

AUDIENCES

Médiamat'Thématik figures, 2 January to 18 June 2017



TV BREIZH No. 1 CHANNEL HISTOIRE AND USHUAÏA TV ON AN UPTREND



TV BREIZH ON AN UPTREND, No. 1 PAY-TV CHANNEL*

A general-interest channel with a mix of crime series and comedy, TV Breizh has recently refreshed its schedules with classic series such as *The A-Team (L'agence tout risque)*, *Magnum* and most recently *MacGyver*.

This offering has propelled the channel to the no. 1 slot among French pay-TV channels*, increased its audiences, and confirmed TV Breizh's popularity among women viewers.

- **No. 1 channel*** among individuals aged 4+ with **0.6%** audience share
- **Still in the top 5 for W<50PDM**** with **0.4%** audience share
- **+3% audience** among individuals aged 4+ vs Wave 32
- **+1% audience** among W<50PDM vs Wave 32
- **5.7 million** viewers per month



ROBUST GROWTH TO MARK THE CHANNEL'S 20th ANNIVERSARY

As Histoire celebrates its 20th anniversary, the channel has continued to emphasise its distinctive identity, adding more first-run content and high-profile events to its schedules. As a result, the channel has widened its reach and recorded significant increases in audiences in its two key target markets.

- **2.6 million viewers** per month (+9% year-on-year) => **No. 1 specialist history channel** by this metric
- **+16%** audience among 25-49 year-olds vs Wave 31
- **+35%** audience among ABC1s vs Wave 31



USHUAÏA TV MAINTAINS STRONG MOMENTUM

Thanks to a proactive policy of raising the channel's profile through event TV, including special strands and theme months (like the "Adventurers Month" presented by Denis Brogniart in March), Ushuaïa TV has confirmed the fine results achieved in the previous wave and made good inroads in its core target markets.

- **2.7 million viewers** per month (+2% vs Wave 32)
- **+4%** audience among 25-49 year-olds vs Wave 32
- **+9%** audience among W<50PDM vs Wave 32
- **+1%** audience among ABC1s vs Wave 32

Christophe Sommet, Executive Director of TF1 Thématiques, commented: *"The performances of the three channels confirm the positive momentum that started last autumn. For TV Breizh, that meant enhancing the schedules by bringing in classic series to differentiate the channel and pull in big audiences, while for Histoire and Ushuaïa TV, the aim was to emphasise their unique brand positioning with a range of event programming and one-off specials. So we are really proud to see TV Breizh take the no.1 slot, and to see Ushuaïa TV and Histoire continuing to make inroads into their key target markets."*

Source : Médiamat'Thématik, 2 January to 18 June 2017

Extended competition universe

* by market share, with 0.6%

** women aged under 50 purchasing decision-makers

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