



PRESS RELEASE

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MARCH AUDIENCE RATINGS

RECORD MONTH FOR THE TF1 GROUP LEADER IN TV AND STRONGEST MONTH-ON-MONTH GROWTH IN KEY TARGETS

March was a record month for the TF1 group, which had audience shares of 28.9% of individuals aged 4+, 33.9% of W<50PDM¹ and 31% of 25-49 year-olds. It also chalked up the strongest year-on-year growth figures in the French TV market, of 1.5, 2.5 and 2.8 points respectively.

The multi-channel strategy was particularly evident in access prime time (6pm-9pm), when the Group's channels provide an emblematic, diversified offering with strong pulling power, especially among W<50PDM (31.1% audience share).

The multi-channel, multi-platform special mounted for the **TF1-LCI Presidential Election Great Debate** on 20 March achieved exceptional viewing figures. A total of 11.4 million watched the debate live on all platforms: 9.9 million on TF1, 345,000 on LCI and 1.1 million on OTT platforms (LCI and Youtubelive). The group's programmes also distinguished themselves with record catch-up audiences: TF1 attracted the 20 best audiences in the week following initial broadcast.



**Leader in TV with 21% audience share and 23.4% of W<50PDM.
Strongest month on month growth, of 1.7 and 2.4 points respectively.**

The Wall (3.8 million viewers), which has achieved the best performances in access prime time since July 2015, is revitalising the channel's fortunes in this slot and increasing its leadership, especially among W<50PDM (20% audience share).

TF1 has been growing evening audiences, with must-see entertainment (**Les Enfoirés** 10.6 million, **The Voice** up to 8.1 million, 49% of W<50PDM and **Koh Lanta** up to 6.9 million, 46% of W<50PDM); must-see drama with **Entre deux mères** (6.7 million and 34% of W<50PDM), **Grey's Anatomy** on a rising trend (up to 5.2 million and 41% of W<50PDM); the Sunday Movie (6.2 million and 32% of W<50PDM for **Samba**, 7.8 million and 43% of W<50PDM for **Lucy**); and **France's qualifying match** for the 2019 Football World Cup (6.2 million and 40% of men under 50). Apart from the **TF1-LCI Presidential Election Great Debate** on 20 March, news bulletins had up to 7 million viewers for the 8pm bulletin and 6.2 million for the 1pm bulletin.

¹ Women under 50 purchasing decision-makers



**Strongest year-on-year growth in TV among 25-49 year-olds and ABC1s,
with 4.4% audience share (up 1.1 and 1.5 points respectively).
Second strongest growth among individuals aged 4+ (3.4%, up 0.6 of a point year-on-year).**

TMC is continuing to grow its access prime time audience, averaging over 1.3 million viewers and 11.9% of ABC1s for **Quotidien**.

The success of the channel's repositioning is evident also in the evening, with a beefed-up movie offering (1.5 million viewers for **X Men Days of the Future Past**, 1.3 million for **Wolverine**) and the success of the cult programme **Columbo** (up to 1.3 million).



**1.9% audience share.
Year-on-year growth among W<50PDM (3.7% audience share, up 0.1 of a point)
and 15-24 year-olds (3.8%, up 0.1 of a point)**

The channel's best audience figures were for **Les sous-doués** (1m), **Bad Boys 2** (870,000), **The Green Mile** (French title: **La ligne verte**, 852,000) and **Jumeaux, triplés ...: quand ma famille devient XXL** (815,000).



Leader in 2nd generation DTT, with 1.9% audience share

The group's movie/series channel is building strong performances around a quality movie and drama offering. Among its best performances in March were the movies **Le pacte des loups** (790,000), **Kiss the Girls** (French title: **Le Collectionneur**, 780,000), **Anna** (649,000) and the French series **RIS Police Scientifique** (630,000).



All-time record audience share of 0.7%. LCI is the no.2 news channel

In addition to the record 1.3% audience share achieved on 20 March, four programmes scored all-time high figures: **24 heures en question** (1.7%, up to 398,000 viewers), the **Audrey Crespo-Mara interview** (2.2%), **LCI Matin** (1.5%) and **La Médiasphère** (2.1%).



MYTF1: THE BEST-PERFORMING PROGRAMMES ON CATCH-UP WITHIN 1 WEEK OF INITIAL BROADCAST

- **Colony:** up to 1m extra viewers
- **Grey's Anatomy:** up to 981,000 extra viewers
- **Koh Lanta:** up to 898,000 extra viewers
- **The Voice:** up to 805,000 extra viewers

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