



## PRESS RELEASE

Boulogne, November 29, 2016

# NOVEMBER AUDIENCE RATINGS



**RECORD MONTH FOR TF1, FRANCE'S LEADING TELEVISION GROUP  
STRONGEST YEAR-ON-YEAR GROWTH IN FRENCH TV MARKET**

# 28.6%

Individuals aged 4+  
(+ 1 point vs November 2015)

# 34.2%

W<50PDM<sup>1</sup>  
(+ 2.5 points vs November 2015)

- **TF1:** Market leader's share rises to 20.4% and 22.5% among W<50PDM. Higher month-on-month, though not year-on-year. Records for movies, news and access prime time.
- **LCI:** Audience share up again to all-time high of 0.6 of a point (+0.2 of a point month-on-month). 0.7% audience share for last week of month, a record weekly audience. Records for Yves Calvi's *24h en questions* and *LCI Matin* with François-Xavier Ménage.
- **TMC:** Best month in 2016 to date. Leader in DTT with 3.5% audience share. 2nd strongest year-on-year growth in French TV market (share of individuals aged 4+ up 0.6 of a point vs Nov 2015).
- **NT1:** 2.1% audience share, up 0.3 of a point year-on-year. Leading DTT channel among younger viewers, with 5.5% of 15-24 year-olds.
- **HD1:** 2% share of individuals aged 4+. Channel with strongest year-on-year growth in TV, up 0.8 of a point. Leader in HD DTT among W<50PDM with 2.5% audience share.

<sup>1</sup> Women aged under 50 purchasing decision makers



## UNIQUE POSITION AS MARKET LEADER IN TV WITH 20.4% SHARE OF INDIVIDUALS AGED 4+ AND 22.5% OF W<50PDM

### Making headlines in all genres:

**QU'EST-CE QU'ON A FAIT AU BON DIEU:** Best audience for a movie in 2 years with 10.6 million viewers, 41% audience share and 54% of W<50PDM.

**LA MAIN DU MAL:** Averaging 5.9 million viewers over two evenings, 23% audience share and 27% of W<50PDM.

**MUNCH:** The first episode attracted 6.3 million viewers, 25% audience share and 26% of W<50PDM.

**NRJ MUSIC AWARDS 2016:** The programme pulled in 5.5 million viewers, with audience share of 29%, or 41% of W<50PDM and 63% of 15-24 year-olds.

**Football:** Record for a match involving the French national team since June 2014 (excluding Euro 2016 and World Cup), with the France-Sweden match watched by 7.1 million viewers, giving audience shares of 29%, and 43% of males aged 15-49.

### Records for news programmes:

**Lunchtime bulletin:** Best month since February with 5.7 million viewers and 41% audience share, peaking at 6.4 million.

**Evening bulletin:** Best month since January with 6 million viewers and 25% audience share, peaking at 6.9 million.

**SEPT A HUIT:** Best month since February with 4.1 million viewers, 20% audience share and 24% of W<50PDM.

**REPORTAGES:** Best month since February with 3.3 million viewers, 26% audience share and 25% of W<50PDM.

### Big hitting programmes:

**ESPRITS CRIMINELS:** First runs attracted 5.6 million viewers, 21% audience share and 29% of W<50PDM.

**BLINDSPOT:** The season drew 4.3 million viewers, 20% audience share and 29% of W<50PDM.

**PROFILAGE:** First runs brought in 5.7 million viewers, 24% audience share and 26% of W<50PDM.

**KOH-LANTA:** Over the month averaged 6.2 million viewers, 26% audience share, 40% of W<50PDM and 41% of 15-24 year-olds.

**DANSE AVEC LES STARS:** Over the month averaged 4.9 million viewers, 22% audience share, 31% of W<50PDM and 36% of 15-24 year-olds.

### Leading weekly access prime-time channel, and rising: +300,000 viewers

**4 MARIAGES:** Best month in 2016 to date, with 1.6 million viewers, 18% audience share and 25% of W<50PDM.

**BIENVENUE CHEZ NOUS:** 2.4 million viewers, 18% audience share and 21% of W<50PDM.

**BIENVENUE A L'HOTEL:** Best month in 2016 to date, with 3 million viewers, 16% audience share and 17% of W<50PDM.



## ALL-TIME RECORD AND FURTHER GROWTH FOR LCI WITH 0.6% AUDIENCE SHARE AMONG INDIVIDUALS AGED 4+ (+0.2 of a point vs. October)

**N.B.:** The month ended with a record week as audience share reached 0.7%.

- New record for **24 Heures en questions** presented by Yves Calvi, with up to 320,000 viewers and 1.8% audience share, peaking at 493,000 viewers on November 21.
- **LCI Matin** presented by François-Xavier Ménage continued its rise since the back-to-school period. Record on November 9 with 138,000 viewers and 3.6% audience share.



## RECORD MONTH FOR TMC, MARKET LEADER IN DTT WITH 3.5% AUDIENCE SHARE

- Confirmation of the success of the rebranding of TMC, which has been gaining market share continuously since September and now stands at its highest level for the year.
- Historic records and strongest year-on-year growth among 25-49 year-olds (4.9%), ABC+ viewers (4.7%) and W<50PDM (5.1%).
- Strongest year-on-year growth in French access prime time TV: **Quotidien** confirmed its success with a record audience of 1.4 million viewers on November 21.
- And strongest year-on-year growth in French prime time TV in target advertising groups, in particular very high movie audiences with **Moi moche et méchant 2 (Despicable Me 2)**, 1.7 million viewers and **Anges et démons (Angels and Demons)**, 1.4 million viewers, plus 1.1 million viewers for the **Jeff Panacloc show**.



## MARKET LEADER IN DTT, NO.4 NATIONAL CHANNEL AND STRONGEST GROWTH AMONG 15-24 YEAR-OLDS WITH 5.5% AUDIENCE SHARE

- Very good figures for **Secret Story 10** with up to 1 million prime time viewers on Thursdays for the weekly omnibus and nearly 18% audience share of 15-24 year-olds in access prime time for the daily show.
- The launch of **La Villa des cœurs brisés** pushed figures to historic levels among young people: nearly 36% of 15-24 year-olds, the no.1 national channel.
- Movies brought the channel its best audience figures: 1.2 million viewers for **The Island** and 1.1 million for **Hotel Transylvania**.



## 2% AUDIENCE SHARE OF INDIVIDUALS AGED 4+ STRONGEST YEAR-ON-YEAR GROWTH IN FRENCH TV MARKET, UP 0.8 OF A POINT

- Historic records in target audiences: 2.5% share of W<50PDM and 2.1% of 25-49 year-olds.
- Historic record audiences for HD DTT\* with **Section de Recherches** attracting 1.2 million viewers. HD1 is the only HD DTT channel to have pulled in more than 1 million viewers.
- There was also a record audience for **RIS Police Scientifique** with 900,000 viewers.
- Very fine figures for movies: **Mensonges d'Etat (Body of Lies)**, 700,000 viewers; **Bad Boys**, 600,000.

*\*Excluding sporting competitions*

Sources: Mediamat / Médiamétrie

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