

[30.01.22] **PRESS RELEASE**

JANUARY 2023 AUDIENCES



The TF1 group has increased its audience share among individuals aged 4+ by 0.3pt to 26.1%, and confirmed its clear market leading position among targets.

We upped our share to 33% of W<50PDM¹ (+0.1pt) and 29.9% of 25-49 year-olds (+0.2pt). 55.5 million viewers watched our channels during January.

News, French drama and sport took pride of place on our channels

TF1 was by far the most-watched TV channel, raising its share of the W<50PDM audience by 0.3pt and widening the gap over its nearest rival with 22.2% of W<50PDM (8.1pt gap, vs. 6.6pt previously) and 19.5% of 25-49 year-olds (6pt gap, vs. 5.5pt previously).

LCI posted the strongest year-on-year growth of any TV channel (0.8pt), and equalled its best-ever market share with 2%.

TMC was the clear leader among targets in DTT for the 5th month running: 4.8% share of 25-49 year-olds and ABC1s.

TFX was the second most-watched DTT channel after TMC among W<50PDM (3.6% share).

MYTF1 posted all of the top 9 catch-up viewing figures of the month

TF1

Clear leader in French TV market, very high share of target audiences

The only incumbent channel to grow its female audience: 2nd best January since 2015 among W<50PDM with a 22.2% share.

TF1 attracts 45.4 million viewers each week.

The channel carries France's strongest streaming brands with *Lycée Toulouse Lautrec*, *Balthazar*, *Les Disparus de la Forêt Noire* and *S.W.A.T.*

News bulletins still well ahead of the rest, with 39 million viewers each week

TF1 news is the unrivalled leader at both 1pm and 8pm.

1pm news: 4.7 million viewers on average, 39% share of individuals aged 4+.

Best audience share for any 1pm news bulletin was for the edition anchored by **Marie-Sophie**

Lacarrau on Monday 2 January, with a 41% share of individuals aged 4+.

¹ Women aged under 50 purchasing decision makers

8pm news: 5.5 million viewers on average and 26% share of individuals aged 4+ for bulletins anchored by **Gilles Bouleau** and **Anne-Claire Coudray**.

The 8pm bulletin on Sunday 29 January, anchored by **Anne-Claire Coudray** attracted the biggest audience of the month for any programme on any channel, with 6.9 million viewers.

Magnificent success for French drama:

- Landmark series ***Lycée Toulouse Lautrec***: ratings hit for a series that changes the way we look at disability
 - Clear leader with target audiences over all three evenings
 - Average Week 1 audience for the first two evenings: 4.3 million viewers, 35% of W<50PDM, 30% of 25-49 year-olds, 33% of 15-24 year-olds and 31% share of 15-34 year-olds
 - Lots of followers in Week 1: extra 934,000 viewers on average, peak of 1.04 million
- **Successful return for *Balthazar***: 6.9 million viewers for episode 1, 30% of individuals aged 4+
- ***Les Disparus de la Forêt Noire***: average 5.3 million viewers for the mini-series, 27% of individuals aged 4+
- In January, **25.8 million viewers tuned into our two daily soaps**
 - ***Ici Tout Commence*** – peak of 3.2 million viewers and up to:
33% share of W<50PDM
40% share of 15-24 year-olds
 - ***Demain nous appartient*** – peak of 3.1 million viewers, and up to:
24% share of W<50PDM, best January since 2020
29% share of 15-24 year-olds

Pride of place for sport with the World Handball Championship:

Final: France v. Denmark - 5.3 million viewers, best audience for a handball match since 2017.

- Peak of 6.4 million viewers, very clear leader across all targets: 35% of 25-49 year-olds, 45% of 15-34 year-olds, 38% of men aged 25-49.

-The semi-final involving France also performed very well, attracting 3.2 million viewers.

Ninja Warrior: average 26% share of W<50PDM, and big success with young viewers: 30% of 15-24 year-olds, 49% share of 4-14 year-olds.

MYTF1

Our freeview streaming platform confirmed its status as clear market leader, with all of the top 9 catch-up audiences of the month.

