

Boulogne, 3 January 2018



**2017 AUDIENCE RATINGS
EXCELLENT YEAR FOR TFOU
MARKET LEADER WITH 24.3% AUDIENCE SHARE**

With an average morning **audience share of 24.3%***, TFOU achieved excellent performances in 2017, and confirmed its position as France's leading kids TV offering. The channel widened the gap over its nearest rival to **10 points**.

The year ended strongly with an **audience share of 25.1%*** over the last four months, driven by the launch of three new cartoon series:



Monchhichi, a series produced by Technicolor Animation Productions, has been attracting ever-increasing audiences since it was first screened on 15 October, with an average **22%** share and a peak of **47% on Sunday 17 December**.



Super Wings, a series developed by FunnyFlux Entertainment, Alpha and Little Airplane Productions, has also proved very popular with kids since its launch on 4 September, averaging a **24%** share since the start of the back-to-school period and peaking at **52% on 3 November**.



Miraculous: Tales of Ladybug and Cat Noir, a series co-produced by Zagtoon and Method Animation, is attracting its biggest audiences ever. With the launch of series 2, the cartoon has achieved audience share of **up to 35%** and an **average of 24%** since the start of the back-to-school period.

*Source Médiamétrie – Performances outside school holidays among target audience of children aged 4 to 10

**GROUPE TF1
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