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## 2024 ANNUAL AUDIENCES



### REMARKABLE YEAR WITH EDITORIAL AND DIGITAL ACCELERATION STRATEGY DEPLOYED

- **TF1 STILL GROWING AND CLEAR MARKET LEADER DESPITE COMPETITION FROM PARIS OLYMPICS**
- **TF1+ No.1 FREE STREAMING PLATFORM WITH NEARLY 4m DAILY STREAMERS**

**Despite a radically changing and highly competitive environment, TF1 group enjoyed an exceptional year, successfully delivering on its editorial and digital acceleration strategy.**

The Group posted an excellent performance among individuals aged 4+ with a 26.8% share, and cemented its position as market leader with commercial targets: women under 50 (33.5%), 25-49 year-olds (30.5%) and 15-34 year-olds (33.0%).

**TF1 was not only the clear leader among all audience segments, but actually achieved growth despite one-time competition from the Paris Olympics, reaching 18.7% overall audience share:**

- New launches paid off: TF1 breakfast show *Bonjour!* doubled the audience share in its time slot to nearly 9%, and *Plus Belle la Vie encore plus belle* pulling in 3m viewers a day across all broadcasts.
- **Our daily news bulletins remain ahead of the pack and posted further growth**, widening the gap over their closest rival to 2.3m viewers at 1pm and to 1.2m viewers at 8pm..
- **Our extensively refreshed and very popular drama** shone, with *HPI* attracting 9.7m viewers and *Cat's Eyes* 6.7m.
- **Entertainment shows were also standout performers**, from *Les Enfoirés* with 9.4m viewers to *Miss France* with 7.4m and the *Star Academy* phenomenon.

**TF1+ confirmed its position as the no.1 French free streaming platform with nearly 4m daily streamers\* and 3.5bn video views.** This success was built on:

- **The quality of our TV programmes, which are also outperforming in the non-linear space.**
- **Cutting-edge tech** including "Synchro" (the first-ever recommendation engine designed for group viewing) and "TOP Chrono" (real-time football and rugby highlights tailored to the length of viewing time preferred by the user).

- **Expansion into other Francophone countries** with the aim of making TF1+ the go-to free streaming platform for the French-speaking world.
- **Rolling out an aggregation strategy** to enrich the range of premium streaming content, with 30,000 hours now available 24/7 thanks to link-ups with Arte, L'Équipe, Le Figaro and Deezer.

**Rodolphe Belmer, TF1 group Chairman & CEO, says** *"Our people have done an amazing job to deliver such exceptional viewing figures, both on our linear channels and with the spectacular launch of TF1+, our new free streaming platform. With 18 billion hours viewed since the start of the year across our TV channels and TF1+, our content is embedded in the daily life of our nation, and is the bedrock of French popular culture. And thanks to its quality and mass reach, our news coverage – now more watched than ever – contributes significantly to the national democratic debate."*

## CHANNEL BY CHANNEL

### TF1 – FRANCE'S MOST-WATCHED TV CHANNEL POSTS FURTHER GROWTH

TF1, by far France's most-watched TV channel, enjoyed an excellent year across all segments, with audience shares of **18.7% among individuals aged 4+**, **22.6% among women under 50**, **20.4% among 25-49 year-olds**, and **23.5% among 15-34 year-olds**.

#### **News:** even further ahead of the pack, and still widening the gap

- **The 1pm news (Monday-Sunday) is market leader, with 4.6m viewers and a 41% share** of individuals aged 4+ in 2024, plus a **lead of more than 2.3m viewers** over the nearest rival. **Best viewing figures since 2022** with **6.1m viewers** (15 December 2024). **Biggest audience share since 2021** with **46.5%** (28 August 2024).
- **The 8pm news (Monday-Sunday) is also market leader, with 5.2m viewers and a 27.5% audience share (the biggest since 2020).**  
The lead over the nearest rival is more than **1.2m viewers, the widest gap for 10 years.** **Best viewing figures since 2022** with **7.5m viewers** (1 July 2024) and **biggest audience share since 2020** with **35.6%** (25 June 2024).  
**The TF1 news attracted 95 of the top 100 audiences for 8pm bulletins during 2024.**
- **Breakfast show *Bonjour!* pulled in nearly 300,000 viewers and 9% of individuals aged 4+, doubling the audience in the show's time slot in 12 months. It was also the fastest-growing breakfast show in the autumn season (+11% audience share vs previous season).**
- **Market-leading news magazine shows: peaks of 4m viewers for *Reportages* (7 January 2024), 3.7m for *Sept à Huit* (21 January 2024), and 4.5m for Audrey Crespo-Mara's *profile show* (8 December 2024).**

**Drama:** the blockbuster HPI, great new launches, event TV with *Cat's Eyes*, and daily soaps at all-time highs with the successful launch of *Plus belle la vie*.

- **HPI** posted the **biggest drama audience of the year** on any channel, with **9.7m viewers** for the Season 4 launch.
- **New launches proved very popular, with up to 6.7m viewers** for **Cat's Eyes**, **6.2m** for **Rivière perdue** and **Le Nounou**, **6.1m** for **Mademoiselle Holmes**, and **5.8m** for **Brocéliande**.
- **Successful launch for Plus Belle la vie: 3m viewers** on average across TF1, TFX and TF1+, spectacular growth in the show's time slot to 27% of individuals aged 4+ (best since 2011), 41% of women under 50 (best since 2005) and 37% of 25-49 year-olds (best since 2005).
- **Access prime time daily soaps** performed very well live and in catchup, and were clear market leaders **with key targets**: 29% of women under 50 for **Ici Tout Commence** and 22% of women under 50 for **Demain Nous Appartient**.

