

[04.11.24] **PRESS RELEASE**



OCTOBER 2024 AUDIENCES: STRONG LEAD WITH TARGET AUDIENCES TF1 OUT IN FRONT WITH HIGH RATINGS ACROSS ALL AUDIENCE SEGMENTS TF1+ FRANCE'S No.1 FREE STREAMING PLATFORM – OVER 900 MILLION HOURS VIEWED IN 2024 TO DATE

TF1 group enjoyed an excellent October, posting a strong lead with target audiences: 34.7% of women under 50, 31.9% of 25-49 year-olds, 35.7% of 15-34 year-olds.

The TF1 core channel notched up very high ratings. Undisputed no.1 across all targets, the channel posted its best month in 2024 to date among 25-49 year-olds:

- **19.1% of individuals aged 4+**
- **23.2% of women under 50** (+0.1pt vs Sept 2024), **21.5% of 25-49 year-olds** (+0.7pt vs Sept 2024) and **25.7% of 15-34 year-olds** (+2.3pt vs Sept 2024)

TF1 + bolstered its position as France's no.1 free streaming platform, with over 960 million hours viewed in 2024 to date and over 35m streamers in October (Mediamat data)

BUMPER AUDIENCES FOR NEWS PROGRAMMES

TF1 group's regular news programmes continue to widen their lead over rivals, setting yet more records:

- **8pm news:** Best viewing figures since January 2015: 1.5m more viewers than immediate rival, average audience of 5.5m, 28.0% share of individuals aged 4+. The weekday 8pm news widened the lead over its immediate rival in terms of audience share by 3.9pt vs October 2023. The 8pm news on 3 November posted the 2nd highest TV audience of the month: 6.6m viewers.
- **1pm news:** Best October since 2020, and a lead of 2.4m viewers (21 points) over its main rival (up 3.5pt year-on-year). The 1pm news on 6 October posted its 2nd highest YTD audience with 5.9m viewers.

- **TF1 breakfast show *Bonjour!*** Record-breaking month, ratings sharply up. Best month since launch: 313,000 viewers, 9.8% of individuals aged 4+, record share of women under 50 (19.7%, 30 October).
- ***Sept à Huit***: Best YTD share of individuals aged 4+ (22.5%, 6 October), with viewing figures remaining healthy among women under 50 (24.7% share).

SUCCESS ACROSS ALL GENRES

ENTERTAINMENT IN FINE FORM

- **The *Star Academy* phenomenon** is back in force, with 36m viewers since the launch on 12 October. The daily show posted high ratings: average 1.7m viewers, 39% of women under 50, 34% of 25-49 year-olds, 39% of 15-24 year-olds, 48% of 15-34 year-olds. The weekly prime time shows averaged 3.4m viewers, with growth in younger audiences (peak share of 45% of 15-34 year-olds for the launch show). **And consumption on TF1+ is up more than 35% with 35m video views** since the launch (site-centric data).
- ***Le Maître du Jeu***, an original French concept, achieved the **best launch for an entertainment show since the *Star Academy* reboot** and was the clear leader among targets: 35% of women under 50, 33% of 25-49 year-olds, 36% of 15-34 year-olds and an average of 2.7m viewers and 29% of women under 50.
- ***Koh Lanta*** remains a very reliable performer with 4.3m viewers on average and a clear lead among targets: 37% of women under 50, 36% of 25-49 year-olds, 42% of 15-34 year-olds, and record catch-up audiences with up to 1.4m viewers in week 1.
- **New records for *50 mn Inside***: best month YTD among individuals aged 4+ (16% share), best month since January 2023 among women under 50 (25% share) and 25-49 year-olds (21% share).

BEST MOVIE AUDIENCE OF THE MONTH

- ***Les bronzés***, shown as a tribute to Michel Blanc, attracted **5.9m viewers**, with **39% of women under 50 and 40% of 25-49 year-olds**.

