

Boulogne, 2 January 2005

## TF1 scores 89 of the top 100 audience ratings in 2004 and posts the strongest increase in audience share.

**TF1 claimed 89 out of the top 100 television audience ratings in 2004. It also posted the strongest increase in audience share, all channels combined.**

The year was marked by **major football competitions**, and Euro 2004 in particular, that scored outstanding audience ratings. Some 15.3 million viewers tuned in to TF1 to watch the Switzerland/France match, resulting in the year's highest ratings, all channels combined.

**The heroes and heroines** of TF1 series and TV films continue to perform strongly, accounting for half of the top audience ratings. Julie Lescaut, Une Femme d'Honneur, Navarro, Commissaire Moulin, Les Cordier Juge et Flic, Commissaire Valence, Joséphine Ange Gardien, Diane Femme Flic, Femmes de Loi and Soeur Thérèse.com regularly drew between 8 and 11 million viewers. The five episodes of the summer mini-series Zodiaque attracted between 10 and 11 million viewers, placing the show high in the rankings.

**The news** came in eighth place in the top 100. The rankings included only the single strongest ratings for an 8 o'clock news show and a 1 o'clock news show. But it should be noted that TF1's 8 o'clock news programme drew over 10 million viewers some 46 times and achieved an average 40% audience share, while the 1 o'clock news show claimed an average 52% audience share.

**French cinema enjoyed a strong year**, improving its performance on last year with 13 of the 18 highest audience ratings for films.

TF1's audience share of **individuals aged 4 and over increased 0.3 points** to 31.8%. Even more significantly, TF1 **grew its audience share of women under 50 pdm by 1.1 points** to 35.5%. These **increases were the largest** in the two categories this year, all channels combined.

These performances underscore the relevance of a programme offering that responds to viewer expectations. They also confirm TF1's status as the leading channel at a time of market segmentation and the growing number of broadcasting platforms.

Press contact: +33 (0)1 41 41 36 08 or +33 (0)6 60 02 36 08