**Entertainment: big franchises continue to deliver, and success for one-off evening specials**

- **No. 1 entertainment audience** on any channel for **Les Enfoirés** with **9.4m viewers**.
- **Miss France** took the **No.2 slot** with **7.4m viewers**.
- **Koh Lanta** and **The Voice** still standout performers, with **audiences peaking at 5m and 4.8m**.
- Both the popular culture phenomenon **Star Academy** and the return of **Danse avec les Stars** were hits with the public, attracting up to **4.8m viewers**.
- Gameshow **Les 12 coups de midi** scored its **best-ever year among advertising targets** with an average of **3m viewers**, 35% of individuals aged 4+, 28% of women under 50, and 35% of 15-24 year-olds.
- **50mn Inside** enjoyed its best year for 5 years among women under 50 (22% audience share).

**Sport: must-see family viewing with UEFA Euro 2024, best autumn rugby tournament yet on TF1**

- **Biggest sport audience of the year** for **Spain v. France at the UEFA Euro 2024 football tournament**, with **16.1m viewers**.
- Rugby pulled in plenty of viewers too **with the French national team's autumn tournament**, attracting a peak of **7.6m viewers** for the **France v. New Zealand test match**.

**Movies: TF1 took the top 4 slots in the audience ratings for movies screened on TV in 2024.**

- The biggest audience was for **Maison de retraite** with **7m viewers**.

**Kids: the new, extended TFOU offer on TF1 and TFX was the most popular with kids, attracting a 21%+ audience share of 4-10 year-olds.**

**LCI POSTS AUDIENCE SHARE OF 1.7%**

- **Most-watched news channel evenings** with 1.5% share of individuals aged 4+ and nearly **230,000 viewers**, and a high of **570,000** for the European election debates on 21 May 2024.
- **One of the strongest growth stories in French TV over the last five years** (70% audience growth), with audiences doubled for the two key targets: ABC1s and 25-49 year-olds.
- **LCI is the 2nd most-watched French news channel in terms of daily viewing time** with an average of 31 minutes.
- **High ratings on LCI continued** with **Le 6/9 (2nd best year ever, 3.9% audience share)**, and **Darius Rochebin's** 8pm-10pm show reaching all-time highs with a 1% audience share (0.5% of 25-49 year-olds, 0.9% of ABC1s).
- **24h Pujadas averaged 300,000 viewers a night**.
- **Market-leading news channel for last two years in the 10pm-midnight slot** with **Darius Rochebin and Emilie Broussouloux** (1.9% overall share, all-time highs among targets with 1% of 25-49 year-olds and 1.5% of ABC1s).

### TMC: 8 YEARS AS FRANCE'S MOST-WATCHED DTT CHANNEL AMONG TARGET AUDIENCES

- **4.6% of women under 50, 4.5% of 25-49 year-olds, 4.2% of ABC1s, 4.0% of 15-34 year-olds.**
- 14 of the year's top 20 DTT audiences, including all of the top six.
- **Quotidien**
  - Best year ever, average of **2m viewers** and peak of **2.8m viewers**.
  - No.1 talk show for the sixth year running.
  - Nationwide no.1 among 25-49 year-olds (19% share) and ABC1s (20% share)
  - DTT no.1 among younger viewers, with 18% share of 15-34 year-olds..

### TFX: BEST YEAR FOR 5 YEARS ACROSS ALL AUDIENCES, GROWTH IN YOUNGER VIEWERS

- **1.7% share of individuals aged 4+, 3.4% of women under 50, 2.6% of viewers aged under 25.**
- Best season ever for **La Villa des cœurs Brisés**: 9% of women under 50, 13% of 15-34 year-olds.
- Success for the **new TFOU kids' slot** with 3% share of individuals aged 4+, rising to over 17% among kids aged 4-10.

### TF1 SF: STILL ON AN UPTREND, AND BEST YEAR FOR 3 YEARS

- Still on an uptrend, and best year for 3 years: **1.8% share of individuals aged 4+, 2.5% of women under 50.**

## RENEWED AMBITION IN 2025

#### Coming in January:

- *Erica*, adapted from the Camilla Läckberg best-sellers, with Julie de Bona and Grégory Fitoussi.
- *Elsbeth*, one of the biggest US TV hits of 2024.
- The new season of *Panda* with Julien Doré.
- The final of *Star Academy*.
- The first anniversary of TF1+, the *Bonjour!* breakfast show, and *Plus belle la vie*.
- Three special evenings to celebrate the 50th anniversary of TF1's launch.

#### Soon to be followed by:

New seasons: *Danse avec les stars*, *The Voice*, *Koh Lanta*, *Mask Singer*, *Mademoiselle Holmes*, *Le Nounou*, *HPI*, and *Le négociateur*.

New drama: *Joseph* starring Lucien Jean-Baptiste, *Flashback* with Michaël Youn and Constance Gay, and *Carpe Diem* with Samuel Le Bihan and Barbara Schulz.

Launch of *Tout pour la lumière*, a new must-see daily drama series.

Sources: Médiamat/Médiamétrie  
Site centric data

#### TF1 GROUP CONTACTS

**Maylis ÇARÇABAL** – Executive Vice-President Communication & Brands – [mcarcabal@tf1.fr](mailto:mcarcabal@tf1.fr) – +33 (0)6 63 59 87 05

**Sophie DANIS** – Head of Communication – Programmes, Business & CSR – [sdanis@tf1.fr](mailto:sdanis@tf1.fr) – +33 (0)6 22 47 56 52

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