TF1
LE GROUPE

Boulogne, 4 December 2017

NOVEMBER 2017 AUDIENCE RATINGS

TF1 | TMC | NT1 | HD1 | LCI

Strong month-on-month growth momentum
Clear leadership among W<50PDM[1] (33.2%) and 25-49 year-olds (29.8%)

TF1

CLEAR LEADER UP MONTH-ON-MONTH AND YEAR-ON-YEAR FOR W<50PDM (22.8% SHARE) AND FOR INDIVIDUALS AGED 4+, UP MONTH-ON-MONTH AND STABLE YEAR-ON-YEAR (20.4% SHARE)

News programmes at record levels:

Up to 7.0m viewers for the **evening bulletin** (25% average audience share) and up to 6.4m for the **lunchtime bulletin** (41% average audience share).
Sept à Huit clear leader with audiences rising year-on-year: up to 4.7m viewers on average, 21% share of individuals aged 4+ and 25% for the target audience of W<50PDM.
Up to 4.7m viewers for *Reportages*.

French drama at new highs with must-see programmes:

Up to 7.2m viewers for *Le tueur du lac* on TF1, the biggest TV audience of the month.
Mention Particulière: up to 6.5m viewers and 32% average share of W<50PDM.

Leading channel in access prime time, ratings on an uptrend:

Record month for *4 mariages …*: up to 2.1m viewers, and up to 31% share of W<50PDM.
Demain nous appartient: audiences up, leader among W<50PDM, up to 3.8m viewers, up to 24% of W<50PDM.
Success for the new show *Mon plus beau Noel*: leader with up to 23% of W<50PDM and up to 2.7m viewers.

Football: 6.6m viewers for France vs. Germany (40% share of men under 50), peak of 7.5m viewers.

Very strong performances for first TV screenings of movies in the *Ciné Dimanche* slot:
6.7m viewers (36% of W<50PDM) for *San Andreas*, 5.3m (41% of W<50PDM) for *50 Nuances de Grey* (*50 Shades of Grey*), and 5m for **Jurassic World** (29% of W<50PDM).

Very attractive entertainment offering for women viewers:

NRJ Music Awards: leader with 5.3m viewers and 42% of W<50PDM.
Koh Lanta: leader with 5.5m viewers and 36% of W<50PDM.
Danse avec les stars: Up to 4.9m viewers, 27% average share of W<50PDM.
Successful launch of new show *Pas de ça entre nous*: 1.4m viewers, 25% share of W<50PDM.

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[1] Women aged under 50 purchasing decision makers

LCI

**LCI CONFIRMS ITS POSITION AS FRANCE'S No.2 NEWS CHANNEL (0.6% AUDIENCE SHARE FOR
LA MATINALE; *LE DEBAT* AND *24H PUJADAS* AT NEW HIGHS)**

Record month for *La Matinale*, with audiences up month-on-month and year-on-year: 1.9% share, 2.8% of
ABC1s. Peak of up to 138,000 viewers and 3.4% audience share for the **Audrey Crespo Mara interview**.
*Le Débat à 17h***:** 1% audience share and average audience of 94,000 viewers.
*24H Pujadas***:** constant uptrend since September: 170,000 viewers on average, 1% audience share.

TMC

**LEADING DTT CHANNEL IN THE 3 BENCHMARK AUDIENCE GROUPS:
INDIVIDUALS AGED 4+ (3.4% AUDIENCE SHARE) / 25-49 YEAR-OLDS / ABC1s (4.6%)
BEST MONTH IN 2017 TO DATE FOR 25-49 YEAR-OLDS (4.8%)**

Best audience of the month for the France vs. New Zealand rugby test match: 1.9m viewers, 13% share of 25-49
year-olds, 14% of ABC1s.
Best month since back-to-school period for *Quotidien*, leader on DTT: 1.4m viewers, 11% of 25-49 year-olds and
12% of ABC1s.
Most-watched DTT channel in evenings, thanks largely to a very attractive movie offering: *Les Gardiens de la
galaxie* (*Guardians of the Galaxy*, 1.5m viewers), *Le diable s'habille en Prada* (*The Devil Wears Prada*, 1.3m) and
Titanic (1.1m).

NT1

**MONTH-ON-MONTH GROWTH AMONG INDIVIDUALS AGED 4+ (2% AUDIENCE SHARE)
YEAR-ON-YEAR GROWTH AMONG 15-24 YEAR-OLDS (3.9% AUDIENCE SHARE)**

*Secret Story***: strong performer among 15-24 year-olds and women viewers**: up to 500,000 viewers for the daily
show, 9% share of W<50PDM (most-watched DTT channel for this target audience).
5th most-watched channel nationally among 15-24 year-olds with 10% share.

Generational films pulling in big audiences: *Retour vers le futur* (*Back to the Future*, 1.1m viewers), *Robin des bois*
(Robin Hood, 940,000 viewers) and *Godzilla* (800,000 viewers).

HD1

SOLID EVENING PERFORMANCES

Top 3 movie audiences: *Chaos* (786,000 viewers, HD1's biggest audience in November), *Scènes de crimes*
(650,000 viewers) and *Superman Returns* (626,000 viewers).

*Section de Recherches***:** most-watched French drama, up to 764 000 viewers, 2nd best HD1 audience in
November.

Source: Médiamat Médiamétrie