

[28.09.20] **PRESS RELEASE**

MONTHLY AUDIENCES: SEPTEMBER 2020

SUCCESSFUL BACK-TO-SCHOOL PERIOD FOR TF1 GROUP

Clear market leader, year-on-year growth among advertising targets
Best month among W<50PDM¹ in 2020 to date
33.5% share of W<50PDM (+0.6 pt)
30.2% share of 25-49 year-olds (+0.5 pt)



- **TF1: strong pulling power, with 9 programmes attracting over 6m viewers**
- **TF1 group news coverage: industry benchmark with very high audience ratings**
- **Best September ever for LCI**
- **TMC: France's no.1 DTT channel, best back-to-school period ever among 25-49 year-olds**
- **TF1 Séries Films: best month ever for the core target market of W<50PDM**



BEST MONTH AMONG W<50PDM IN 2020 TO DATE, YEAR-ON-YEAR GROWTH
22.2% SHARE OF W<50PDM (+0.2 pt)

STRONG PULLING POWER: 9 PROGRAMMES ATTRACTED OVER 6M VIEWERS.

BEST BACK-TO-SCHOOL PERIOD FOR EVENING NEWS BULLETIN SINCE 2014

TF1 was the clear market leader in September, and even grew audiences among advertising targets: a remarkable achievement given that this was the first back-to-school period in which the channel was competing with coverage of the Tour de France.

¹ Women aged under 50 purchasing decision makers.

TF1 posted 8 of the month's top 10 audiences

Includes no.1 in the ratings with the TV movie **POURQUOI JE VIS** (8.3m viewers)

Best audience for a one-off drama since October 2018.

Biggest audience share among W<50PDM for a drama since 2006, with 51%.

Ever-popular with French viewers

9 programmes attracted more than 6.0m viewers.

Prime-time pulling power across all genres, year-on-year growth among target audiences

- **LA CH'TITE FAMILLE**: 7.0m, and 37% share of W<50PDM

Best audience for a movie in this time slot since 2018

- **Return of KOH-LANTA**: 43% share of W<50PDM, peaking at 6.1m for the launch show

- **France vs. Croatia football match in the Nations League**, 6m

(24% share of individuals aged 4+, 39% share of 15-49 year-old males)

- **GRAND HOTEL mini-series**: peak of 5.4m, 21% share of individuals aged 4+, 22% share of W<50PDM

- **THE RESIDENT**: high viewing figures confirmed: 32% share of W<50PDM, peak of 4.1m

TF1 group news coverage the industry benchmark

TF1 lunchtime bulletin

Unrivalled market leader with 40% share of individuals aged 4+ and average audience of 5.0m

Pulling further away from main rival: 2.6m ahead in September 2020, vs. 2.2m a year earlier

Peak audience 5.9m on Sunday 27th, peak audience share 42.8% (individuals aged 4+) on Monday 14th

TF1 evening bulletin

TF1 took 19 of the top 20 ratings for an evening (8 pm) news bulletin

Biggest audience share of individuals aged 4+ in September since 2014

September 2020 averages: 5.7 m viewers, 27% share of individuals aged 4+

Peak of 7.5m viewers (31.6%) on Sunday 27th

Strongest year-on-year growth of any 8pm bulletin (share of individuals aged 4+ up 1.4 points)

Also fine growth (1.2 points) among the two advertising targets (W<50PDM and 25-49 year-olds)

Gap over nearest rival wider than last year at 900,000 viewers, versus 800,000 in September 2019

Peak of 3.3m viewers for **SEPT A HUIT**

and of 4.3m for Audrey Crespo-Mara's "Portrait of the Week" in the 7.30 pm slot

Ongoing successes:

LES 12 COUPS DE MIDI still attracting very high audience ratings:

Peak of 3.6m, averages of 35% (individuals aged 4+) and 23% (W<50PDM)

DEMAIN NOUS APPARTIENT ahead of France 2 channel 19 times out of 20



TMC, FRANCE'S No.1 DTT CHANNEL
3.2% share of individuals aged 4+ (+0.1 pt)
4.8% share of W<50PDM (+0.1 pt)

BEST BACK-TO-SCHOOL PERIOD EVER AMONG 25-49 YEAR-OLDS
And strongest monthly growth of any French channel among 25-49 year-olds (+1.7 pt, to 4.8%)

BEST DTT AUDIENCE OF THE MONTH
FOR QUOTIDIEN: peak of 1.9m viewers.

