



LE GROUPE

PRESS RELEASE

Boulogne, 31 July 2017

JULY 2017 AUDIENCE RATINGS



TF1 GROUP SHARE OF INDIVIDUALS UP YEAR-ON-YEAR CLEAR LEADER IN JULY AMONG WOMEN TV VIEWERS

Individuals aged 4+: 25.9% share (+0.6 pt vs July 2016)
W<50PDM¹: 29.9% share

The TF1 group's multi-channel strategy has enabled it to grow its share of individuals year-on-year and made it the leading television group among women viewers in France.



Clear leader in TV.
Success for this summer's event TV.

Smash hit new show DEMAIN NOUS APPARTIENT, which launched with 4.3m viewers (27% share)

5-year record 34% share of W<50PDM daytime audience.

Catch-up record for a daytime programme: +940,000 viewers for the launch.

3.8m viewers, best Week 1 figures since:

- August 2014, 24.8% of individuals
- July 2012, 31.3% of W<50PDM

Undisputed leadership in access prime time brands for women and month-on-month growth

4 MARIAGES POUR 1 LUNE DE MIEL, up to 1.5m viewers and up to 27% of W<50PDM.

BIENVENUE A L'HOTEL, up to 2.3m viewers and up to 23% of W<50PDM.

¹ Women aged under 50 purchasing decision makers

Confirmed success for NINJA WARRIOR, up sharply year-on-year and highly popular among women viewers

Very high ratings for the final with 4.9m viewers, 28% of individuals aged 4+ and 36% of W<50PDM. Season 2 hit record levels (average of 4.6m viewers, 25% of individuals aged 4+ and 35% of W<50PDM).

Evening news bulletin at record levels for the last year, lunchtime bulletin up year-on-year

July was the evening bulletin's best month in 2017 to date with 26.4% of individuals. It was also the best month since July 2016.

TF1's evening news bulletin of Saturday 29 July attracted 30.8% of individuals, its best rating on any day in 2017 so far.



**Audiences doubled in one year.
Confirmed no.2 news channel for the 6th consecutive month.**

0.6% audience share in July 2017

+0.3 pt audience share in one year (vs July 2016)

Flagship programmes still performing well

- **LCI MATIN** is holding its 1.7% share
- **24 HEURES EN QUESTIONS** has 1.2% share

LCI is always there for major events

- **14 JULY** with **COMMEMORATION FOR THE VICTIMS OF THE ATTACK IN NICE**, viewers peaked at 284,000 at 7.05pm
- **THE MACRON-TRUMP PRESS CONFERENCE**, 1.6% share
- **PERE HAMEL COMMEMORATIVE SERVICE**, up to 3.0% share



**Year-on-year growth among
ABC1s
Leader in prime-time DTT**

Average of 600,000 viewers (3% of individuals and 25-49 year-olds)
DTT channel airing the most prime-time programmes with over 600,000 viewers.

Success for the final of the Confederations Cup

The climax of the competition was watched by 1.3 million viewers on 2 July 2017 with 5.6% audience share, making TMC the DTT market leader among the public generally and ABC1s (5% share), and no.4 in France among 25-49 year-olds (5.3% share).



**No.2 DTT channel among kids and women
Strong growth in all targets**

10 COUPLES PARFAITS, the successful new reality TV show.

Growing every week and at high levels among target audiences.

DTT leader and no.4 in France among W<50PDM (8% share).

DTT leader and no.2 in France among 15-24 year-olds (13% share).

Up to 480,000 viewers and 11% of W<50PDM.



**All-time record for the channel with 2.2% share of individuals
Leading HD DTT channel**

Leading prime-time HD DTT channel averaging nearly 500,000 viewers.

The top 15 audiences of the month among HD DTT channels.

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