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PRESS RELEASE

MONTHLY AUDIENCES: MAY 2021



- **Fastest-growing French broadcaster among W<50PDM¹ and 25-49 year-olds**
+1.9pts W<50PDM / +0.9pt 25-49 year-olds, audience share 34.4% & 31.7% respectively
- **Best month among 25-49 year-olds since June 2014**
And best month of 2021 to date among W<50PDM
- **Clear leader with target audiences**
Widening gap over closest rival on W<50PDM (+11.8pts) and 25-49 year-olds (+10.6pts)
- **2nd best month ever for TMC on its key target (25-49 year-olds), 5.3% share**

TF1

TF1 posted all of the month's top 10 audience ratings
Including the no.1: 12.4 million for an episode of *HPI*

Best month of 2021 to date among W<50PDM and 25-49 year-olds
Audience shares of 23.3% and 21.3% respectively

Strong year-on-year growth across key targets
+0.4pt / +1.6pts / +0.7pt

Widening gap over closest rival amongst W<50PDM
+8.5pts (vs +7.3pts in 2020)

Stellar French drama on TF1:

¹ Women under 50 purchasing decision makers

HPI makes history

The sensational new series starring Audrey Fleurot attracted a peak audience of 12.4 million and an average audience of 11.5 million, representing 45% of all viewers (individuals aged 4+) and a 52% share of W<50PDM.

This makes *HPI* the third most-watched series in French TV history since modern audience metrics were introduced in 1989, and the best performer since *Dolmen* (starring Ingrid Chauvin) averaged 12 million viewers back in 2005.

Ingrid Chauvin is still pulling in big audiences in ***Demain Nous Appartient*** alongside Alexandre Brasseur and Julie Debazac. The soap – soon to celebrate its 4th anniversary – enjoyed its second-best month of 2021 to date with 18% of individuals aged 4+, 21% of W<50PDM, and a peak audience of 3.8 million.

Ici Tout Commence – the runaway success continues

Starring Clément Rémiens, Mikael Mittelstadt, Elsa Lunghini and Vanessa Demouy, the series continues to rack up impressive figures, posting its second-best month among individuals aged 4+ (22% share) and its best among W<50PDM (30%), with a peak audience of 3.8 million.

Another success: the launch of ***PLAN B*** with Julie De Bona, peak of 5.6 million viewers and 30% average share of W<50PDM.

Coming soon: Audrey Fleurot (*HPI*), Julie De Bona (*Plan B*) and Mikael Mittelstadt (*Ici Tout Commence*) are now shooting the prestigious new mini-series *Les combattantes*, scheduled for 2022, alongside Camille Lou and Sofia Essaidi.

The triple-header of *Familles nombreuses*, *Ici Tout Commence* and *Demain nous Appartient* set new records for TF1 in access prime time, with the best May since 2012

23% share of W<50PDM, and 19% of 25-49 year-olds (best since 2014) in the 5.30pm-8pm slot

Flagship entertainment shows at all-time highs as they approach landmark anniversaries

Friday night fever shows no signs of abating as ***KOH-LANTA*** – due to celebrate its 20th anniversary this autumn – continues to attract audiences of up to 6.5 million and an average 42% of W<50PDM.

THE VOICE is enjoying its best ratings since 2017. The show, soon to mark its 10th anniversary with a special All Stars version, has seen sharp growth this season: 5.7 million peak for the final, average 31% share of W<50PDM in May (best full season among W<50PDM and 25-49 year-olds since 2017).

Kids TV at high levels too

TFOU had its second-best month ever among 4-10 year-olds, with a 37% share.

Cartoons continue to pull in huge audiences in the kids' slot: the new adventures of the Smurfs (***LES SCHTROUMPFS***) averaged 55% among 4-10 year-olds, the best performance for this age group in the 8.15am-8.45am slot since 2007.

Other highlights:



LES 12 COUPS DE MIDI: 2nd best month among individuals aged 4+ this season – 35% share, peak of 3.7 million

C'EST CANTELOUP: best month among individuals aged 4+ so far this year – 22% share, peak of 7.0 million

TF1 news – still France’s most-watched bulletins

In May, an average of **36.9 million** French people tuned into the TF1 news each week.

The **8pm bulletin is still well ahead of the pack** with 5.9 million viewers (0.9 million more than France 2) and a 26% share of individuals aged 4+, while the 1pm bulletin attracted 5.0 million viewers (2.3 million more than France 2) and a 40% share of individuals aged 4+.

The best weekday audience for the **8pm news** was on 18 May (7.0 million viewers, 29% of individuals aged 4+) for the announcement of the France squad for the Euro 2021 football tournament.

SEPT à HUIT: 3.0 million viewers, 20% average audience share in May 2021

Best May viewing figures since 2016, and best May audience share since 2018.

TMC

2nd-best month ever among 25-49 year-olds, with 5.3% audience share

4th most-watched channel nationally among 25-49 year-olds for 9th consecutive month

Strongest year-on-year growth of any DTT channel (+0.8pt among 25-49 year-olds)

QUOTIDIEN sharply higher year-on-year, with a peak of 2.2 million viewers

Average 1.9 million viewers (15% share of 25-49 year-olds and ABC1s): +0.1 million and +2pts on target audiences year-on-year

The only daily talk show to attract more than 2 million viewers

Most popular movie offering on DTT: over 1 million viewers on average

TAXI saga: 1.3m viewers (9% of 25-49 year-olds)

DTT premiere of **THE MEG (EN EAUX TROUBLES):** 1.1 million viewers (8% of 25-49 year-olds)

MARTIN WEILL’s landmark documentary on reality TV posted high ratings

Second-best ever viewing figures for the show: 1.0 million, 10% share of 25-49 year-olds

Best month of the season to date for **LES MYSTERES DE L’AMOUR**

7% of W<50PDM, most-watched DTT channel and 4th most-watched channel nationally

LCI

LCI audience share steady at 1.1%

Standout performance from the **LA GRANDE CONFRONTATION security special** on Monday 10 May with 298,000 viewers (1.4%), and still France’s most-watched news channel

Further strong performances in access prime time:

24H PUJADAS at a healthy 1.9% audience share over the month, 2nd best monthly share this season

Best month this season for weekend access prime time shows

LE TOUR DE L’INFO hosted by Amélie Carrouër on Saturdays: 1.7%

LENGLET DECHIFFRE at 5 pm on Sundays (1.2%) and **EN TOUTE FRANCHISE** at 6pm on Sundays (1.7%)

– both shows rank LCI 2nd among news channels on average in this slot.

TFX

Best May for 5 years among the core target of W<50PDM
3rd most-watched DTT channel among W<50PDM, with a 3.5% share

Over 1 million viewers for the popular family movie offering

Including *ENDER'S GAME (LA STRATEGIE ENDER)* and *LE GRAND RESTAURANT*

Most-watched DTT reality TV shows among W<50PDM: *MAMANS & CELEBRES* and *LA VILLA DES CŒURS BRISES*

7% share of W<50PDM

TF1 SERIES FILMS

Special theme weeks proving a success with up to 1.0 million viewers

Two particularly strong themed weeks this month: "War" and "Mother's Day":

LE JOUR DE GLOIRE (1 million) and ***FURY*** (0.8 million)

BAD MOMS (0.5 million, 4% of W<50PDM) and ***MOTHER'S DAY (JOYEUSE FETE DES MERES)***

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