

[31.01.22] **PRESS RELEASE**

JANUARY 2022 AUDIENCES



Highlights:

Best January since 2013 among W<50PDM¹ (32.9% share), since 2013 among 25-49 year-olds (29.7% share), and since 2008 among 15-34 year-olds (33.3% share) (excluding January 2021 when a curfew was in force in France).

55.8 million viewers watched TF1 group channels during January.

TF1: by far the most-watched TV channel, very high ratings with target audiences: 21.9% W<50PDM (7.1 pt gap vs. nearest rival), 19.6% 25-49 year-olds [5.5 pt gap] and young viewers [27% of 15-24 year-olds, best since 2010].

TMC: best January ever for target audiences, 5.0% share of 25-49 year-olds and 4.8% share of W<50PDM.

LCI: started the year in good shape, with 1.2% audience share.

TFX: best month of the season to date among W<50PDM, 3.3% share.

TF1 Séries Films: record start to the year among its preferred target of W<50PDM, 2.6% share.

TF1

Clear leader: by far the most-watched TV channel on 18.5%, very high ratings with target audiences: best January among W<50PDM since 2018* with a 21.9% share.

47.5m viewers tuned in during the month.

The only French channel capable of screening shows that attract over 6m viewers (13 programmes)

News coverage: market leadership confirmed, and event TV status established with 38.8 million viewers each week

TF1 news programmes attracted the month's top 3 top audience ratings

- **Evening news:** 6.9m viewers for the exclusive interview with **Stromae**.
- **Lunchtime news:** 6.1m viewers on Sunday 30 January, and average lead of 2.3m viewers over its nearest rival.
- Huge success for the new politics show **Partie de campagne**, with 6.8m viewers.
- **7 à 8:** peak of 4.5m for the profile screened on Sunday 30 January.

¹ Women aged under 50 purchasing decision makers.

- **Must-see drama: *Sam back in force, new market-leading and critically acclaimed shows***
Mon ange attracted up to 5.6m viewers, and an average share of 24% of individuals aged 4+. Peak audience of 4.9m for *Sam*: 29% of W<50PDM and 24% of 25-49 year-olds on average. Audiences up for the return of *Grey's Anatomy* (17th season): 35% of W<50PDM; 27% of 25-49 year-olds
- **January saw 27m viewers tune into our two daily soaps**
 - *Ici Tout Commence* attracted up to 3.5m viewers, with a peak share of:
 - 30% among W<50PDM
 - 38% among 15-24 year-olds
 - *Demain nous appartient* also pulled in up to 3.5m viewers, with a peak share of:
 - 22% among W<50PDM
 - 28% among 15-24 year-olds
- **Standout movie ratings: average 31% share of W<50PDM and 32% of 25-49 year-olds**
 - *Raid Dingue* attracted over 6m viewers, 30% share of individuals aged 4+ and 34% share of W<50PDM (the month's best audience apart from new programming)
 - Luc Besson's *Anna* took a 33% share of the W<50PDM audience.
- **Pride of place for Sport, with the French handball team's semi-final: peak audience of 5.2m.**
- **Sport magazine shows at all-time highs: *Automoto* posted its biggest audience for 11 years last Sunday, with a 33% share of men aged under 50.**
- **TV's most watched entertainment nights, popular with all the family:**
 - *Ninja Warrior* season 6: 27% of W<50PDM, 60% of 4-14 year-olds, 31% of 15-24 year-olds
 - *La Chanson Secrète*: 29% share of W<50PDM
 - *Le Grand Concours*: 26% share of W<50PDM

LCI

LCI on the rise, started 2022 in good shape with a 1.2% share of individuals aged 4+, up 0.1 pt on 2021

- Success for the *Place aux jeunes* evening special, with 600,000 people reached on social media and a peak TV audience of 200,000.
- Best month for *24H Pujadas* since May 2020 (2.2% of individuals aged 4+), peak of 447,000 viewers.
- Best month for *Brunet et compagnie* since March 2020 among the three key targets (1.2% of individuals aged 4+), second most-watched news channel.
- *En toute franchise* made LCI the most-watched news channel: 1.9% audience share, and still growing year-on-year (+0.2 pt vs January 2021).
- Other shows on the rise, also making LCI the second-most watched news channel:
 - o *Le grand jury* (+0.5 pt year-on-year, 1.7% share of individuals aged 4+)
 - o *22H Darius Rochebin* (+0.2 pt year-on-year, 1.1% share of individuals aged 4+), an all-time high for the show.

TMC

BEST-EVER START TO THE YEAR:

Record January with target audiences: 5.0% of 25-49 year-olds, 4.8% of W<50PDM.

Most-watched DTT channel among individuals aged 4+ for the 5th consecutive month.

- **All-time highs for *Quotidien*** with its core targets (25-49 year-olds at 17%, ABC1s at 16%), and a peak audience of 2.3m (the month's biggest DTT audience).
- ***L'Agence* back even stronger for season 2:** 500,000 viewers, increased audience share among 25-49 year-olds at 5%.
- **The Nora Hamzawi live show attracted nearly 900,000 viewers:** best performance for a live show since 2020.
- **Movie audiences peaked at 1 million**, with the *Fast and Furious* franchise a standout.

TFX

BEST MONTH OF THE SEASON TO DATE FOR CORE TARGET OF W<50PDM: 3.3% SHARE

Among W<50PDM, 6th most popular channel nationally and 3rd most-watched DTT channel.

- **JLC Family:** best audiences yet, 10% of W<50PDM and 3rd most-watched DTT channel.

TF1 SERIES FILMS

BEST-EVER START TO THE YEAR FOR CORE TARGET OF W<50PDM: 2.6% SHARE

- **High ratings for movies, peaking at 900,000** for the *Sissi* trilogy and *I, Robot*.

Source: Mediamat / Médiamétrie

** Excluding January 2021, which was an exceptional month due to the curfew then in place.*

TF1 GROUP CONTACTS

Maylis Carcabal – VP Communication & Brands
mcarcabal@tf1.fr – +33 (0)6 63 59 87 05

Sophie Danis – Head of Communication – Programmes, Business & CSR
sdanis@tf1.fr – +33 (0)6 22 47 56 52