



TF1 NEWS RELEASE

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TF1 attracts 89 of the 100 largest audiences in 2004 and achieves highest growth in audience share.

TF1 attracted 89 of the 100 largest TV audiences in 2004; the leading channel also achieved the highest growth in audience share, all channels combined.

Major football competitions, such as the Euro 2004, stood out in particular this year, attracting exceptionally high audiences. A total of 15.3 million viewers tuned in to TF1 to watch the Switzerland-France match on 21 June. It was the largest audience of the year, all channels combined.

The heroes and heroines of TF1's series and made-for-TV films account for half of the spots on the list, continuing their performance from year to year. Julie Lescaut, Une Femme d'Honneur, Navarro, Commissaire Moulin, Les Cordier Juge et Flic, Commissaire Valence, Joséphine Ange Gardien, Diane Femme Flic, Femmes de Loi, Sœur Thérèse.com all attracted between 8 and 11 million viewers on a regular basis. The five episodes of the summer series, Zodiaque, attracted between 10 and 11 million viewers and are high on the list.

News was eighth on the list. By convention, only the largest audiences for an 8.00pm news broadcast and a 1.00pm news broadcast are included on the list. It is worth mentioning, however, that 46 8.00pm news broadcasts attracted over 10 million viewers and that the average audience share of the 8.00pm news broadcast for the year was 40%. The 1.00pm news broadcast had, on average, 52% audience share.

The French cinema also stands out in this list and increased its presence compared with the previous year, attracting 13 of the 18 largest audiences for cinema.

TF1's audience share **among individuals aged four years and older rose 0.3 points**, to 31.8%. Even more significant, **TF1's audience share among women under fifty years old (who are in charge of purchasing decisions) rose 1.1 points**, to 35.5%. TF1 has achieved **the highest growth** in audience share for these two categories, all channels combined.

These results underline the importance of offering programmes that satisfy viewers' expectations. They also reinforce TF1's status as a leading channel in a context of offer segmentation coupled with a proliferation in the number of broadcasting channels.

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