



PRESS RELEASE

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AUGUST 2017 AUDIENCE RATINGS



THE TF1 GROUP HAS THE STRONGEST GROWTH IN TELEVISION MONTH-ON-MONTH AND YEAR-ON-YEAR, AND IS MARKET-LEADER IN ADVERTISING TARGETS

With 27.2% audience share in August, up 1.3 points vs July 2017 and 1.8 points vs August 2016, the TF1 group has the strongest growth in television. It is also the market-leader in TV, with 29.6% of W<50PDM¹.

TF1: leader in TV and strongest growth, both month-on-month (+0.9 pt share) and year-on-year (+1.1 pt share), with 19.7% audience share

TMC: leader in DTT among individuals aged 4+ with 2.7% share, +0.3 pt vs July

NT1: 2nd best month of 2017 with 2% share, +0.1 pt month-on-month and +0.4 pt year-on-year. No.2 DTT channel in its key target market of 15-24 year-olds with 4.9% share

HD1: best month ever and leader in second generation DTT with 2.2% share, stable month-on-month and +0.1 pt year-on-year

LCI: audiences have tripled in 1 year to 0.6% share (+0.4 pt), making LCI the no.2 news channel



Leader in TV and strongest growth, both month-on-month (+ 0.9 pt) and year-on-year (+1.1 pt), with 19.7% audience share

TF1: the only channel whose programmes attracted more than 7m viewers

Record month for W<50PDM in access prime time. The success of *Demain nous appartient* continues.

4 MARIAGES: record 24% share of W<50PDM and up to 1.7m viewers

BIENVENUE A L'HOTEL: record 20% share of W<50PDM and up to 2.3m viewers

DEMAIN NOUS APPARTIENT: top performer with 23% share of W<50PDM and up to 3.2m viewers

¹ Women aged under 50 purchasing decision makers

Record month for evening and lunchtime news bulletins:

Evening bulletin: the best month since January 2015 with audience share of 27% and up to 7m viewers

Lunchtime bulletin: the best month of 2017 to date with audience share of 41% and up to 5.6m viewers

SEPT À HUIT: 3.8m viewers and the best audience shares among individuals since July 2016 (24%) and among W<50PDM since June 2016 (28%).

Sport: best audience for a France international football match for over 4 years, 40th anniversary of *Téléfoot*

- 7.6m viewers for France/Netherlands, peaking at 9.2m and 32% audience share
- 8m viewers for France/Luxembourg, peaking at 9.1m and 32% audience share, the best audience for a France match since March 2013

40 years of *Téléfoot*: 1.2m viewers and 17% audience share (24% of the 15-49 year-old males target)

Huge success for entertainment franchises:

THE VOICE KIDS: top performer, up year-on-year to 24% of individuals and 29% of W<50PDM, peaking at 4.6m viewers

LA DREAM COMPANY: successful launch, top performer with 25% of W<50PDM and 2.9m viewers

KOH LANTA: 41% audience share among W<50PDM for the launch, top performer with 5.4m viewers

SECRET STORY: clear leader for the launch, with 1.1m viewers and 33% share of W<50PDM



Audiences have tripled in one year to 0.6% share (+0.4 pt)

LCI is confirming its position as the no.2 news channel and has started the autumn strongly

24H PUJADAS: up to 231,000 viewers and 1.7% audience share, no.1 news channel for the launch

LA MATINALE: up to 53,000 viewers and 2.0% audience share

LA REPUBLIQUE LCI: up to 87,000 viewers and 1.8% audience share

THE LCI DEBATE: up to 89,000 viewers and 1.1% audience share

LE BRUNCH: up to 63,000 viewers and 1.1% audience share for the Saturday launch

LE LIVE POLITIQUE: 95,000 viewers and 0.6% audience share



Leader in DTT among individuals aged 4+ with 2.7% audience share (+0.3 pt vs July)

SERIES – LES EXPERTS MIAMI (CSI: MIAMI): TMC's best audience for the month, with 1m viewers (5% share)

MOVIE – LE CERVEAU: 913,000 viewers (5% share)

MAGAZINE – 90' ENQUETES: up to 890,000 viewers and 5% share

COMEDY – GAD ELMALEH, PAPA EST EN HAUT: 770,000 viewers and 4% share



2nd best month of 2017 to date with 2% audience share, up month-on-month (+0.1 pt) and year-on-year (+0.4 pt)

No.2 DTT channel, strongest growth among target audience of 15-24 year-olds to 4.9% share

10 COUPLES PARFAITS – the new smash hit DTT reality show, up to 23% share of 15-24 year-olds

Up to 16% of W<50PDM

Up to 610,000 viewers

2nd best audience of the month

MOVIE: AROUND THE WORLD IN 80 DAYS: the month's best audience of 610,000 viewers



Best month so far, market leader in 2nd generation DTT with 2.2% audience share and higher year-on-year (+0.1 pt)

FRENCH DRAMA – SECTION DE RECHERCHES: the month's best audience with up to 1m viewers (5% share)

FRENCH DRAMA – ALICE NEVERS: up to 760,000 viewers

MOVIE – CONTRE-ENQUETE: 690,000 viewers

Source: Médiamat Médiamétrie

TF1 GROUP

MEDIA RELATIONS – PROGRAMMES – Maylis Carçabal – mcarcabal@tf1.fr – +33 (0)1 41 41 49 23

@GroupeTF1

