



PRESS RELEASE

Boulogne, 31 October 2017

OCTOBER 2017 AUDIENCE RATINGS



TF1 GROUP CHANNELS CONFIRM FINE BACK-TO-SCHOOL PERIOD

Market leader and strongest month-on-month growth
among women and 25-49 year-olds

32.6% of W<50PDM¹ (+0.7 pt) and 29.2% of 25-49 year-olds (+0.4 pt)



2ND BEST MONTH OF THE YEAR WITH 20.3% AUDIENCE SHARE
AND UP YEAR-ON-YEAR AMONG W<50PDM (22.2 % / +0.2 pt)

The channel confirmed its big ticket event status:

9.5m viewers for **The Big Interview with Emmanuel Macron**. October's best audience and 2017's 3rd best.
7.9m viewers for the **France-Belarus World Cup qualifier** (45% share of men under 50).
6.7m viewers for the TV movie **Quand je serai grande je te tuerai** (30% share of W<50PDM).

Market-leading news bulletins at a very high level:

Up to 7.3m viewers for the **evening bulletin** and 25% average audience share. The weekday **evening bulletin** increased its leadership, gaining 100,000 more viewers year-on-year.
Up to 5.8m viewers for the **lunchtime bulletin** and 41% average audience share.
A record for **Reportages**: best month of 2017 for the programme's 30th anniversary (4.3m viewers and 31% audience share).
Up to 4.2m viewers and 23% audience share for **7à8**.

Strong momentum for access prime time programmes:

Record month for **4 mariages**: 25% share of W<50PDM and up to 1.9m viewers.
Leadership consolidated for **Bienvenue chez nous**: 18% of W<50PDM and up to 2.7m viewers.
Demain nous appartient on an uptrend and no.1 among women: 21% of W<50PDM and up to 3.6m viewers.
C'est Canteloup: up to 7.2m viewers.

And continuing with:

Up to 5.6m viewers for **Koh Lanta** and an average of 36% of W<50PDM.
Up to 4.6m viewers for **Danse avec les stars** and an average of 33% of W<50PDM.
Success for the new show **Pas de ça entre nous**: 1.3m viewers and 31% of W<50PDM.
Esprits Criminels (Criminal Minds) first-runs leading the market: up to 5.5m viewers, average 31% of W<50PDM.
Movies: 6m viewers (32% of W<50PDM) for **Astérix et Obélix Mission Cléopâtre**, 5.3m for **American Sniper** (28% of W<50PDM).

¹ Women aged under 50 purchasing decision makers



THE ONLY NEWS CHANNEL TO ACHIEVE YEAR-ON-YEAR GROWTH (+50% vs 2016) NO.2 NEWS CHANNEL WITH 0.6% AUDIENCE SHARE

Excellent ratings for the joint broadcast of the **Big Interview with Emmanuel Macron**, which made LCI the no.1 news channel with 260,000 viewers and 1% audience share.

Strong dynamic for **LCI Matin**: 1.8% audience share, +0.7 pt year-on-year. Record month for target audiences with 2.9% share of ABC1s.

24H Pujadas and **La République LCI** confirmed their positions with 1% and 1.3% audience shares respectively.



DTT LEADER AMONG TARGETS, UP MONTH-ON-MONTH AT 4.5% OF 25-49 YEAR-OLDS AND ABC1s

Quotidien had its second best ever month with 1.4m viewers and 6% audience share. The programme was DTT leader among individuals aged 4+ and among 25-49 year-olds (11% share) and ABC1s (12%). The programme achieved the channel's best audience of the month of 1.5m viewers.

Most-watched DTT movie offer, with highlights of 1.4m viewers for **Pirates des Caraïbes jusqu'au bout du monde (Pirates of the Caribbean: At World's End)** and **Django Unchained**.

The **Soprano concert** was a huge success with 923,000 viewers.



+0.3 PT AMONG W<50PDM WITH 3.4% AUDIENCE SHARE AND A HIGH 3.9% SHARE OF 15-24 YEAR-OLDS

The daily **Secret Story** was DTT leader among W<50PDM (8%), making NT1 France's no.4 channel among 15-24 year-olds with 11% and up to 500,000 viewers.

Very good ratings also for the movies **Le jour où la terre s'arrêta (The Day the Earth Stood Still)**, 823,000 viewers) and **Le témoin amoureux (Made of Honor)**, 751,000 viewers) and the documentaries **Appels d'urgence** (up to 791,000 viewers) and **Les miracles de la chirurgie pour enfant** (764,000 viewers).



GROWING POPULARITY AMONG WOMEN: +0.2 PT TO 2.2% AUDIENCE SHARE

Prime time leader among 2nd generation DTT channels with individuals aged 4+ and W<50PDM.

9 of the 10 best audiences for 2nd generation DTT channels, including the month's best audience figures for the movie **Le fugitif (The Fugitive)**, 925,000 viewers).

The **Section de Recherches** series also performed well with up to 682,000 viewers, the channel's 2nd best audience in October.