

[30.08.21] **PRESS RELEASE**

## AUDIENCES: SUMMER 2021 REPORT



- **BETTER SUMMER THAN 2020 FOR TF1 GROUP CHANNELS: 26.8% AUDIENCE SHARE**
- **CLEAR LEADER AMONG W<50PDM<sup>1</sup> (30.6%) AND 25-49 YEAR-OLDS (27.6%)**
- **VERY STRONG YEAR-ON-YEAR GROWTH FOR TF1, TO 21.9% FOR W<50PDM AND 20.1% FOR 25-49 YEAR-OLDS**

### TF1

#### **BEST SUMMER SINCE 2015\***

Biggest audience of the summer: 16.4m for **France vs. Switzerland in the Euro 2020 Round of 16**

21 evenings with >30% share of W<50PDM, 10 evening with >5m viewers

Excellent summer for **news bulletins anchored by Jacques Legros** (up to 48% share), **Julien Arnaud** (peak 8pm audience of 8.8m on 12 July) and **Audrey Crespo-Mara** (weekend audience of up to 6.2m)

#### **PRIME-TIME PULLING POWER**

Return of **KOH-LANTA** on Tuesdays pays off: 5.6m for the launch show, 44% of W<50PDM

**GOOD DOCTOR** returns stronger than ever: peak of 4.1m, 33% of W<50PDM

Success for all-new episodes of **CAMPING PARADIS**: peak of 6.0m, 31% of W<50PDM

#### **STELLAR SUMMER FOR ACCESS PRIME TIME SOAPS**

**DEMAIN NOUS APPARTIENT**: 2nd best summer ever for key targets since launch: 22% of individuals aged 4+ and 27% of W<50PDM (peak of 3.9m viewers)

**ICI TOUT COMMENCE**: best-ever ratings since launch, average 25% of individuals aged 4+ and 32% of W<50PDM (peak of 3.7m viewers)

#### **Other highlights:**

**LES 12 COUPS DE MIDI** daily show: audience share of individuals aged 4+ up year-on-year this summer at 35% (record: 42%).

All-new **MOST WANTED CRIMINAL**: peak of 4.1m viewers, average 23% share of W<50PDM

**LE GRAND QUIZ SPECIAL PERMIS DE CONDUIRE**: 31% share of W<50PDM

**CAMILLE ET IMAGES**: 23% share of W<50PDM

Best summer ever for **TFOU**: 34% share of kids aged 4-10

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<sup>1</sup> Women aged under 50 purchasing decision makers.

## LCI

### **LCI: BEST SUMMER SINCE ARRIVAL ON FREE-TO-AIR DTT WITH 1.2% SHARE**

Up +0.1pt on 2020, and +0.4pt on 2019

#### **Access prime time performing well:**

2nd most-watched news channel for **24H PUJADAS**: 277,000 viewers, 2.1% audience share (6.15pm - 7.50pm) >> 25% rise in audience share (+0.3pt) vs summer 2020, most-watched news channel on 3 occasions this summer

2nd most-watched news channel for **LE TOUR DE L'INFO**: 247,000 viewers, 2.0% audience share (6pm - 8pm) >> 43% rise in audience share (+0.5pt) vs summer 2020, most-watched news channel on 2 occasions this summer

**Successful evening schedules**: 29% rise in audience share (+0.1pt) year-on-year for **LE 20H DE LCI (8pm - 9pm)**, 33% rise in audience share (+0.1pt) for **LCI GRAND FORMAT (9pm)**, 37% rise in audience share (+0.3pt) for **LE GRAND SOIR (10pm)** (158,000 viewers, 1.1% audience share, 2nd most-watched news channel, and most-watched news channel on 2 occasions this summer)

## TMC

### **MOST-WATCHED NON-NEWS DTT CHANNEL AMONG INDIVIDUALS AGED 4+ WITH 2.5% SHARE**

Driven by movies: **TARZAN** (1.2m viewers), **THE WAVE** (1.2m) and **THE AMAZING SPIDERMAN** (0.9m)

**90' ENQUETES** posted its 2nd-best month in 2021 so far: 3% share of individuals aged 4+, 0.6m viewers

## TFX

### **3rd MOST-WATCHED DTT CHANNEL AMONG W<50PDM WITH 3.0% SHARE**

Successful arrival of **4 MARIAGES POUR UNE LUNE DE MIEL** on daytime TV

High evening audiences for movies (**HITMAN** and **BODYGUARD**: 1.3m), and record summer for **APPELS D'URGENCES**

## TF1 SERIES FILMS

### **MOST-WATCHED HD DTT CHANNEL AMONG INDIVIDUALS AGED 4+ AND W<50PDM THIS SUMMER**

2.3% of individuals aged 4+ and 2.6% of W<50PDM: in line with historical highs this summer.

**SECTION DE RECHERCHES**: peak of 1m viewers, 4 of this summer's top 5 HD DTT audiences

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\* Excluding 2018 Football World Cup

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