

[28.04.25] **PRESS RELEASE**

APRIL 2025 AUDIENCES

TF1 GROUP ON AN UPTREND AND WELL AHEAD ON TARGET AUDIENCES

BEST APRIL FOR MORE THAN 10 YEARS AMONG WOMEN UNDER 50 (35.2%) AND 25-49 YEAR-OLDS (31.3%).

**TF1: HUGE LEAD AMONG INDIVIDUALS AGED 4+ WITH 18.7% SHARE, AND AMONG ALL TARGETS
BEST APRIL FOR MORE THAN 10 YEARS AMONG TARGET COHORT OF UNDER 50s: WOMEN UNDER 50
(23.7%), 25-49 YEAR-OLDS (20.9%), 15-34 YEAR-OLDS (23.9%)**



KEY FIGURES

TF1 group is by far the leading French broadcasting group across target audiences:

- **35.2% share of women under 50: best month YTD, best April for more than 10 years.**
- **31.3% share of 25-49 year-olds.**

The TF1 channel has a huge lead across all audiences, and is up year-on-year with targets:

- **18.7% share of individuals aged 4+**
- **23.7% share of women under 50 (+0.6 pt) – Best month YTD, and best April for 11 years.**
- **20.9% share of 25-49 year-olds (+0.1 pt) – Best month YTD, and best April for 10 years.**
- **23.9% share of 15-34 year-olds (+0.3 pt) – Best April for 15 years.**

TF1+

Most-watched platform among younger viewers: every day, 1.2m 15-34 year-olds visit TF1+. Highest consumption of any French streaming platform, with 360m hours viewed since the start of the year.

TF1+ had a 29% market share of individuals aged 4+, and 37% of 15-49 year-olds, in April.

NEWS PROGRAMMES: CLEAR MARKET LEADER AND RECORD FIGURES IN APRIL

The 1pm news anchored by **Marie-Sophie Lacarrau** (Monday-Friday) and **Anne-Claire Coudray** (Saturday-Sunday) attracted **4.4m** viewers and a **42.2% share of individuals aged 4+** (Monday-Sunday).

- Best audience of the month with 5.8m viewers on 21 April.
- Biggest share of individuals aged 4+ for the month, and season high, of 45.9% on 21 April.
- Widening lead over closest rival:
 - Biggest lead in April for 10 years (21.2 pt lead vs closest rival in terms of share of individuals aged 4+.
 - Biggest lead in audience ratings since February 2022: the 21 April news attracted 4.1m more viewers than its closest rival.

The 8pm news anchored by **Gilles Bouleau** (Monday-Thursday) and **Anne-Claire Coudray** (Friday-Sunday) attracted 5m viewers and a 28.7% share of individuals aged 4+ (Monday-Sunday).

- Best month of the season to date.
- Season high and biggest audience ratings of the month: 7m viewers on 31 March.
- Season high and biggest audience share of the month: 35.1% on 31 March.

Bonjour! The TF1 breakfast show hosted by **Bruce Toussaint** has grown its audiences by 21% year-on-year, and in April attracted 294,000 viewers and a 10% share of individuals aged 4+.

- Biggest audience of the month: 2 April, with 349,000 viewers.
- Biggest share of individuals aged 4+ for the month: 12% on 9 April.

SUCCESS FOR FRENCH DRAMA

EXCELLENT PERFORMANCES FOR NEW SERIES *FLASHBACK*

- **Best Thursday drama this season** (apart from *HPI*).
- Peak of **5.4m viewers** for the launch.
- **Very clear leader among all audiences:** 24% of individuals aged 4+, 31% of women under 50, 26% of 25-49 year-olds, 31% of 15-24 year-olds.

MONSIEUR PARIZOT AND *LE NOUNOU* STILL VERY POPULAR WITH VIEWERS

- Peak of **4.4m viewers** for *Monsieur Parizot*, **very clear leader among individuals aged 4+** (22% share) and **15-24 year-olds** (35% share).
- Peak of **4.1m viewers** for *Le Nounou*, **very clear leader among target audiences:** 22% of individuals aged 4+, 30% of women under 50, 28% of 25-49 year-olds, 35% of 15-24 year-olds.

RECORDS FOR DAILY SOAPS

- ***Plus Belle La Vie***
 - Very clear leader among all audiences.
- ***Ici Tout Commence***
 - 2nd best month ever (outside summer) among 15-34 year-olds.
 - Best April ever among women under 50.
 - Clear leader across all target audiences.
- ***Demain Nous Appartient***
 - Best April ever among 25-49 year-olds.
 - Best month ever (outside summer) among 15-34 year-olds.
 - Leader across target audiences.

EXCELLENT PERFORMANCES FOR FLAGSHIP ENTERTAINMENT FRANCHISES

THE VOICE

- **Audiences up on the previous season, with 3.9m viewers.**
- **Very strong leader** across targets: **30% audience share** of women under 50, **27%** of 25-49 year-olds, **29%** of 15-34 year-olds.

