

[02.09.24] **PRESS RELEASE**

AUGUST 2024 AUDIENCES:

TF1: FINE PERFORMANCES IN EXCEPTIONALLY TOUGH COMPETITIVE ENVIRONMENT



- **TF1 group share across all audience segments in August: 23.5% of individuals aged 4+
25.8% of women under 50, 22.3% of 25-49 year-olds, 23.1% of 15-34 year-olds**
- **TF1 channel outperformed in an exceptionally tough competitive environment
16.9% of individuals aged 4+
17.5% of women under 50, 15.2% of 25-49 year-olds, 16.3% of 15-34 year-olds**
- **TF1 news bulletins still enjoying high ratings, with the 1pm news the clear leader in August**

AUDIENCES (EXCLUDING OLYMPICS) – RECORD AUDIENCE SHARES FOR TF1

TF1 group and the TF1 channel clear leaders across all audience segments:

TF1 GROUP:

**27.4% of individuals aged 4+
33.5% of women under 50, 30.1% of 25-49 year-olds, 34.4% of 15-34 year-olds**

TF1:

**19.5% of individuals aged 4+
22.5% of women under 50, 20.1% of 25-49 year-olds, 23.5% of 15-34 year-olds**

TF1 GROUP NEWS bulletins – leading the market and setting new records

1pm news, Monday to Sunday

1pm news still market leader through August

Best week YTD for share of individuals aged 4+, with 44% in the week commencing 12 August

Biggest YTD audience share of individuals aged 4+ for **Marie-Sophie Lacarrau**, with 46.5% on 28 August

Biggest YTD audience share of individuals aged 4+ for **Anne-Claire Coudray**, with 44.5% on 24 August

8pm news, Monday to Sunday

The **8pm news** posted its two best weeks YTD for share of individuals aged 4+, with 31% in the weeks commencing 12 August and 19 August

New records for TF1 breakfast show *Bonjour !*

3rd best YTD audience: Tuesday 27 August, 323,000 viewers and 11.9% share of individuals aged 4+

Record 9.8% share of individuals aged 4+ for the return of **Bruce Toussaint** to the breakfast show (week commencing 19 August)

NEW RECORDS FOR THE RETURN OF BIG-HITTING ENTERTAINMENT FRANCHISES

KOH LANTA

Best launch for 23 years among women under 50: 52% share

Runaway leader with target audiences, strong appeal for younger viewers:

52% of women under 50, 47% of 25-49 year-olds, 48% of 15-24 year-olds, 55% of 15-34 year-olds

THE VOICE KIDS

Best launch for 4 years among key targets: 27% share of women under 50

Best launch for 9 years among younger targets: 37% of 15-24 year-olds / 31% of 15-34 year-olds

Total audience up on previous launch at 3.3m viewers

RECORD BACK-TO-SCHOOL RATINGS FOR *LES 12 COUPS DE MIDI* (week commencing 19 August)

Best week ever in terms of share of 25-49 year-olds, with 31%

Second-best week ever in terms of share of women under 50, with 33%

Third-best week ever in terms of share of 15-34 year-olds, with 36%

Fourth-best week ever in terms of share of individuals aged 4+, with 40%

SUCCESS FOR MOVIE OFFERING

Bienvenue chez les Ch'tis hugely popular, with 5.7m viewers and 32% share of individuals aged 4+

Big pulling power with targets: 37% of women under 50, 39% of 25-49 year-olds, 42% of 15-34 year-olds

Source: Médiamat/Médiamétrie

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