Clear leader in DTT among individuals aged 4+ and target audiences

Well ahead of the closest rival
(0.6 pt gap for individuals aged 4+, +1.1 pt gap for 25-49 year-olds)

TMC audience share up year-on-year among individuals aged 4+ and target audiences

+0.1 pt among individuals aged 4+, +0.2 pt among 25-49 year-olds

QUOTIDIEN had its best season opener ever, peaking at 1.9m viewers

Clear leader among TNT channels with average 1.6m viewers
(7% of individuals aged 4+, 14% of 25-49 year-olds and ABC1s)

DTT's most-watched movie offering, averaging 1m viewers

Peaking at 1.5m for **EXPENDABLES 2**

Successful launches for LOLYWOOD NIGHT and L'AGENCE

LOLYWOOD NIGHT: 0.8m viewers, 6% share of 25-49 year-olds
L'AGENCE: 0.6m viewers, 5% of 25-49 year-olds



Best September ever for LCI
1.0% share of individuals aged 4+ (+0.1 pt)

including for target audiences
0.5% share of 25-49 year-olds (+0.1 pt)
0.7% share of ABC1s

Successful launch for Darius Rochebin in the 8 pm slot, doubling the audience in this slot vs last year
132,000 viewers, 0.6% share of individuals aged 4+
Peak of 334,000 viewers (1.5% of individuals aged 4+) on Wednesday 16th for exclusive interview with Professor Raoult – best audience on a French news channel

Eric Brunet's debut on LCI delivered bigger and much younger audiences
- Share of 25-49 year-olds +0.6 pt year-on-year to 1.3%), uptrend among individuals aged 4+ (+7% share)
- Peak of 110,000 viewers (3.1% share of individuals aged 4+) on Thursday 24th

24 HEURES PUJADAS – best September ever in the 6.15 pm – 7.50 pm time slot
234,000 viewers, 1.7% share of individuals aged 4+
39% year-on-year audience growth, +0.5 pt audience share among individuals aged 4+
Peak of 291,000 viewers (2.1% share of individuals aged 4+) on Thursday 17th

LE GRAND SOIR, hosted by Julien Arnaud, is adding viewers: audiences up 53% year-on-year at 119,000, share of individuals aged 4+ up 0.3 pt at 0.7%.

Weekend schedules also performing well:

Share of individuals aged 4+ up 0.5 pt for **LE TOUR DE L'INFO**, up 0.3 pt for **EN TOUTE FRANCHISE** and up 0.3 pt for **LCI's Saturday and Sunday evening schedules**, still France's 2nd most-watched news channel.

Strong year-on-year growth of 0.6 pt among individuals aged 4+ for **LA MATINALE WEEKEND** (6.30 am – 10 am) to 3.0% and **BRUNCH DE L'INFO** (10 am – 12 noon) to 2.1% of individuals aged 4+.



**No.3 DTT CHANNEL FOR W<50PDM
AT 3.3% (+0.1 pt year-on-year)**

Exclusive, market-leading formats in access prime time continue to pull in new viewers
Season 2 of **MAMANS ET CELEBRES** – most-watched on DTT among W<50PDM with 9% share
Season 4 of **10 COUPLES PARFAITS** – most-watched on DTT among W<50PDM with 6% share

High-powered movie offering, 0.7m viewers

Peaking at 0.9m for **LA MEMOIRE DANS LA PEAU** (*The Bourne Identity*), TFX's best audience of the month



**BEST MONTH EVER AMONG W<50PDM
3.0% SHARE OF W<50PDM (+0.3 pt year-on-year)
Most-watched HD DTT channel (+0.3 pt ahead of closest rival)**

High-powered movie offering

Up to 0.7m viewers for **FAST & FURIOUS 6**, the channel's best audience of the month

Return of the exclusive series HANDMAID'S TALE for a third season
0.3m viewers and 3% share of W<50PDM

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