

[08.07.21] **PRESS RELEASE**

## TF1 GROUP – SEASON REPORT



- **Best season among W<50PDM\* for 13 years: 33.7% share**
- **Best season among 25-49 year-olds for 10 years: 30.7% share**
- **Strongest growth in French TV market among W<50PDM in H1 2021 (+1.6 pts)**

### TF1

#### TF1 in great shape

- Best season since 2018-2019: 19.8% share
- Best season among advertising targets for 5 years: 22.6% share
- TF1 posted strongest growth among individuals aged 4+ (+0.8pt) and W<50PDM (+1 pt)
- 57.6m viewers in contact with the channel during the season
- 51 evenings attracted over 6m viewers
- Biggest YTD audience on any channel for the France/Switzerland football match (16.4m)

#### Gambles that paid off:

##### 1) Access prime time makeover:

- **Familles nombreuses** performing very well across all targets
- Audience growth for the time slot +2 pts individuals aged 4+, +5 pts W<50PDM, +4 pts 25-49 year-olds, +8 pts 15-34 year-olds

##### - The *Ici Tout Commence* phenomenon

- 10.8m viewers in contact with the soap every week
- Audience growth for the time slot +8 pts individuals aged 4+, +15 pts W<50PDM, +12 pts 25-49 year-olds, +14 pts 15-34 year-olds
- Average audience of 3.8m

##### - *Demain nous appartient* as popular as ever

- 10.8m viewers in contact with the soap every week
- Most-watched show among key targets: 4-14 year-olds, 15-24 year-olds and 35-49 year-olds
- Season average: 3.7m / 18% individuals aged 4+ / 21% W<50PDM / 17% 25-49 year-olds / 22% 15-24 year-olds

##### 2) Huge success for Marie-Sophie Lacarrau as 1 pm news anchor, 41% average audience share

Season average audience of 5.6m for the TF1 1 pm news

Undisputed market leader, 2.7m ahead of closest rival

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\* Women aged under 50 purchasing decision makers

### 3) Taking French drama up-market

27 of the season's top 30 rankings for French drama  
Average audience of 6.3m for series launched this year

#### Highlights:

**- La Promesse:**

Average 8.0m / 35% individuals aged 4+ / 36% W<50PDM / 31% 25-49 year-olds / 34% 15-24 year-olds

**- Gloria:**

Average 7.0m / 30% individuals aged 4+ / 29% W<50PDM / 24% 25-49 year-olds

**- Le remplaçant:**

Average 7.6m / 29% individuals aged 4+ / 34% W<50PDM / 32% 25-49 year-olds / 42% 15-24 year-olds

**- Pourquoi je vis:** Most-watched nationally across all targets, exceptional figures: 8m viewers, 33% of individuals aged 4+, 51% of W<50PDM

#### HPI a huge ratings hit

- Peak of 12.4m viewers (episode 3, 06/05/2021: **highest ratings for a French series since the final episode of Dolmen** (18/07/2005))

- Up to 2.4m extra viewers: **best-ever catch-up figures for any channel and any programme**

- **Best season average viewing figures for a French series since Dolmen** (2005): 11.5m

- Best season average share of individuals aged 4+ for a French series since *Dolmen* (2005): 45%

- *HPI* is also the **3rd most-watched French series in the history of TF1\***

*\*Audience ratings available since 1989*

#### France's go-to source of news

**Every week, 38.4m French people have contact with TF1 news coverage**

**Best season for the TF1 1 pm news for 7 years: average 41.4% share of individuals aged 4+**

**Best season for the TF1 8 pm news for 8 years: average 6.6m viewers**

- Best audience for Gilles Bouleau: 11.9m (Wednesday 28/10/2020)

- Best audience for Anne-Claire Coudray: 10.0m (Sunday 01/11/2020)

- Best audience for Marie-Sophie Lacarrau: 6.5m (Monday 04/01/2021)

#### Chart-topping entertainment

**40 of the top entertainment audiences were for TF1 shows**

##### **KOH-LANTA**

6.2m / 27% individuals aged 4+ / 43% W<50PDM / 43% 24-49 year-olds / 51% 15-34 year-olds

- **Best launch among W<50PDM since 2007:** 49% share

- **Best score among W<50PDM since 2009**

- **Best score among 25-49 year-olds since 2007**

- **Best score among 15-34 year-olds since 2007**

- **5th highest YTD catch-up audience on any channel:** +0.95m (episode 3, 26/03/2021, 9.10 pm)

