



## PRESS RELEASE

Boulogne, 28 february 2017

### FEBRUARY AUDIENCE RATINGS



## TF1 GROUP THE CLEAR LEADER IN TV AUDIENCE FIGURE FOR W<50PDM AND 25-49 YEARS OLDS

**27,4 %**

PdA Ind. 4+

**31,4 %**

PdA Fem RDA<50

**28,2 %**

PdA Ind. 25-49 ans



**UNDISPUTED LEADER IN TV, LEADER IN ACCESS PRIME TIME, POWERFUL PRIME TIME PERFORMER  
30 BEST AUDIENCES OF THE MONTH AND ONLY CHANNEL TO DRAW OVER 6 MILLION VIEWERS**

#### 1/ MARKET LEADER IN ACCESS PRIME TIME BETWEEN 5pm AND 8pm

- **4 MARIAGES:** 1.6 million viewers (17%) and 22% of W<50PDM
- **BIENVENUE CHEZ NOUS:** 2.4 million viewers (17%) and 18% of W<50PDM
- **MONEY DROP:** 3.4 million viewers (18%)

#### 2/ VERY STRONG FIGURES FOR NEWS BULLETINS

- **1pm:** up to 6.9 million viewers, the best audience since January 2016.
- **8pm:** up to 6.9 million viewers
- **Sept à Huit:** up to 4 million viewers
- **Reportages:** up to 4.8 million viewers

#### 3/ PRIME TIME BIG HITTERS

- **The return of THE VOICE:** one week in, the launch has already attracted a record 900,000 catch-up viewers, drawing a total of 7.7 million viewers (35%) and 48% of W<50PDM
- **CINE DIMANCHE: LES BRONZES FONT DU SKI** had 8 million viewers (31%) and 40% of W<50PDM
- **CLEM:** the season is on an uptrend among W<50PDM (33%) and had 5.8 million viewers (23%), peaking at 6.4 million
- **SECTION DE RECHERCHES:** first runs scoring 6.3 million viewers (25%), peaking at 6.7 million
- **The return of GREY'S ANATOMY:** 4.8 million (19%) and 38% of W<50PDM, peaking at 5.4 million (record catch-up audience of 1 million)



**BEST MONTH SINCE AUGUST 2013 ON 3,5 % AND STRONGEST RISE OF ANY CHANNEL  
AMONG 25-49 YEAR OLDS (+ 1pt to 4,3 %)  
AND ABC1s (+ 1.4 pt to 4,3 %) IN ONE YEAR**

**1/ QUOTIDIEN** had its best month with an average of 1.4 million viewers (6%) and its best month also among 25-49 year-olds (10%) and ABC1s (12%)

**2/ Success of the new COLUMBO slot** on Wednesdays, averaging 1.3 million viewers (5%)

**3/ Leading movie offering** on prime time DTT, averaging 1.1 million (5%) and 6% of 25-49 year olds. The month's two best audiences for movies on DTT with **THE A-TEAM (AGENCE TOUS RISQUES)** on 1.6 million and **BABYSITTING** on 1.5 million



**HIGHER YEAR ON YEAR AND STRONGEST INCREASE AMONG 15-24 YEAR OLDS**

Positive trends for individuals (+0.2 of a point to 2.0%), W<50PDM (+0.4 of a point to 3.6%) and 4.6% among 15-24 year-olds (+ 1.3 points)

Prime-time still rising year-on-year to 0.6 million viewers (+0.2 million year-on-year) and 4% of W<50PDM

High-powered **movie offering** averaging 0.9 million in prime time and up to 1.3 million for **47 RONIN**, the best audience for a Sunday movie since March 2015

**LA VILLA**: second season sharply higher at 0.6 million, 8% of W<50PDM and 15% of 15-24 year-olds for the daily edition



**UP YEAR ON YEAR**

One of the highest year-on-year increases among individuals: up 0.6 of a point to 2.0%

**Still growing** with target audiences, reaching 2.2% of W<50PDM (+0.4 of a point) and 2% of 25-49 year-olds (+ 0.5 of a point)

**1/ Market leader in prime time HD DTT**, averaging 450,000, up 0.1 million year-on-year

**2/ No.1 prime time movie offering on HD DTT**, averaging 0.6 million viewers (2% share) and 3% of W<50PDM, including **THE DESCENDANTS** on 0.9 million (best audience for a Sunday prime time movie in the season) and **THE SPECIALIST (L'EXPERT)**, also on 0.9 million.



**BEST EVER MONTHLY AUDIENCE SHARE OF 0,6 % IN FEBRUARY 2017**  
**LCI : N° 2 CHANNEL FOR NEWS**

**1/ 24 HEURES EN QUESTIONS: a record month** with an average of 269,000 viewers and 1.6% audience share, peaking at 323,000 (1.8%) on Monday 6 February 2017

**2/ New – Live Presidential election debate at 6.15pm on Sunday: time slot record viewing figure** of 212,000 (1.3%) (6.15pm-7pm)

**3/ Record for GRAND JURY** with 176,000 viewers (1.0%) on 12 February at 6.30pm

**4/ LCI MATIN: its 2nd best month of the season:** averaging 46,000 (1.4%)

**5/ Audrey Crespo-Mara interview: time slot record** with 'Objectif Elysée' at 8.15am-8.55am: 129,000 (3.3%) viewers on Tuesday 7 February 2017

**6/ Record month for MÉDIASPHÈRE** with 62,000 viewers (1.5%)

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