DRAMA AUDIENCES AT VERY HIGH LEVELS

- ***HPI*, the year's most-watched drama** with an average of 8.3m viewers, enjoyed a **record season with targets**: 56% of women under 50, 49% of 25-49 year-olds, 60% of 15-24 year-olds and 56% of 15-34 year-olds, plus exceptional catch-up audiences (an extra 1.7m viewers).
- Very good launch for the new franchise, ***Monsieur Parizot***, the most-watched programme in its slot with **over 5m viewers**. Excellent performance with targets: 23% of individuals aged 4+, women under 50 and 25-49 year-olds, and a further 700,000 viewers in catch-up.
- **Success for the *Brocéliande* saga**, with the **best audience in its time slot since *Les combattantes*** (with 5.6m viewers) plus an extra 1.2m viewers in catch-up.

DAILY SOAPS ARE RUNAWAY LEADERS

- ***Plus belle la vie* posted its best month ever among individuals aged 4+ and younger viewers**: 28% of individuals aged 4+, 51% of 15-24 year-olds, 47% of 15-34 year-olds, plus excellent ratings with women under 50 (40%) and 25-49 year-olds (38%).

- ***Ici tout commence* had its best YTD month among 15-24 year-olds (37%), and was well ahead of rivals** with 20% of individuals aged 4+, 30% of women under 50, and 23% of 25-49 year-olds.
- ***Demain nous appartient* was also a clear leader** with 17% of individuals aged 4+, 22% of women under 50 and 17% of 25-49 year-olds, and **strong growth with younger viewers** (+5pt among 15-24 year-olds versus October 2023).

LCI

- **TF1 group's news channel took a 1.6% audience share of individuals aged 4+ in October.**
- **LCI confirmed its strong evening viewing figures, regularly topping the leaderboard for news channels** with 200,000 viewers and a 1.2% share of individuals aged 4+ (9pm-midnight).
- **Best-ever audience on LCI for Darius Rochebin at 6pm** on 27 October (over 400,000 viewers).

TMC: RECORD LEAD OVER DTT RIVALS CONFIRMED

4.8% SHARE OF 25-49 YEAR-OLDS, 4.5% OF ABC1s, 5.1% OF WOMEN UNDER 50

QUOTIDIEN MAINTAINS ITS BEST-EVER AUTUMN SEASON

- Best October ever, with average of 2.0m viewers.
- Most-watched DTT channel across all audience segments.
- Best audience of the month for a DTT programme on any channel, with 2.5m viewers.
- No.2 national channel for 25-49 year-olds and 15-34 year-olds (19% share), and most-watched nationally among ABC1s (20% share).

STRONG PRIME-TIME PULLING POWER

- ***Maison de retraite*** with 1 million viewers and Harry Potter and the Order of the Phoenix with 900,000.
- ***Canap' 81*** posted the biggest audience for a prime-time DTT entertainment show, with 1 million viewers.
- **Martin Weill's reports** attracted their biggest audience for more than a year, with 600,000 viewers
- Success for the start of American Week with over 600,000 viewers for **21h Médias: Elon Musk** (7% share of 25-49 year-olds), and over 500,000 for Ambre Chalumeau's Taylor Swift documentary (which also posted the series' best-ever share of 25-49 year-olds at 8%).

TFX: BEST OCTOBER FOR 5 YEARS, 3.5% SHARE OF WOMEN UNDER 50

LA VILLA DES CŒURS BRISES IS ENJOYING ITS BEST SEASON EVER

- Record for this time slot in recent years.
- Average 13% share of 15-34 year-olds, and 9% of women under 50.
- Runaway success on TF1+, with almost twice as many video views as the previous season at nearly 90m (site-centric data)

EXCELLENT LAUNCH FOR *GHOST*: 4% share of women under 50, peak audience of 400,000

900,000 VIEWERS FOR THE MOVIES *ROBIN HOOD* AND *WORLD WAR Z* – BEST AUDIENCES OF THE MONTH



TF1 SF: AUTUMN SEASON GROWTH MAINTAINED: 2.5% SHARE OF WOMEN UNDER 50

BEST AUDIENCE OF THE MONTH FOR THE MOVIE *EQUALIZER*, WITH 800,000 VIEWERS

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