

30.05.23 **PRESS RELEASE**

## **MAY 2023 AUDIENCES:**

### **TF1 GROUP GROWING AUDIENCES, CLEAR LEADER ON TARGETS**

### **TF1 CHANNEL PULLS EVEN FURTHER AHEAD OF RIVALS WITH STRONGEST MONTH-ON-MONTH GROWTH OF ANY FRENCH CHANNEL ALL-TIME HIGH FOR LCI, 2.2% SHARE OF INDIVIDUALS AGED 4+**



**TF1 group posted growth among all audiences, and is the clear leader among target segments.**

**TF1, France's most-watched TV channel, widened the gap vs. its rivals across all targets.**

**LCI hit an all-time high 2.2% share of individuals, and recorded the strongest year-on-year growth of any French TV channel.**

**MYTF1, France's leading free streaming platform, set new records with *HPI* and *Koh Lanta*.**

#### **KEY FIGURES**

- **TF1 group** is the clear leader in target segments: 34.8% share of women under 50, 31.3% of 25-49 year-olds.  
Strongest growth of any French broadcaster across all ad targets: +0.7pt for women under 50, +1pt for 25-49 year-olds
- **TF1**, France's most-watched TV channel, achieved audiences shares of:
  - o 18.7% of individuals aged 4+
  - o 24% of women under 50 (+0.8pt year-on-year), strongest growth in France for this target
  - o 20.6% of 25-49 year-olds (+0.5pt year-on-year)
  - o 24.2% of 15-34 year-olds (+2.1pt year-on-year), strongest growth in France for this target
  - o 28.3% of 15-24 year-olds (+2.9pt year-on-year), strongest growth in France for this target

#### **Growth across all targets vs. April (including +0.7pt individuals aged 4+, +1.6pt women under 50, +2.1pt 15-34 year-olds)**

- **LCI**: reached a 2.2% share of individuals aged 4+, an all-time high for the channel, making it France's second most-watched news channel.
- **TMC**: strengthened its very clear lead in DTT among priority targets with year-on-year growth to 4.8% of 25-49 year-olds, and 4.5% of ABC1s and women under 50.
- **TFX**: no.2 DTT channel on priority target of women under 50 with a 3.4% audience share.
- **MYTF1**: posted all of the top 10 timeshift audiences, setting a new record with *HPI* with an extra 2 million viewers in Week 1.

## TF1: FRANCE'S MOST-WATCHED TV CHANNEL, STRONG GROWTH ACROSS ALL TARGETS

### **HPI BACK WITH A BANG, SUCCESS FOR ISSUE-BASED DRAMA**

- **HPI:** biggest YTD audience (10.4 million), and clear leader across all targets (43% of individuals aged 4+, 54% of women under 50, 48% of 25-49 year-olds for the launch).
- **Les randonneuses:** 5.5 million viewers, most-watched channel on key targets (27% of women under 50, 23% of 25-49 year-olds, 32% of 15-24 year-olds on consolidated viewing figures).
- **Le colosse aux pieds d'argile:** 4.8 million viewers, 23% of women under 50, 18% of 25-49 year-olds.

### **DAILY SOAPS ON A ROLL, MOST-WATCHED SHOWS IN THEIR TIME SLOT**

- **Ici tout commence:** 2.9 million viewers, 22% share of individuals aged 4+ (best month of the season), 30% of women under 50, 42% of 15-24 year-olds, and best month YTD for women under 50 and 25-49 year-olds.  
Best month ever among 15-24 year-olds and 15-34 year-olds.
- **Demain nous appartient:** best month of the season for key audiences: individuals aged 4+, women under 50, 25-49 year-olds, 15-24 year-olds and 15-34 year-olds.  
2.9 million viewers, 18% individuals aged 4+, 23% women under 50, 28% 15-24 year-olds.

### **MARKET-LEADING NEWS, VERY HIGH AUDIENCE RATINGS AND A RECORD MONTH**

**1pm news: Best month since October 2021** (excluding summer) with 40% of individuals aged 4+ and 4.4 million viewers. **Strongest year-on-year growth of any lunchtime news show** among individuals aged 4+ (+2.2pt vs. May 2022) and targets (+3pt women under 50 and 25-49 year-olds).

**8pm news: Best month since December 2020** (excluding summer) with 27% of individuals aged 4+ and 5 million viewers. **Strongest year-on-year growth of any evening news show** among individuals aged 4+ (+1.4pt vs. May 2022) and 25-49 year-olds (+2.2pt).

**Three news bulletins in the monthly top 10:** 6.1 million viewers for exclusive interview with Emmanuel Macron during the 8pm bulletin on 15 May, 5.9 million for the 8pm bulletin on 21 May, and 5.3 million for the 1pm bulletin on 8 May.

**Reportages découverte** enjoyed its 3rd best audience share of the season: 30% at 1.40pm on 21 May.

**Sept à Huit** attracted a peak audience of 2.6 million on Sunday 21 May, and **Le Portrait de Sept à Huit** a peak of 3.3 million viewers and a 20% audience share on Sunday 14 May.

### **ENTERTAINMENT A BIG HIT, ESPECIALLY AMONG YOUNGER VIEWERS:**

**The Voice:** 3.6 million viewers, 28% share of women under 50, 35% of 15-24 year-olds

**Mask Singer:** 3.6 million viewers, 39% share of women under 50, 42% of 15-34 year-olds

**Koh Lanta:** 4.2 million viewers, 36% share of women under 50, 33% of 25-49 year-olds, 41% of 15-34 year-olds

### LCI:

- **BEST MONTH EVER WITH 2.2% AUDIENCE SHARE**
- **2ND MOST-WATCHED NEWS CHANNEL**
- **STRONGEST YEAR-ON-YEAR GROWTH of any French TV channel across all indicators: viewing figures** (+33,000 viewers /+25% vs. May 2022), **audience share** (+0.5pt / +29%), and **average daily viewing time** (+22%)
- **BEST MONTH EVER AMONG ABC1s** (1.6% share), 2nd best month ever among 25-49 year-olds (1%).
- **BEST MONTH EVER FOR AVERAGE DAILY VIEWING TIME**, and France's no.1 news channel by this metric with 41 minutes per viewer per day.

### TMC:

**CLEAR LEAD IN DTT AMONG PRIORITY TARGETS STRENGTHENED, YEAR-ON-YEAR GROWTH**  
4.8% share of 25-49 year-olds, 4.5% of ABC1s and women under 50.

**Quotidien** close to record levels

3rd best month ever on core target of 25-49 year-olds, most-watched national channel (19% share).  
By far the no.1 talk show: average audience 1.9 million, and month's best DTT audience (2.3 million).  
Nearly 25 million viewers in contact with the talk show in May 2023.

#### **Premium magazine shows in the evening schedules:**

*Désir: au cœur du sexe féminin* (all new): **0.9m** viewers (9% of 25-49 year-olds)

*Les reportages de Martin Weill* from Jerusalem: **0.6m** viewers (6% of 25-49 year-olds)

Return of *Burger Quiz* (peaking at 6% of 25-49 year-olds)

### MYTF1: STRONG GROWTH

MYTF1: No.1 FRENCH STREAMING PLATFORM:

MYTF1 posted **all the top 10 timeshift audiences in the market**, and setting a new record for *HPI* with 2 million streamers.

\* Source: Médiamat/Médiamétrie

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