

[28.02.22] **PRESS RELEASE**

# **FEBRUARY 2022 AUDIENCES: BEST FEBRUARY FOR W<50PDM<sup>1</sup> SINCE 2010 2ND BEST MONTH FOR 25-49 YEAR-OLDS SINCE 2013 55.4m VIEWERS TUNED INTO TF1 GROUP CHANNELS**



Despite exceptionally tough competition from coverage of the Beijing Winter Olympics; the group posted its best February since 2010 among the target audience of W<50PDM (32.9% share), and the second best month since 2013 among the target audience of 25-49 year-olds (29.3% share), pulling further ahead of its closest rival.

- **TF1:** clear leader in the French TV market, with record levels among W<50PDM (21.9% share, second best month since February 2016).
- **LCI:** very strong growth, best month since May 2020, 1.5% of individuals aged 4+.
- **TMC:** best February ever among ABC1s (4.4% share), and record for *Quotidien*.
- **TFX:** season-best performance, TFX is now the no.2 DTT channel for its core target audience (3.6% share of W<50PDM).
- **TF1 Séries Films:** confirmation of best-ever start to the year among core target audience, with 2.7% share of W<50PDM (+ 0.2 pt year-on-year).

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

## TF1

**BEST TV AUDIENCE: 7.3m VIEWERS FOR THE 8pm NEWS ON 27 FEBRUARY  
OVER 46m VIEWERS TUNED INTO THE CHANNEL IN PRIME TIME**

### News programmes at very high levels, and widening the gap over rivals

#### **38.8 million viewers each week during February**

- **The 8pm news** attracted the month's highest audience of 7.3m viewers (31.2% share), with the biggest gap over its nearest rival since April 2021 (+1.1m over the month).
  - Big success for **Partie de campagne** with 6.6m viewers on Sunday 13 February (3rd best audience of the month)
  - **The 1pm news** drew 5.8m viewers on Sunday 27 February, and enjoyed a record gap of 2.5m over its nearest rival for the month.
  - **7 à 8**: average of 3.5m viewers, peaking at 4.2m for the "Profile of the week" slot; strong growth among target audience, with 25% share of W<50PDM.
  - **Reportages: peak audience of 4.1m (6 February)** and peak share of 31% (26 February).
- **Entertainments: big brands back in force!**
    - **The Voice**: back stronger than ever, peak of 5.8m and 37% share of W<50PDM.
    - **Koh-Lanta**: over 5m viewers shared the adventure, and a smash hit with target audiences: 42% of W<50PDM, 40% of 25-49 year-olds.
    - **Une famille en or**: 36% share of W<50PDM.
    - Successful return for **Stars à domicile**: 28% of W<50PDM.
  - **Must-see drama, and big audiences for new seasons**
    - Series finale of **Alice Nevers** a great success: clear market leader, with peak audience of 6.2m and average 28% share of individuals aged 4+.
    - New season of **Léo Mattei**: peak of 5.4m, average 22% share of individuals aged 4+ .
    - Season 2 of **Je te promets**: peak of 4.3m, average 29% share of W<50PDM.
    - Season 17 of **Grey's Anatomy**: peak of 3.7m, average 33% share of W<50PDM.
  - **In February, 24.5m viewers followed our two daily soaps**
    - **Ici tout commence**: peak audience of 3.6m, peak shares of 32% among W<50PDM and 38% among 15-24 year-olds.
    - **Demain nous appartient**: peak audience of 3.5m, peak share of 21% among W<50PDM and 29% among 15-24 year-olds.

- **Sunday movie slot: best viewing figures since 2011 among W<50PDM**
  - **Shazam**: 4.4m viewers, 40% share of W<50PDM.
  - **Spider-Man: Far From Home**: 4.7m viewers, 35% share of W<50PDM.
  - **Alibi.com**: 4.8m viewers, 35% share of W<50PDM.
  - **Les bronzés font du ski**: 4.8m viewers, 38% share of W<50PDM (Tuesday 15 February)
- **TFOU posted its best February ever among 4-10 year-olds with a 36% share**

## DTT CHANNELS PULLING IN BIG AUDIENCES

### LCI

**2nd BEST MONTH EVER – 1.5% AUDIENCE SHARE**

**3rd BEST DAY EVER/ SUNDAY 27 FEBRUARY, 2.9% AUDIENCE SHARE**

- Successful launch for **Mission convaincre**: **peak of 719,000 viewers** on 2 February and **close to 500,000 viewers** (2.5% share of individuals aged 4+) on average over the first 3 editions; 2.8m viewers reached on average each evening.
- Strong growth in access prime time: **24H PUJADAS** +0.4pt at 2.1% audience share.
- **En toute franchise**:
  - o 2nd best month ever, 2.4% share, still clear no.2 among news channels.
  - o Sunday 27 February: 2nd best audience ever in this slot (745,000 viewers) and best-ever audience share (4.5%).
- **All-time record in its time slot for Brunet et compagnie**: 1.4% share of individuals aged 4+, second most-watched news channel.
- **All-time record in its time slot for Darius Rochebin's 10pm show**: 1.3% share of individuals aged 4+, and clear no.2 among news channels; best month since May 2020 in its time slot for **Darius Rochebin's 8pm show**: 0.8% share of individuals aged 4+.

### TMC

**BEST FEBRUARY EVER AND A RECORD FOR QUOTIDIEN**

Best February ever among target audiences: 4.4% of ABC1s, 4.5% of W<50PDM.

- **QUOTIDIEN**: record high with 8% share of individuals aged 4+, and 17% share of 25-49 year-olds and ABC1s.
- Major documentaries pulling in audiences – **Les reportages de Martin Weill**: 0.7m viewers and 9% share of 25-49 year-olds; **Nikos en vrai**: 0.6m viewers, 4% share of 25-49 year-olds.
- **Movies**: peak audiences of 1.4m for the Marvel blockbusters **Thor: Ragnarok** and **Captain America: Civil War**.
- The final of the **Africa Cup of Nations** was watched by 600,000 viewers.

## TFX

### RECORD SEASON AND 2nd MOST WATCHED DTT CHANNEL AMONG W<50PDM TARGET AUDIENCE WITH 3.6% SHARE

- The month's best audiences were for movies: **950,000 viewers for *Wasabi* and 800,000 for *Jason Bourne*.**
- Record for ***4 mariages pour une lune de miel***, clear leader on DTT with 6% share of W<50PDM.
- Very strong growth for ***10 couples parfaits***, with 5% share of W<50PDM and 4% of 15-34 year-olds.
- Successful début for ***How I Met Your Mother***: 4% share of W<50PDM.

## TF1 SERIES FILMS

### CONFIRMATION OF BEST-EVER START TO THE YEAR AMONG CORE TARGET AUDIENCE, WITH 2.7% SHARE OF W<50PDM

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