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AUDIENCES: FEBRUARY 2021

TF1 GROUP GROWS AUDIENCES YOY, INCREASING ITS LEADERSHIP ON TARGETS: 32.8% OF W<50PDM¹, +1.2 POINTS VS 2020, STRONGEST GROWTH IN FRENCH TV MARKET 29.4% OF 25-49 YEAR-OLDS, +0.7 OF A POINT VS 2020 BEST FEBRUARY SINCE 2013 FOR W<50PDM AND 25-49 YEAR-OLDS

TF1 HAD ITS BEST FEBRUARY SINCE 2016 STRONGEST GROWTH IN FRENCH TV MARKET: 21.9% SHARE OF W<50PDM, +1.3 POINTS YOY ONLY CHANNEL TO BRING TOGETHER MORE THAN 7 MILLION VIEWERS

NEWS BULLETINS ARE WAY OUT IN FRONT AND RUNNING AT RECORD LEVELS: BEST FEBRUARY FOR LUNCHTIME AND EVENING BULLETINS SINCE 2013

•Market-leading news bulletins: up to 7.8m viewers (31.4% share) for the **8pm bulletin with Anne-Claire Coudray**, the month's best TV audience; up to 7.1m viewers (26.3% share) for the **8pm bulletin with Gilles Bouleau**; and up to 6.3m viewers (44.1% share) for the **1pm bulletin with Marie-Sophie Lacarrau**

•Magazines were at a high level: up to 4.7m (22.5% share) for **7 à 8** and 5.4m for **the profile of Mimie Mathy**. Up to 4.9m (31.8% share) for **Reportages Découvertes**

ENTERTAINMENT: THE VOICE BACK STRONGER THAN EVER; SUCCESS OF THE NEW DUOS MYSTERES

- 6.8m viewers for the launch of the new season of **The Voice**: 44% share of W<50PDM: 900,000 more viewers than last season
- Up to 6.2m for **C'est Canteloup**
- Success for the new entertainment show **Duos Mystères**: 4.2m viewers and 35% share of W<50PDM, best launch for a musical entertainment show since **Mask Singer** in 2019
- Les 12 coups de midi** at very high levels: up to 4.2m viewers

FRENCH AND INTERNATIONAL DRAMA TO CHARM ALL GENERATIONS

- Huge success for the new **Je te promets** franchise: 6.3m viewers for the launch and 38% share of W<50PDM
- High-level return for **Section de Recherches**: 6.1m viewers for first programme (23% share)
- **Ici tout commence** very solid in access prime time (up to 4.3m viewers), and very popular with youngsters (up to 45% share among 15-24 year-olds)
- Success confirmed for the Italian series **Doc**: up to 5m viewers and 30% share of W<50PDM

TF1 IN FINE FORM: 32% SHARE OF 4-10 YEAR-OLDS

- Record for **Pat' Patrouille** on 10 February with 63% share of 4-10 year-olds

¹ Women under 50 purchasing decision-makers

MYTF1: THE 5 MOST-WATCHED PROGRAMMES IN CATCH-UP:

- +850,000 viewers for *Je te promets*
- +810,000 viewers for *Doc*
- +475,000 viewers for *The Voice*
- +460,000 viewers for *SWAT*
- +360,000 viewers for *Ici tout commence*

TMC IS MOST-WATCHED DTT DIGITAL CHANNEL WITH STRONG YOY GROWTH, NO.4 NATIONAL CHANNEL AMONG 25-49 YEAR-OLDS (4.6% share, +0.6 of a point) AND NO.5 AMONG ABC1s

- **Quotidien**: best month ever and best monthly audience for TMC, with up to 2.3m viewers (8.3% share), making TMC no.3 national channel in France among 25-49 year-olds and ABC1s with 16% share
- TMC is the leading DTT channel in movies with up to 1m viewers for *Batman Begins*, *Taxi 5* and *White House Down*

LCI (1% AUDIENCE SHARE) FRANCE'S MOST-WATCHED NEWS CHANNEL WITH THE PERSEVERANCE MARS LANDING SPECIAL AND GRAND JURY

- **426,000 viewers and 2.3% share, peaking at 866,000 viewers– best audience of the month**
- Up to 395,000 viewers (2% share) for *24H Pujadas*, 59% higher than in February 2020
- **LCI most-watched news channel with *Le Grand Jury* on Sunday 14 February (311,000 viewers)**
- Strong growth in the 6pm weekend slot: *Le tour de l'info* (Saturday) with 217,000 viewers, up 38% yoy, and *En toute franchise* (Sunday) with 280,000 viewers, up 46% yoy.

TFX NO.6 NATIONAL CHANNEL IN FRANCE, BEST MONTH FOR A YEAR AMONG W<50PDM (3.6% share) AND NO.6 NATIONAL CHANNEL IN FRANCE AMONG 15-34 YEAR-OLDS (3.4% share)

- **DTT leader with afternoon reality TV: *Mamans et Célèbres*** 7% share of W<50PDM and 15-34 year-olds, *La villa des cœurs brisés* 6% share of W<50PDM and 15-34 year-olds
- **In prime time, success of magazine show *Appels d'urgence***: largest audience of the month with up to 640,000 viewers, and *Incroyables mariages gitans* (630,000 viewers)

TF1 SERIES FILMS DELIGHTS FEMALE AUDIENCES: 2.5% SHARE OF W<50PDM

- Success of US series franchises: *New York Section Criminelle (Law and Order: Criminal Intent)*, **top audience of the month** with up to 710,000 viewers (2.8% share), and *Les Experts Manhattan (CSI: NY)*: 640,000 viewers (3% share).
- **Success for drama *Joséphine ange gardien***, with up to 560,000 viewers (2.2% share)

CONTACTS

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