

Boulogne, monday 6 may 2013

## APRIL 2013 : THE TF1 GROUP LEADS THE TELEVISION MARKET WITH ITS FOUR UNSCRAMBLLED CHANNELS

The TF1 group confirmed its leadership in French television in April, confirming its growth momentum over the year with a 28.6% audience share.



### TF1: 22.6% AUDIENCE SHARE, NEW PROGRAMME POLICY CONTINUES TO PAY OFF

Audience ratings were stable in April, rewarding the channel's policy on new programmes and the creation of new programme brands. TF1 extended its leadership over its main rivals, forging an audience share advantage of 12.2 points and 9 points respectively (compared with April 2012).

#### 5 new shows, 5 big hits

- With 7.8 million TV viewers and over 30% audience share, the first episode of *Jo*, TF1's first international series, posted the best debut performance of a Thursday-night series since January 2010.
- The new US post-prime time series *Revenge* got off to a great start, with 3 million viewers for the opener a 31% share of WPDM<50.
- The first season of the new US prime-time series *Person of Interest* put in an excellent performance with up to 7.5 million viewers. Hot on the heels of *Unforgettable*, it is the second new series to join TF1's prime-time roster in the last six months.
- Success was also the case for the prime-time evening specials of *Money Drop* and *Vendredi tout est permis*, with 5.3 million viewers for the first and 5.4 million for the second. The *Vendredi tout est permis* special was a big draw with women and young adults, taking a 36% share of WPDM<50 and a 46% share of 15-24 year olds
  - The launch of the new version of *Mystérieuse cite d'or* in the *TFou* slot set a new record with 35% of the 4-10 year-old demographic and 1.2 million viewers.

#### Excellent month for news programmes

- A high of 8 million viewers for the 8 o'clock news.
- A high of 7.4 million viewers for the 1 o'clock news.
- Up to 4.4 million viewers for 7 à 8 and 4.9 million for Reportages.

#### Leading programmes deliver results

- Daily comedy shows were successful, with up to 9.0 million viewers for *Après le 20h c'est Canteloup* and a high of 7.1 million for *Nos chers voisins*.
- Ratings were up for French drama, with an extra 200,000 viewers on average for the new season of *Section de Recherches*. Success was also on the cards for the latest season of *Clem*, Monday evening's biggest hit with women and young people, with a 25% share of WPDM<50, 44% of women 15-24 and a high of 6.2 million viewers.

- The Voice went from strength to strength with a high of 7.8 million viewers (44% of WPDM<50) and strong social network interest, with a four-fold increase in Twitter audience compared with season 1.



**TMC : 3.4% AUDIENCE SHARE, No.5 CHANNEL AND DTT LEADER  
ATTRACTS WOMEN VIEWERS WITH HIGH-PROFILE PROGRAMMES**

DTT leader and France's no.5 channel overall, TMC increased its ratings with women with first-air weekly soaps, films and series.

**TMC's weekly soaps attract more women viewers**

- TMC was the no.3 channel in France with WPDM<50 thanks to the first season of the new series Sous le soleil de Saint-Tropez, taking a 7,4% audience share.
- The channel ranked no.5 in France with WPDM<50 with season 4 of Mystères de l'amour, scoring a 4.9% audience share.
- It ranked no.2 in France with WPDM<50 with American Wives and its 12.1% audience share.

**Crime series woo female audiences at weekends**

- Law and Order: Criminal Intent scored a 4.7% audience share on Saturday evening, while Law and Order took a 4.6% share on Sunday evening.
- Close to Home claimed a 6.9% audience share on Saturday afternoon.

**Cinema and entertainment attracted a broad audience of young viewers**

- TMC ranked no.4 in France for viewers under 50 with the first two films in the Back to the Future trilogy watched by 1.3 million viewers for a 7.5% audience share.
- TMC, DTT leader for the under 35s on Wednesday evenings with two entertainment programmes, Les 30 histoires and Les 100 plus grands, taking audience share of 4.3%.



**NT1: 2% AUDIENCE SHARE  
CINEMA AND ACCESS VIEWING ENJOY HUGE SUCCESS WITH YOUNG ADULTS**

In April, NT1 consolidated its position with young adults, reporting record figures for access viewing. Concerning prime time viewing, NT1 claimed its best results with films and series.

**Access: steep increase in WPDM for under-50s and under-35s**

- Between 4:30 pm and 7:00 pm (Monday to Friday), NT1 spectacular increase of 64% with WPDM<50 for

- 6.4% audience share, as well as a 57% increase with the 15-34 age group for 7.2% audience share.
- With the new season of *One Tree Hill*, NT1 was France's no.4 channel with WPDM<50 (7.7% audience share) and even no.3 with the 15-34 age group (9.1% audience share).

### **Cinema, drama and US series popular in the evenings**

- The cinema franchise policy is bringing results: 1 million viewers for *Jumanji* and 6.6% audience share with the 15-34 age group and more than 10% with children of between 4 and 14. One million viewers watched the first two films in the *X-Men trilogy*, which claimed audience share of 7.9% with the 15-34 demographic.
- *Sœur Thérèse.com* remains TF1's most popular French DTT prime time drama series with 1.1 million viewers.
- *Dexter* is continuing to attract young, female viewers, becoming France's no.4 channel for WPDM<50 (6% audience share) and the 15-34 age group (6% audience share).



HD1: 0.6% AUDIENCE SHARE  
THE LEADING HD DTT CHANNEL WITH THE HIGHEST LEVEL OF RECOGNITION

HD1 is continuing to grow figures across all audience categories while extending its lead over its main competitor. With its strong visual identity and coherent programme line-up, HD1 can claim the highest level of recognition among the six new channels.

### **Record progress and a doubling of audience share with the over 4s, WPDM<50 and the 25-49 age group**

- +76% in audience share with the 4 and over age group and audience share of 0.6
- +86% with WPDM<50 and audience share of 0.8%
- +64% with the 25-49 age group and audience share of 0.6%.

### **The highest level of recognition among the six new channels**

For HD1, recognition rates of 34%, up to 36% for the higher socio-professional categories, and even 43% with the under 50s, in less than six months of existence.

### **Programme rankings**

- The best audience figures for the month were for the film *Mercury Rising*, which attracted 322,000 viewers.
- Excellent scores for the main French drama brands shown for the first time on DTT: up to 264,000 viewers for *RIS*, *Police scientifique*, and 170,000 viewers for *Julie Lescaut*.

Source : Médiamétrie - Mediamat. Consolidated data april 2013  
Prime time : 8.45 pm to 10.45 pm  
WPDM<50 : Women purchasing decision makers aged under 50

Press contacts :  
Virginie DUVAL : 01 41 41 29 29 - vduval@tf1.fr  
Maylis CARCABAL : 01 41 41 49 23 - mcarcabal@tf1.fr

---

GROUPE TF1 - DIRECTION DE LA COMMUNICATION  
TF1 GROUP - DIRECTION OF COMMUNICATION  
Virginie Duval - vduval@tf1.fr

---

Toute l'actualité du Groupe TF1  
sur <http://www.groupe-tf1.fr/>

More information about TF1 Group  
on <http://www.groupe-tf1.fr/en/>