##### **THE VOICE SEASON 10: Best scores on advertising targets since 2017**

5.7m / 25% individuals aged 4+ / 36% W<50PDM / 34% 24-49 year-olds / 43% 25-34 year-olds

**Best score among 25-34 year-olds since 2014**

### **LES 12 COUPS DE MIDI still going strong**

- Clear leader among all targets
- Season average 3.4m / 34% individuals aged 4+ / 24% W<50PDM / 22% 35-49 year-olds
- Lead of 18 pts on individuals aged 4+, and of 11 pts on W<50PDM

### **Sport**

#### **Big audiences for the UEFA EURO 2020 tournament on TF1**

- Best audience for 3 years, for any programme or channel: 16.4m viewers for the round-of-16 match between France and Switzerland
- Second-best audience for 3 years, for any programme or channel: 15.6m viewers for the France/Portugal match
- Average of 15m viewers for the 3 matches featuring the French national team screened on TF1 (out of the 4 matches played by France)

#### **WOMEN'S HANDBALL: final of the European Championship (France vs. Norway): 4.0m viewers at 6 pm, 29% share of men aged 25-49**

#### **Iconic sports magazine shows on top of their game:**

**TELEFOOT:** most-watched football magazine show on TV, 20% share of men aged 25-49

**AUTOMOTO:** best season for 6 years, 24% share of men aged 25-49

### **Other highlights**

#### **Movies still pulling big audiences:**

TF1 posted **all of the season's top 10 movie audience ratings.**

No.1: 7.5m for *LE SENS DE LA FETE*

#### **Powerful kids' offering: *Miraculous, Pat'Patrouille, Les Schtroumpfs***

Best season ever for TFOU among 4-10 year-olds

4.1m 4-10 year-olds in contact with TFOU this season, or 1.3m kids a week

i.e. a 34% share of the target audience

## **TMC**

#### **Most-watched DTT channel for 4th consecutive season, 3.1% audience share**

**Record season among target audiences:** 4.7% share of 25-49 year-olds and of W<50PDM

#### **6 OF THE TOP 10 DTT AUDIENCE RATINGS**

No.1: 2.4m for *QUOTIDIEN*

**QUOTIDIEN** setting new records: 1.9m viewers, no.3 DTT channel nationally among 25-49 year-olds

- Audience shares: 7% of individuals aged 4+ / 14% of 25-49 year-olds / 15% of ABC1s
- 0.2m more viewers than previous season (+2 pts among target audience of 25-49 year-olds)
- No.1 daily talk show on TV: the only one to attract over 2m viewers, which it achieved 70 times

#### **Premium, diversified evening schedules leading the market**

- Best-ever season for **MARTIN WEILL:** peak of 1.4m viewers
- Successful launch of event entertainment show **CANAP 95:** 1.9m viewers (best-ever TMC evening audience), plus **RETROSCOPIE** (1.0m) and **LE DOC QUOTIDIEN** (0.9m)

- No.1 **MOVIE** offering, averaging over 1m: peak of 1.8m for *BLACK PANTHER* and *LA 7ème COMPAGNIE*
- Popular must-see **DOCUMENTARIES**: Meghan & Harry interview (1.8m) and *FLUCTUAT NEC MERGITUR* (1.0m, 13/11/2020)
- **Internet stars** outperforming with target TV audiences: *LE PRIME A L'ENVERS* and *LOLYWOOD NIGHT*
- **Handball** Olympic qualifiers: 1.0m watched the French national team's winning performances

## LCI

**Holding steady this season: 1.1%** vs 1.2% for 2019-2020 season and 1.0% for 2018-2019 season

### LCI at the heart of events

- Still no.1 ranked news channel for the two **Grande confrontation** evening debates: 263,000 viewers on 08/12/2020 (Vaccines: fact and fiction), 302,000 on 10/05/2021 (Security: where next for France?)
- LCI **most-watched channel for regional election debates**: average 1.3% share, 4.8m reached
- **Joe Biden's investiture** Wednesday 20/01/2021: 864,000 viewers for the ceremony (5.20 pm-7 pm)
- **Perseverance Mars landing** evening special, Thursday 18/02/2021: 426,000 viewers (2.3%) from 9 pm to midnight, most-watched news channel
- Season average audience share of 1.1%

## TFX

**Year-on-year growth, second-best season ever for core target of W<50PDM**

Status confirmed as 3rd most-watched DTT channel among W<50PDM: 3.4% share

## TF1 SERIES FILMS

**Continues to grow, best season ever among W<50PDM**

5th most-watched DTT channel among W<50PDM, and most-watched HD DTT channel: 2.7% share

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