

Boulogne-Billancourt, 31 March 2014

AUDIENCE RATINGS IN MARCH 2014
TF1 takes a 23.4% audience share,
posting the biggest increase in television
with a 0.9-point rise on February

1/TF1 is the only channel to have drawn over 10 million TV viewers with its programmes since the start of the year

With 13m viewers (53% audience share) and an 80% share of voice on Twitter, the major annual **Restos du Coeur** event set a ratings record for the year and scored the third highest ratings since its creation.

Some 11.5m viewers (41% share) tuned into the new broadcast of **Bienvenue chez les Ch'tis**, the best ratings for a film this year and the best cinema ratings since the film was first broadcast in November 2010.

2/ C'est Canteloup hits a high

Boosted by the French municipal elections, the daily comedy show enjoyed a record month with 7.8m viewers on average (29% share) and a high of 8.7m viewers.

3/ Sport : record for a friendly match with France vs. Netherlands

Some 7.6m viewers (31% share) watched the victory by Didier Deschamp's French squad, with a 47% share of men aged 15 to 49 and a record 68% of men aged 15 to 24.

4/ Record season for Section de Recherches

The new season drew an average 6.8m viewers (29% share), 200,000 more than last season, and set a ratings record with 7.5m viewers.

5/ An average 8m viewers for season three of The Voice

Launched 12 weeks ago, The Voice has confirmed its status as a major family show, attracting 8m viewers on average (35% share), 49% of women under 50 purchasing decision makers (WPDM<50), 54% of 15 to 24 year olds and 50% of children.

6/ TF1 news shows set several records and reclaim leadership of electoral

The **8 o'clock news** drew up to 8m viewers.

The **1 o'clock news** peaked at 7m viewers.

TF1 also scored the highest ratings for the two evenings dedicated to the **2014 French municipal elections**, with 5m viewers for the second round of voting, some 600,000 more than for the first round.

7/ New-look access programming strengthens leadership and attracts more women viewers

TF1 redesigned its access programming on 3 March, with 4 mariages pour une lune de miel kicking things off at 5 pm followed by Bienvenue chez nous, and Money Drop at 7 pm.

An average 1.7m viewers tuned into 4 mariages pour une lune de miel. The share of WPDM<50 with children rose 3 points to 29%.

Bienvenue chez nous drew an average 2.7m viewers and took a 28% share of WPDM<50 with children, up 3 points.

Money Drop attracted 4.8m viewers and a 29% share of WPDM<50 with children, again up 3 points.

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