DANSE AVEC LES STARS

- Strong performance over the season, averaging **3.5m viewers**.
- **Market leader with pulling power across all targets: 35%** of women under 50, **31%** of 25-49 year-olds, **40%** of 15-34 year-olds, with season highs reaching **41%** of women under 50, **37%** of 25-49 year-olds and **48%** of 15-34 year-olds.
- **More than 1 in 2 French people** in contact with the show.
- **A record final as Lénie claimed victory:** best audience for a final for 4 years (3.6m viewers), and best-ever share of the target audience of women under 50 (41%).

KOH LANTA, LA REVANCHE DES 4 TERRES

- Consistently no.1 TV entertainment brand this year.
- Strong performances, averaging **4m viewers**.
- **Very strong lead among target audiences: 36%** of women under 50, **34%** of 25-49 year-olds, **40%** of 15-34 year-olds.
- One-third of viewers watch in week 1 post screening: **season high of 1.3m extra viewers**.

LES 12 COUPS DE MIDI

- **All-time monthly highs for women under 50** (32% share) **and 25-49 year-olds** (29% share).
- **3rd best month ever among 15-34 year-olds** (35% share).
- **Consistently high audience share among individuals aged 4+, with 36%.**

MOVIES

- **4.6m viewers** for *Astérix et Obélix: l'Empire du milieu*
- **Best audience share of women under 50 for a movie for 3 years (45%).**
- **Very high ratings with family and younger viewers:** 51% of 4-14 year-olds, 51% of women under 50 with children, 41% of 15-24 year-olds and 39% of 15-34 year-olds.

LCI

The group's news channel had its best month of the season to date: **1.8% of individuals aged 4+.**

- **High evening audiences maintained: most-watched news channel** (9pm-midnight), 217,000 viewers and 1.5% of individuals aged 4+, including **22H Rochebin** (1.8% of individuals aged 4+).
- **Most-watched news channel for weekend special reports**, including *Donald Trump, le bulldozer* (240,000 viewers, 1.3% share of individuals aged 4+) on Sunday 6 April.

- **Best month of the season to date for regular shows:**
 - 2.6% share of individuals aged 4+ for **24H Pujadas**.
 - 2.4% share of individuals aged 4+ for **18H Darius Rochebin**.
 - 2.1% share of individuals aged 4+ for **Le Club Info**.
- **Political interviews attracted particularly strong audiences:** 372,000 viewers and 2% share for **Jordan Bardella** on Thursday 3 April, and 255,000 viewers; 2.1% share of individuals aged 4+ for Minister of the Interior **Bruno Retailleau** on Sunday 13 April.

TMC

HIGHEST SHARE OF INDIVIDUALS AGED 4+ IN APRIL FOR 10 YEARS, CLEAR LEADER AMONG DTT CHANNELS ACROSS ALL KEY TARGETS

3.1% share of individuals aged 4+, 4.5% of women under 50, 4.3% of 25-49 year-olds and ABC1s

QUOTIDIEN

- **Best DTT audience of the month (2.6m viewers)**, and an average of 2m viewers.
- **No.1 national channel with priority targets: 19% share of 25-49 year-olds and ABC1s.**
- **No. 2 national channel with younger viewers: 18% share of 15-34 year-olds.**

VERY GOOD PRIME-TIME PERFORMANCES

- **Martin Weill's special report on 100 days of Trump: 600,000 viewers, 6% of 25-49 year-olds.**
- **L'Agence: nouvelles destinations: over 500,000 viewers, 5% of 25-49 year-olds and ABC1s.**
- **Madame Foresti live show: 600,000 viewers and 5% share of 25-49 year-olds.**
- **Very popular movie offering:**
 - **Season's best audience to date** for **Mais où est donc passée la 7eme compagnie?** with **1.3m viewers** and a **9% share of 25-49 year-olds**.
 - **Up to 1m viewers** and a **9% share of 25-49 year-olds** for the **Star Wars** saga.
 - **800,000 viewers** and **8% share of 25-49 year-olds** for **Bullet Train** (DTT premiere).

TFX

BEST MONTH EVER FOR CORE TARGET AUDIENCE OF WOMEN UNDER 50

No.2 DTT CHANNEL AMONG WOMEN UNDER 50 (4.1% SHARE)

- **High ratings among younger and female viewers for the return of JLC Family** with a 7% share of women under 50 and an impressive 11% share of 15-34 year-olds.
- **New season of Super Nanny** with a peak of 500,000 viewers, 6% of women under 50.
- **Best month this season for Appels d'Urgences:** 500,000 viewers, 3% of women under 50.
- **Excellent performances for movies: Rogue One** and **Wonderwoman** with over 800,000 viewers.

TF1 GROUP CONTACTS

Sophie DANIS – Head of Communication – sdanis@tf1.fr – +33 (0)6 22 47 56 52

Emilie BUDZYNSKI – Communication Officer – ebudzynski@tf1.fr – +33 (0)6 61 97 18 67

Aline PIVOT – Head of Communication – News – apivot@tf1.fr – +33 (0)6 89 86 89 44