



PRESS RELEASE

Boulogne, 3 October 2017

SEPTEMBER 2017 AUDIENCE RATINGS



VERY GOOD BACK-TO-SCHOOL PERIOD FOR TF1 CHANNELS



2ND BEST MONTH OF THE YEAR TO DATE

TF1 CONTINUES THE MOMENTUM BEGUN IN THE SUMMER (+0.3 OF A POINT IN 1 MONTH)

1/ News bulletin audiences well ahead and rising

The **lunchtime bulletin** gained 200,000 new viewers to average 5.2 million (41% share), twice its nearest rival. Best audience: 6.2 million

The weekday **evening bulletin** added 400,000 viewers to average 5.6 million (25% share), an average lead of 700,000 over its nearest rival. Weekend evening bulletin audiences rose by 300,000, with an average lead of 900,000 over the bulletin's nearest rival, attracting up to 7.1 million viewers.

Sept à Huit also increased its audience by an average of 400,000, with up to 4 million viewers.

Reportages and spin-off programmes drew up to 4 million viewers (30% share).

2/Sport & French drama: a winning event programming policy

Record audience for the **French football team's World Cup qualifier** on 3 September of 8.1 million (31% share). Huge success for **40 ans de Téléfoot**, with up to 1.3 million TV viewers and an all-time record for all platforms combined (36 million videos viewed for **the Zinedine Zidane interview** and the **daily update**).

TF1 also made a splash with top drama **La Mante**, which averaged 5.6 million viewers (6.5 million for the launch).

3/ Daytime and access prime-time: market leader and on a rising trend

Les 12 coups de midi scored a record high, averaging 3.4 million viewers (35% share, up to 3.8 million viewers). More generally between 12 noon and 6.30pm on weekdays, TF1 has 28% of W<50PDM¹, up 2.5 points.

In access prime-time the channel is still market leader and increased audiences year-on-year, by 0.2 of a point among individuals aged 4+ and by 0.7 of a point among W<50PDM. September was a record month for **4 mariages pour une lune de miel** with 25% of W<50PDM and up to 1.9 million viewers.

Demain nous appartient is confirming its anchor role in the schedules with up to 3.4 million viewers and an average of 19% of W<50PDM.

4/Thursday to Sunday: *Profilage*, *Koh Lanta*, *Voice Kids* and the Sunday Movie were solid leaders

Up to 5.8 million viewers for the new season of **Profilage**

Up to 5.8 million viewers for **Koh Lanta** and 40% of W<50PDM

Up to 5 million for **Voice Kids** and 28% of W<50PDM

5.1 million viewers and 35% of W<50PDM for the freeview premiere of the comedy **Bis** in the Sunday Movie slot.

¹ Women aged under 50 purchasing decision-makers



THE NO.2 NEWS CHANNEL POSTS 50% YEAR-ON-YEAR GROWTH

1/ Strong growth, moving up a gear in the morning slot

Audiences more than doubled for **La Matinale**, averaging 56,000 (1.9% share), 1.8% of 25-49 year-olds and 2.9% of ABC1s.

Audiences tripled for **La République LCI**, averaging 60,000 viewers (1.5% share), 2.7% of ABC1s.

2/ 24H Pujadas, up on September 2016

The 6.15pm-8pm slot was still the most watched of the day, averaging 146,000 viewers, a rise of 22% year-on-year. The programme pulled in up to 200,000 viewers.



RECORD BACK-TO-SCHOOL PERIOD FOR QUOTIDIEN

1/ Strong surge for *Quotidien* in the back-to-school period

Average of 1.3 million viewers (5.6% share), up by 200,000 viewers year-on-year. *Quotidien* enjoyed strong momentum, ending September with a record week and as DTT leader: 10.5% of 25-49 year-olds, 12% of ABC1s.

2/ Movies, live shows and magazine programmes at a high level

Very good audiences for **Le maître d'école** (1.2 million viewers), **Fast and Furious 6** (1.1 million) and **Le bonheur est dans le pré** (885,000 viewers), and for the **Madame Foresti** show (790,000 viewers) and **90' enquêtes** (762,000 viewers).



SECRET STORY STRONG AMONG TARGET AUDIENCES

1/ *Secret Story*: flagship programme for millennials

NT1 is the nation's no.3 among 15-24 year-olds (11% share) and no.4 among W<50PDM (8% share) for the **daily show**, with up to 630,000 viewers. The weekly omnibus attracts an average of 400,000 viewers (8% of W<50PDM and 11% of 15-24 year-olds).

2/ Magazine programmes and movies had the channel's three best audiences in September

The channel's best audience for the month was for the magazine programme **De 6 à 16 ans, les enfants au coeur des familles** (807,000 viewers). The 2nd best audience was for **Tatie Danielle**, with 792,000 viewers.

Appels d'urgence (741,000 viewers) and the movie **Friends with Benefits** ("**Sexe entre amis**": 702,000 viewers) had September's 3rd and 4th best audiences respectively.



LEADER IN PRIME TIME AND NO.1 SECOND-GENERATION DTT MOVIE OFFERING

821,000 viewers for the movie **United 93** (“**Vol 93**”)

815,000 viewers for the screening of Stephen King’s **It** (“**Ça**”)

Up to 505,000 viewers for the French series **Section de Recherches**.

Source: Médiamat Médiamétrie

TF1 GROUP

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