

# [03.05.21] PRESS RELEASE

## MONTHLY AUDIENCES: APRIL 2021

**TF1 MAINTAINS YEAR-ON-YEAR MOMENTUM FOR 4th CONSECUTIVE MONTH AND ONCE AGAIN POSTS STRONGEST GROWTH IN FRENCH TV AMONG INDIVIDUALS AGED 4+ AND W<50PDM<sup>1</sup> 33.3% SHARE OF W<50PDM, + 2.1pt vs 2020 / 30.5% SHARE OF 25-49 YEAR-OLDS, +1.3pt vs 2020**

**TF1: CLEAR MARKET LEADER, AUDIENCE SHARE UP YEAR-ON-YEAR: 20% OF INDIVIDUALS AGED 4+ (+1.1pt vs 2020), 22.4% OF W<50PDM.**

**News: biggest audience of the month, for President Macron's address to the nation. Best performance since 2014 for 1 pm bulletin, and since 2008 for 8 pm bulletin.**

11.2m viewers on TF1 for **President Macron's address to the nation on 31 March**  
Best April for the **8 pm news** since 2008 (excluding lockdowns), and once again a lead of 1.1m viewers over nearest rival: peak of 11.2m viewers, monthly average of 6.8m viewers  
Best April for the **1 pm news** since 2014 (excluding lockdowns): peak of 7.2m viewers, monthly average of 5.7m viewers

**French drama: records for all-new *HPI* and *Le remplaçant*, strong appeal to young viewers**

9.8m viewers (before catch-up) for launch of ***HPI***, 40% share of individuals aged 4+ and 43% of W<50PDM. Best ratings for a series launch since 2006  
8.1m viewers for launch of ***Le Remplaçant***, 34% share of W<50PDM  
Best month ever for ***Ici tout commence***: 22.7% share of individuals aged 4+, 3.7m viewers on average, 28.9% of W<50PDM and 35.2% of 15-24 year-olds

**Movies: success for first-run family blockbusters**

6.3m viewers for ***Jumanji***: 34% share of W<50PDM and 43% of 15-24 year-olds  
5.9m viewers for ***Ant-Man & the Wasp***: 35% share of W<50PDM, 55.6% of kids aged 4-14

**Entertainment: *Koh-Lanta* and *The Voice*, flagship shows for Friday and Saturday evenings**

***Koh-Lanta***: peak of 6.3m viewers with 45% share of W<50PDM, 54% of 15-24 year-olds and 60% of 4-14 year-olds for the 4 April episode

***The Voice*** still strongly up vs 2020: 5.1m viewers, 33% share of W<50PDM (live +7 days) for the 4 evenings

***Les 12 coups de midi*** in great shape: average 3.6m viewers, 35% share of individuals aged 4+ and 24% of W<50PDM, peak of 4.2m viewers on 11 April

**TFOU: best-ever performances for kids' slot, 39% share of kids aged 4-10**

All-time high for ***Miraculous***: 1.6m viewers, 64% share of kids aged 4-10  
Best month ever for ***Paw Patrol***: 54% share of kids aged 4-10

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<sup>1</sup> Women aged under 50 purchasing decision makers

#### MYTF1: THE 5 MOST-WATCHED CATCH-UP PROGRAMMES ARE ALL TF1 SHOWS

- +1.1m viewers for **Le Remplaçant**
- +940,000 viewers for **Gloria**
- +810,000 viewers for **Koh-Lanta**
- +810,000 viewers for **Clem**
- +810,000 viewers for **Un homme d'honneur**

#### TMC: DTT MARKET LEADER, STRONG YEAR-ON-YEAR GROWTH, 4th MOST-WATCHED NATIONAL CHANNEL AMONG 25-49 YEAR-OLDS (4.6% share, +1.1pt year-on-year)

- Best audience of the month for **Canap 95**: 1.9m viewers, 17% share of 25-49 year-olds
- Average of 1.8m viewers for **Quotidien**
- 1.8m viewers for the movie **Black Panther** (15% share of 25-49 year-olds)
- 1m viewers for the documentary on **20 years of reality TV**

#### LCI: 1.1% AUDIENCE SHARE CONFIRMED

- Success for major news events: 459,000 viewers for **President Macron's address to the nation on 31 March**, 560,000 viewers for **the lift-off of French astronaut Thomas Pesquet**, and 230,000 viewers for the **funeral of Prince Philip**
- LCI the most-watched news channel with the 12 **LCI Grand Format** documentaries: 326,000 viewers for the programme on the **Dupont de Ligonnès murder investigation**, and 324,000 viewers for the **Les coulisses de Buckingham** programme on the British royal family
- 6 pm – 8 pm slot still performing very well: 1.7% audience share for **24H Pujadas** and 1.5% for **En toute franchise**, which pulled in its best audience of the month yesterday (273,000 viewers, making LCI the most-watched news channel in that slot)

#### TFX: No.3 DTT CHANNEL FOR W<50PDM (3.7% SHARE), STRONG YEAR-ON-YEAR GROWTH

- The month's biggest audience on TFX: the movie **Home Alone 2**, 1.3m viewers
- Most-watched DTT channel for afternoon reality TV shows: **Mamans et Célèbres** and **La villa des cœurs brisés**, 8% of W<50PDM
- Magazine show **Appels d'urgence**: best ratings for a year, peak of 800,000 viewers

#### TF1 SERIES FILMS: 2.4% SHARE OF W<50PDM, +0.2pt YEAR-ON-YEAR

- Success for **Yves Rénier tribute night**: 1.3m viewers for **Commissaire Moulin**, the second-biggest audience in the channel's history

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