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# AUDIENCE

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Boulogne, Monday 31 August 2020

## MONTHLY AUDIENCES: SUMMER 2020

### TF1 CLEAR LEADER ON ADVERTISING TARGETS

26.5% of individuals aged 4+: +0.8pt

30.5% of W<50PDM\*: +0.7pt

27.9% of 25-49 year-olds: +1.2pt

**STRONG YEAR-ON-YEAR GROWTH FOR TF1 GROUP  
AMONG INDIVIDUALS AGED 4+ & ADVERTISING TARGETS**

*\* Women aged under 50 purchasing decision makers*



### TF1 AUDIENCE SHARE RISING AMONG INDIVIDUALS AGED 4+ & ADVERTISING TARGETS

19.0% of individuals aged 4+: +0.3pt

20.8% of W<50PDM: +0.1pt

19.3% of 25-49 year-olds: +0.7pt

### TF1 POSTED ALL OF THE TOP 5 AUDIENCE RATINGS OF THE MONTH:

Including the no.1 slot, with 11.4m and 46% of individuals aged 4+ for the big match:

**CHAMPIONS LEAGUE FINAL – PSG vs. BAYERN MUNICH**

### BEST SUMMER FOR TF1 NEWS PROGRAMMES SINCE 2014

**EVENING BULLETIN: 5.3m viewers, 29% share of individuals aged 4+**

**Gap over closest rival widening year-on-year: +0.8m viewers (vs +0.5m in summer 2019)**

TF1 attracted the top 31 audience ratings for evening bulletins across all channels

**LUNCHTIME BULLETIN: 5.2m viewers, 42% share of individuals aged 4+**

**Biggest-ever summer-season gap over closest rival since 2014: +2.6m viewers (vs +2.4m in summer 2019)**

Up to **45.5% share of individuals aged 4+ on Monday 10 August**, biggest audience share for a lunchtime bulletin since April 2018

### SUCCESS FOR THIS SUMMER'S GAME SHOW

The all-new **GOOD SINGERS** did well: average 29% of W<50PDM, peak of 3.3m viewers

### MOVIES ATTRACTING BIG AUDIENCES IN ALL TIME SLOTS

**TV premiere of MOMO: 4.9m, 30% share of W<50PDM**

**TV premiere of GASTON LAGAFFE: 4.1m, 29% share of W<50PDM**

**TV premiere of TAXI 5: 5.0m, 32% share of W<50PDM**

**BIENVENUE A MARLY-GOMONT: 4.4m, 31% share of W<50PDM**

## SUCCESSFUL BACK-TO-SCHOOL PERIOD FOR THE TF1 GROUP

### FLAGSHIP BRANDS HIT THE GROUND RUNNING

RUNAWAY SUCCESS FOR THE BLOCKBUSTER **KOH-LANTA**: Best 7-day audience share (44%) of W<50PDM for a launch show since 2011; biggest launch show audience since 2017 (5.7m)

Return of **THE RESIDENT**: 27% of W<50PDM and up to 3.2m viewers for first-run shows  
Strong ratings for return of **THE VOICE KIDS**: average 28% of W<50PDM, peak of 3.8m viewers

## SUCCESSFUL LAUNCH FOR THE SEASON'S NEW SHOW

**BIG LITTLE LIES**: average 31% of W<50PDM, up to 4.3m viewers



## **ALL-TIME HIGH FOR SUMMER SEASON ON LCI: 1.1% SHARE OF INDIVIDUALS AGED 4+ BEST SUMMER EVER FOR ADVERTISING TARGETS**

Peak of 110,000 viewers for **LA MATINALE with Christophe Beaugrand** on 29 July  
Peak of 591,000 viewers for **24 HEURES PUJADAS** for the government announcement on 6 July, 2nd highest rating ever in this time slot  
Peak of 304,000 viewers for **EN TOUTE FRANCHISE** on 5 July, and of 247,000 viewers for **LE TOUR DE L'INFO** on 11 July

**GOOD START FOR NEW SHOWS IN THE BACK-TO-SCHOOL PERIOD** from 24 August:  
**ÇA DONNE LE TON** (+0.6 pt vs the same slot last year), **BRUNET DIRECT** (+0.4 pt), and the 8pm shows: **DARIUS ROCHEBIN** and **BRUNET & LES AGITATEURS** (+0.2 pt)



## **LEADER IN DTT AMONG INDIVIDUALS AGED 4+ (EXCLUDING NEWS CHANNELS) YEAR-ON-YEAR GROWTH IN TARGET AUDIENCES**

## MOST-VIEWED MOVIE OFFERING ON DTT WITH 0.8m VIEWERS

Peaking at 1.3m for **THE FOREIGNER**, the channel's biggest audience.



### No.3 CHANNEL AMONG W<50PDM

#### Best launch figures for Season 4 of 10 COUPLES PARFAITS in access prime time

Average 6% of W<50PDM (and most-watched DTT channel among 15-24 year-olds: 9%)

#### Success for MAMANS ET CELEBRES in access prime time

Average 6% of W<50PDM

#### Attractive movie offering, 0.5m viewers

Peaking at 0.7m for **MON MEILLEUR AMI**



### TF1 SERIES FILMS SCHEDULES MAKE THEIR MARK WITH AUDIENCE SHARES SHARPLY HIGHER

2.1% of individuals aged 4+: +0.3pt

2.7% of W<50PDM: +0.3pt

2.2% of 25-49 year-olds: +0.3pt

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