

Boulogne, monday 27 may 2013

TF1 LEADS THE MARKET AND POSTS WEEK'S STRONGEST INCREASE

With a 22.5% audience share for the week, up 0.5 points, TF1 made the strongest increase of any television channel. The performance was a result of TF1's ability to adapt its programming and programmes to the expectations of viewers and bring them unifying, event-driven shows. .

This week's highlights :

1/ Ciné Dimanche hit a new high with **Rien à Déclarer**. With nearly 10 million viewers (9.8m), 38% audience share, 41% of WPDM<50* and 42% of Shoppers**, the film, directed by and starring Dany Boon, notched up the best performance in this slot since Bienvenue chez les Chtis back in November 2010.

2/ **Après le 20h c'est Canteloup** continued to draw strong audiences, with as many as 8.1 million viewers and an audience share of over 30% on Thursday 23 May.

3/ **Alice Nevers** scored some of its best ratings ever. The new series opener attracted 6.6 million viewers and took a 25% audience share (8.50 pm show) - the best ratings since the 2010 series.

4/ **Grey's Anatomy** : posted its strongest performance this season, with an average 6 million viewers tuning into the new episodes. The show took a 23% audience share and 42% of WPDM<50. Also noteworthy was last Tuesday's broadcast of the last season of CSI: NY, with 6.2 million viewers.

5/ Ratings were high for the news programmes, with up to 7.9 million viewers (32% audience share) for the **8 o'clock news** and the second-best performance of the year for the **1 o'clock news**, with 7.8 million.

6/ Special Whit Monday programming proved highly successful, with 3.7 million viewers, 27% audience share and 34% of Shoppers for **Die Hard** at 2 pm.

7/ New records were set in access, with as many as 3.2 million viewers for Une famille en or and 5.1 million for **Money Drop**.

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