



PRESS RELEASE

Boulogne, 3 April 2018

TF1 GROUP – MARCH 2018 AUDIENCE RATINGS



TF1 group: best ratings in 2018 to date for individuals aged 4+ and targets, and strongest month-on-month growth in the French TV market. 27.5% share of individuals aged 4+ (+1 pt), 32.8% of W<50PDM¹ (+1.2 pts) and 29.4% of 25-49 year-olds (+1.3 pts).



TF1 posted its best month in 2018 to date for individuals aged 4+ and targets and achieved the strongest month-on-month growth of any French TV channel

**20.3% of individuals aged 4+ (+1 pt), 22.8% of W<50PDM (+1.4 pts),
19.9% of 25-49 year-olds (+1.2 pts)**

TF1 registered the top 20 audiences of the month
Most-watched: *Les enfoirés 2018* with 10.2m, biggest audience in 2018 to date

28 programmes with over 6.0m viewers

Event broadcasting

Les enfoirés 2018: Best audience of the year to date with 10.2m (45% individuals aged 4+ and 53% W<50PDM)
Joséphine-Camping Paradis crossover: up to 7.5m viewers, best audience for a *Joséphine* episode since 2012
Nicolas Sarkozy interview on the evening news bulletin: 7.4m viewers
Memorial service for Colonel Arnaud Beltrame: TF1 the most-watched channel with 1.8m viewers

Very good start for the new current affairs show *LE20H Le Mag*, plus strong audiences for news bulletins

***20H Le Mag*, launched Monday 12 March: 5.1m viewers, 20% share**, beating its predecessor.
Record: Monday 2 April, 5.9m viewers
Evening news bulletin: 5.8m (25% share), and up to 7.0m
Lunchtime news bulletin: 5.4m (40% share), and up to 6.1m

Weekday access prime time: clear leader among individuals aged 4+ and W<50PDM

4 Mariages: leader, best month in 2018 to date, 15% individuals aged 4+, 21% W<50PDM (1.6m, up to 2.1m)
Bienvenue chez nous: leader, best month in 2018 to date, 17% individuals aged 4+ and W<50PDM (2.6m, up to 3.2m)
DNA: 3.3m, 17% individuals aged 4+ and 18% W<50PDM (up to 3.8m) – leader among W<50PDM

¹ Women aged under 50 purchasing decision makers

Very impressive return for big brands, especially among targets, delivering highly consistent performances for the channel

Clem: 5.1m (22% individuals aged 4+ and 34% W<50PDM) – up to 5.9m

L'arme fatale (Lethal Weapon): first-run episodes 4.8m (20% individuals aged 4+ , 29% W<50PDM) – up to 5.6m

Grey's Anatomy: 4.5m (19% individuals aged 4+ and 39% W<50PDM) – up to 4.9m

Section de recherches: 6.0m, 26% individuals aged 4+ and 21% W<50PDM, and up to 6.7m

Koh-Lanta: 5.3m (24% individuals aged 4+ and 36% W<50PDM) – up to 5.6m

The Voice: 5.4m (26% individuals aged 4+ and 35% W<50PDM) – up to 6.1m

Movie offering: up to 7.1m for Rien à déclarer

Rien à déclarer: 7.1m (29% individuals aged 4+ and 31% W<50PDM)

Le nouveau stagiaire (The Intern), first screening: 6.5m (27% individuals aged 4+ and 39% W<50PDM)

Seul sur Mars (The Martian), first screening: 4.8m (21% individuals aged 4+ and 31% W<50PDM)

Les Profs 2, first screening: 5.3m (23% individuals aged 4+ and 33% W<50PDM)



0.6% AUDIENCE SHARE IN MARCH 2018: No. 2 NEWS CHANNEL

Most-watched news channel for the Socialist Party debate on Wednesday 7 March at 9pm: 204,000 viewers and 0.9% share (9pm-10.50pm), with audience 4x higher than usual in this slot (4 previous Wednesdays), +0.7 of a pt versus the usual for this slot, peak audience of 259,000 viewers at 9.29pm.

Weekday La matinale: all-time high

Further growth for the La matinale current affairs magazine: all-time high with 66,000 viewers and 2.1% share Still growing well, +0.2 of a pt vs. 2018 to date and +0.6 of a pt year-on-year (vs. March 2017)

The Audrey Crespo-Mara interview at 8.15am posted its best month ever: 99,000 viewers, 2.4% share, peak of 153,000 viewers/3.6% share on Thursday 22 March 2018 => 2nd best ever for an Audrey Crespo-Mara interview

Regards croisés at 8.45am: up to 119,000 viewers, 3.3% audience share on Tuesday 27 March 2018

La République LCI confirms its positive trend and equals its best month of the season with a 1.6% share

Up to 130,000 viewers and 2.5% share on Monday 26 February => best audience in 2018 to date (and 3rd best audience of the season in the 9am-noon slot).

Special editions: Friday 23 March, hostage-taking in Trèbes; Wednesday 28th March, national memorial service for Colonel Beltrame (2nd most-watched news channel, audience peaking at 157,000 at 12.43pm)

Dossier du dimanche , especially **L'enquête sur le clan Boudou** on 11 March: 126,000 viewers, 0.5% share => LCI most-watched news channel between 8.53pm and 9.40pm.



No.2 DTT channel among 15-24 year-olds, strong year-on-year growth
4.5% share of this target, +0.7 of a pt year-on-year

La villa des cœurs brisés:

5th most-watched national channel, no.2 DTT channel among 15-24 year-olds with 8% share

2nd most-watched DTT channel among W<50PDM with 6% share

Peak of 700,000 viewers and up to 8% among W<50PDM



All-time high for W<50PDM and 25-49 year-olds, up year-on-year for these audience groups

2.6% of W<50PDM and 2.2% of 25-49 year-olds

+0.4 of a pt for W<50PDM, +0.2 of a pt for 25-49 year-olds – Also up month-on-month

5 of the top 10 HD DTT audiences of the month

Via the movie offering: *L'arme fatale + L'effaceur (Lethal Weapon + Eraser)* saga

+ *Léo Matteï*, 0.7m viewers

Best month in 2018 to date for individuals aged 4+ and targets, growth vs. February

3.0% of individuals aged 4+ / 4.2% of 25-49 year-olds / 3.9% of ABC1s: most-watched DTT channel among ABC1s, and joint leader among 25-49 year-olds

2nd best audience ever for TMC with the France vs. Colombia football match

Most-watched channel nationally with 18% of individuals aged 4+, no.2 channel for 25-49 year-olds with 22%

Best audience ever for a football match on DTT

Quotidien: up to 1.5m

1.2m and 5% of individuals aged 4+

9% of 25-49 year-olds, and 10% of ABC1s

Movie offering: no.1 on DTT with 1.0m viewers

4% of individuals aged 4+, and 6% of 25-49 year-olds

Up to 1.4m for *Salt*.

Source: Médiamat Médiamétrie

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