		Programme	Genre	Date	Heure	Durée	J+1	J+7	PdA Différé vs J+1
1	TF1	SERIE.LYCEE TOULOUSE LAUTRECICHAPITRE I - LA CHUTE - EPISOD	Fiction fr.	lun 09 janv 2023	21:14	0:48	3,9m	4,9m	+1,04m
2	TF1	SERIE.LYCEE TOULOUSE LAUTRECICHAPITRE II - L ATERRISSAGE	Fiction fr.	lun 09 janv 2023	22:09	0:56	3,4m	4,4m	+0,96m
3	TF1	SERIE.LYCEE TOULOUSE LAUTRECICHAPITRE IV - L ACCEPTATION	Fiction fr.	lun 16 janv 2023	22:13	0:55	2,9m	3,8m	+0,88m
4	TF1	SERIE.LYCEE TOULOUSE LAUTRECICHAPITRE III - LE DOUTE	Fiction fr.	lun 16 janv 2023	21:14	0:52	3,3m	4,2m	+0,85m
5	TF1	SERIE.LES DISPARUS DE LA FORET NOIRE	Fiction fr.	jeu 05 janv 2023	22:12	0:55	4,3m	5,1m	+0,82m
6	TF1	SERIE.BALTHAZARMARIONNETTES	Fiction fr.	jeu 19 janv 2023	21:13	0:54	6,1m	6,9m	+0,81m
7	TF1	SERIE.LES DISPARUS DE LA FORET NOIREIEPISODE PILOTE	Fiction fr.	jeu 05 janv 2023	21:13	0:58	5,2m	5,9m	+0,74m
8	TF1	SERIE.LES DISPARUS DE LA FORET NOIRE	Fiction fr.	jeu 12 janv 2023	22:10	0:50	4,1m	4,9m	+0,71m
9	TF1	SERIE.S.W.A.T.IHORS LIGNE	Série étr.	mar 17 janv 2023	22:51	0:46	2,0m	2,7m	+0,70m
10	F2	SERIE.VORTEXIEPISODE PILOTE	Fiction fr.	lun 02 janv 2023	21:05	0:56	4,6m	5,3m	+0,67m

LCI

LCI at record levels: 2% share of individuals aged 4+ for the fourth month running, and strongest year-on-year growth of any French TV channel (+0.8pt)

- LCI ranks as no.1 news channel by daily viewing time, with an average of 38 minutes
- **24H Pujadas**: no.1 DTT channel and news channel, 2.9% share of individuals aged 4+
- **No.1 news channel for evening viewing** from 6pm for **En Toute Franchise with Amélie Carrouër** (365,000 viewers/2.3%), **Brunet Hammett & Cie** (313,000 viewers/2.1%), **Le 20H Darius Rochebin** (209,000 viewers/1%) and **Le 22H Darius Rochebin with Alexia Mayer** (267,000 viewers/1.8%)
- Monthly records for **Le temps de l'info**, presented by **Elizabeth Martichoux** (3.8%); **Le Club Le Chatelier** (2.5%); and **Un Œil sur le monde** with **Ruth Elkrief** and **Julien Arnaud** (0.9%).

TMC

No.1 DTT channel among targets for the fifth month running

4.8% share of 25-49 year-olds and ABC1s, 4.7% share of W<50PDM

- **Quotidien still at all-time highs**: most-watched DTT talk show with 1.9 million viewers (peak of 2.5 million, the biggest DTT audience of the month)
- Best month EVER among targets: 19% of 25-49 year-olds, 18% of ABC1s
- **Distinctive premium evening schedules**:
- **L'Agence**: back in force with a record season: 800,000 viewers (8% of 25-49 year-olds, 9% of ABC1s)
- All-new **Une Soirée avec Asterix et Obelix**: 800,000 viewers, season-best performance among target audiences for a DTT documentary with 8% of 25-49 year-olds and ABC1s
- **The Artus show Duels à Davidejonatown**: 800,000 viewers, season-best performance among target audiences for a DTT live show with 9% of 25-49 year-olds and 7% of ABC1s
- **Movie franchises**: **Star Wars** up to 700,000 viewers, **Hunger Games** up to 800 000 viewers.

TFX

No.2 DTT channel with core targets: +0.3pt growth among W<50PDM and 25-49 year-olds

- **Records for the all-new *Detox ta Maison***: 500,000 viewers, and best launch for 7 years with target audience (7% of W<50PDM)
- **France v. Germany World Handball Championship quarter-final**: 1.1 million viewers, the channel's biggest audience since 2021
- **Movies: peak of 700,000 viewers** for *Night Run*, biggest audience on TFX so far this year

TF1 SERIES FILMS

Fine start to the year among core target audience of W<50PDM, 2.2% share

- **Movies: peak of 800,000 viewers** for *Ready Player One*, the channel's biggest audience so far this year
- **Series: peak of 500 000 viewers** for *New-York Section Criminelle (Law & Order: Criminal Intent)*.

* Excluding January 2021, not comparable due to COVID-19 curfew

Source: Mediamat - Médiamétrie

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