



PRESS RELEASE

Boulogne, 30 May 2017

MAY AUDIENCE RATINGS



THE TF1 GROUP, MARKET LEADER IN TELEVISION, HAD THE STRONGEST GROWTH IN TV AUDIENCES IN MAY

Individuals aged 4+

28.3%

+1.3 pts vs April
+1.3 pts vs May 2016

W<50PDM*

33.8%

+2.1 pts vs April
+1.6 pts vs May 2016

Individuals aged 25-49

30.7%

+2.1 pts vs April
+2.1 pts vs May 2016

In May, the TF1 group's multi-channel strategy generated record growth, making the group market leader in French television.

Growth was driven by TF1 (20.2% audience share – the strongest growth of any channel in May), TMC (3.5% audience share) and LCI (0.8% audience share – an all-time record), with NT1 and HD1 continuing to improve their positioning in their respective target markets.

Growth was even more impressive in the strategic 6-11pm slot, averaging 5.8m viewers (30% of individuals aged 4+ – 0.3m more viewers vs. a year earlier), 36% of W<50PDM and 34% of 25-49 year-olds.



**Market leader in French TV, TF1 was the strongest growing channel in May,
pulling further ahead of its rivals.**

**With growth of 0.8 of a point among individuals aged 4+ and 1.4 points among W<50PDM vs. April,
TF1 is increasing its lead over its direct competitors.**

- **Hard-hitting must-see news:** TF1 was the most-watched channel during the debate that took place between the two rounds of the Presidential Election (8.2m viewers), and for the Presidential election results announcement (9.5m). It had the best audience for a political documentary since 2006 (5.6m viewers – a record due largely to the channel's multi-platform offering), a record audience for the 8pm news bulletin with the Investiture Special (6.6m), and a record 42% audience share for the 1pm bulletin.

* Women under 50 purchasing decision-makers

- **Best launch for a US series since 2015:** 7.1m viewers for the 1st episode of the new series *L'Arme fatale* (the French title of *Lethal Weapon*, 34% of W<50PDM). *Grey's Anatomy* is still tops with W<50PDM, with 40% audience share and up to 5.3m viewers.
- **French drama – Huge success for the 1st season of Munch:** 6.3m viewers for the first episode and 27% of W<50PDM. *Alice Nevers* is the firm leader on Thursdays with up to 6.4m viewers and 24% of individuals.
- ***Koh Lanta* and *The Voice* confirmed their unique position in light entertainment:** up to 6.4m viewers for *Koh Lanta* and 40% of W<50PDM. Up to 6.1m viewers for *The Voice* and 39% of W<50PDM.
- **Sunday movie:** the 2nd showing of *Intouchables* attracted the month's best movie audience of 8m viewers.
- **Increased lead over our rivals especially among women in access prime time between 5pm and 8pm:** averaging 18% of W<50PDM; *The Wall* is still the clear leader with up to 3.7m viewers.
- **TF1 programmes are also seeing very strong growth in catch-up.** TF1 took 13 of the top 20 slots for 7-day catch-up viewing during May, including all of the top 7, with 4 different programmes represented.



All-time record for LCI, which has quadrupled its audience in one year and continued its unbroken growth trend since the start of the year

With 0.8% audience share, LCI also confirmed its position as the no.2 news channel.

LCI's coverage of the 2017 Presidential Election garnered several records for the channel: it had a record day on 15 May with 1.5% audience share, and was also the no.2 news channel for the announcement of the results of the Presidential Election, and of the appointment of the Prime Minister and the government.

Several current affairs programmes had their best performances of the season: *LCI Matin* (1.7% audience share), *La Médiasphère* (2.3%), *LCI&Vous* (1.5%), *Le Débat* (1.2%), *24 heures en question* (1.7%).



TMC became the no.1 DTT channel and the 6th channel nationally

TMC achieved the second strongest year-on-year growth in the French TV market of 0.9 of a point, reaching 3.5% audience share and 4.7% of 25-49 year-olds and ABC1s.

Growth was driven by the performances of *Quotidien* (up to 2m viewers and France's leading talk show on 13 occasions in May), and the movie offering. On one occasion TMC was France's no.2 channel with *La Septième Compagnie* cycle (up to 2.3m viewers). The channel pulled in 1.7m viewers with the first DTT screening of *Barbecue*, and 1.5m with *Men in Black*.



NT1 continued to advance among women and young adults

The channel reached 3.7% of W<50PDM (+0.2 of a point in one year) and 4% of 15-24 year-olds (+0.4 of a point in one year)

The best scores were achieved by three movies: 1.1m viewers for *Gladiator*, and 1m for *Next* and *Solomon Kane*. The next best performers were the documentary *Appels d'urgence* (up to 865,000 viewers) and the firefighter fly-on-the wall series *Pompiers, leur vie en direct* (up to 649,000 viewers).



HD1 is building its audience around its French drama and movie offerings

The channel consolidated its performances with 1.9% of individuals aged 4+ and 2.2% of W<50PDM.

HD1's best audiences were for the series *Section de Recherches* (up to 983,000 viewers), and the movies *Back to the Future II* (830,000 viewers) and *Eraser* (French title *L'Effaceur*, 695,000 viewers).

TFI GROUP

CORPORATE COMMUNICATIONS DIVISION – comcorporate@tf1.fr
MEDIA RELATIONS - PROGRAMMES – Maylis Carçabal – mcarcabal@tf1.fr

@GroupeTF1

