

TF1 AUDIENCE RATINGS IN AVRIL :

TF1 INCREASES ITS LEADERSHIP OVER THE LAST YEAR WITH A 22,6% AUDIENCE SHARE. THE CHANNEL CONTINUES TO INNOVATE.

5 NEW SHOWS, 5 NEW HITS

TF1 audience ratings continued their positive momentum year on year as the channel extended its lead over its rivals. The strong performance was driven by TF1's new-programme policy. In April the channel successfully launched five new shows: TF1's first international series, **Jo**, starring Jean Reno; **Revenge** in the post prime slot; the new prime-time US series, **Person of Interest**; and the new-look **Money Drop** and **Vendredi tout est permis** programmes.

The channel confirmed its leadership by posting the best ratings of the month across all programme categories.

SUCCESSFUL NEW-PROGRAMME POLICY

JO : TF1's first international series, starring Jean Reno as Jo, scored the best launch for a series on Thursday since January 2010, with 7.5 million viewers and an audience share of over 30% for the first episode.

Person of interest : The first season of the new US prime-time series put in an excellent performance with up to 7.5 million viewers. Hot on the heels of **Unforgettable**, it is the second new series to join TF1's prime-time roster in the last six months.

Revenge : Airing in post-prime time, the new series proved a success with 3 million viewers for the opener and a 31% share of WPDM<50.

Money Drop and **Vendredi tout est permis** : Success was also the case for the prime-time evening specials of these entertainment shows, with 5.3 million viewers for the first and 5.4 million for the second. Vendredi tout est permis was a big draw with women and young adults, taking a 36% share of WPDM<50 and a 46% share of 15-24 year olds.

EXCELLENT MONTH FOR NEWS PROGRAMMES

The **8 o'clock news** attracted a high of 8 million viewers (on 28 April) and the **1 o'clock news** up to 7.4 million (on 1 April).

TF1's emblematic news magazines **Reportages** and **Sept à huit** put in strong performances, the first drawing up to 4.9 million viewers and the second as many as 4.4 million.

SOUND PERFORMANCE FOR PROGRAMME BRANDS ACROSS ALL CATEGORIES

Daily comedy shows were successful, with up to 9.0 million viewers for **Après le 20h c'est Canteloup** and a high of 7.1 million for **Nos chers voisins**.

TF1 drama also posted strong scores. As many as 7.3 million viewers tuned into the new season of **Section de Recherches**, which attracted an average 200,000 million viewers more than the previous season.

6.9 million TV viewers watched the new episode of **Joséphine ange gardien**.

Success was also on the cards for season 3 of **Clem**, Monday evening's biggest hit with women and young people, with a 25% share of WPDM<50, 44% of women 15-24 and up to 6.2 million viewers.

The Voice went from strength to strength with a high of 7.8 million viewers (34% share and 49% of WPDM<50) and strong social network interest, with a four-fold increase in Twitter audience compared with season 1.

Iron Man 2 in its debut broadcast drew 6.9 million viewers in the Ciné Dimanche slot (40% share of Shoppers and 50% of 15-24 year olds).

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Frd-50 : Femmes responsables des achats de moins de 50 ans.

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