 4+ (+0.5pt y-o-y)
- **24H PUJADAS:** 278,000 viewers, 1.7% of individuals aged 4+ (+0.5pt y-o-y)
- **DARIUS ROCHEBIN 8pm show:** 131,000 viewers (+60% y-o-y)
- **Weekday breakfast show:** 82,000, 3.1% of individuals aged 4+ (+0.3pt y-o-y)



BEST MONTH EVER AMONG W<50PDM WITH 3.2% SHARE ONE OF FRANCE'S FASTEST-GROWING CHANNELS, WITH SHARE OF W<50PDM UP 0.6 OF A POINT YEAR-ON-YEAR

- For the first time ever, TF1 is the 3rd most-watched DTTchannel among W<50PDM
Very clear leader in HD DTT, with 3.2% share of W<50PDM
Good ratings among 25-49 year-olds, with 2.5% share (+0.3 pt)

- High-powered movie offer, especially **the FAST & FURIOUS saga** with a peak of 0.7m
NEW-YORK SECTION CRIMINELLE ("Law and Order: Criminal Intent") the channel's best performer (0.7m peak)

Second most-watched DTT channel among W<50PDM on Wednesday evenings (4% share)

- **Special HALLOWEEN week (including GREMLINS):** most watched DTT channel among W<50PDM
5% of W<50PDM



- **Exclusive reality TV shows at best levels yet, most-watched DTT channel among W<50PDM**
MAMANS & CELEBRES: 9% of W<50PDM, 10% of 15-24 year-olds
10 COUPLES PARFAITS: 6% of W<50PDM, 10% of 15-24 year-olds
- Very popular movie offer, **1.0m peak for LA MORT DANS LA PEAU** (“The Bourne Supremacy”)
Best audience ratings on the channel
Movie offer averages 0.7m viewers

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