

[27.07.23] **PRESS RELEASE**

TF1 & MYTF1 AUDIENCES IN THE FIRST HALF OF 2023: 6.4 BILLION HOURS VIEWED

In a face of delinearisation of audiovisual consumption via streaming
Against a backdrop of delinearisation of audiovisual consumption via streaming, the actual consumption of programmes is assessed by adding together the number of hours linear and non-linear viewing.

From January to June 2023, the consumption of TF1's programmes live and in streaming amounted to 6.4 billion hours viewed.

As an example, in the different genres, the 8 PM news totalled 676 million hours viewed, daily soaps 455 million hours and HPI 152 million.

Source: TV 4 écrans - Médiamétrie - January-June 20

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