



## PRESS RELEASE

Boulogne – August 30, 2016

### TMC AUDIENCES No.5 nationwide channel and DTT leader with 2.9% share of individuals (+0.3 pt vs July 2016)

**TMC is the leading DTT channel in prime time movies** with 3.2% (individuals aged 4+), averaging 640,000 viewers.

- ***The Price We Pay* (French title: *Le prix à payer*)**, with 910,000 viewers, had the second best DTT audience for the month\* and the best movie audience.
- ***Mon meilleur ami*** averaged 800,000 viewers.

#### **Magazines and entertainment doing well**

- ***90' Enquêtes*** had up to 900,000 viewers (August 2) and the 3rd best DTT audience for the month\*.
- The Anne Roumanoff show ***Aimons-nous les uns les autres*** had 810,000 viewers on August 13.

There was a triumphant return for ***Les mystères de l'amour*** with a new Sunday episode attracting an average of 460,000 viewers and 5.6% of women under 50 purchasing decision-makers, making TMC the no.4 nationwide channel in that target and the most-watched DTT channel.

TMC was also the leading DTT channel for evening viewing (9-11 p.m.) and the no.5 nationwide channel with 600,000 viewers and 3.1% of individuals aged 4+.

*\*Excludes sport and programmes less than 5 minutes long (source: Médiamétrie-Médiamat)*

**TF1 GROUP – CORPORATE COMMUNICATIONS DEPARTMENT**

Press contact: Virginie PERRE - [vperre@tf1.fr](mailto:vperre@tf1.fr)  
+33 (0)1 41 41 14 53

[@GroupeTF1](https://twitter.com/GroupeTF1)

