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SEPTEMBER 2021 AUDIENCES

- RECORD BACK-TO-SCHOOL PERIOD, STRONGEST YOY GROWTH IN FRENCH TV MARKET
- 34.7% SHARE OF W<50PDM¹ (+1.1 pts), BEST BACK-TO-SCHOOL PERIOD SINCE 2009
31.5% SHARE OF 25-49 YEAR-OLDS (+1.3 pts), BEST BACK-TO-SCHOOL PERIOD SINCE 2011

Our ambition to deliver powerful content across our channels, plus our multi-channel strategy, have translated into a record back-to-school period. Momentum is particularly strong at the TF1 core channel, which pulled further ahead of its rivals among individuals aged 4+ and W<50PDM, with monthly audience shares of 20% for individuals aged 4+ and 24% for W<50PDM.



BEST BACK-TO-SCHOOL PERIOD SINCE 2014 AMONG W<50PDM – STRONGEST GROWTH IN FRENCH TV MARKET AT +1.7pts

- **NEWS: clear leader in appointment, big audiences for political interviews**
Up to 6.6m viewers for the **8pm weekend news** and up to 6.2m for the 8pm weekday news, 27% average audience share
Up to 5.7m viewers for the **1pm news**, 40% average audience share
6.6m viewers for the **interview with Prime Minister Jean Castex** (30 September)
Best back-to-school period since 2018 for **Sept à Huit**, up to 3.4m viewers, and 4.3m for the **profile of Mike Horn**
Up to 3.4m viewers and 31% audience share for **Grands Reportages**
- **ACCESS PRIME TIME: Market-leading daily soaps, best back-to-school period since 2012 among W<50PDM at 24.4% (in the 6.30pm – 8.00pm slot)**
Ici tout commence: 3.1m viewers, 30% share of W<50PDM and 15-24 year-olds
Demain nous appartient: 3.2m viewers, 23% share of W<50PDM, 22% share of 15-24 year-olds
Lunchtime slot: Les 12 coups de midi up sharply at 36.1% audience share (+1.3pts), and 26.4% of W<50PDM (+3.8pts)

¹ Women aged under 50 purchasing decision makers

- **PRIME TIME: clear leader on commercial targets, growth among individuals aged 4+ (+0.7pt in the 9.15pm – 11.00pm slot)**

Sport: high ratings for the **France vs Finland** football match, with 6.9m viewers

French drama: up to 6.7m viewers for **Mensonges**, 32% average audience share of W<50PDM; 4.8m viewers for launch of **Une affaire française**, 29% share of W<50PDM

Entertainment: up to 6.4m viewers for **Koh Lanta**, 41% average audience share of W<50PDM; up to 5.2m viewers for **The Voice All Stars**, 36% average audience share of W<50PDM; up to 5m viewers for **Danse avec les Stars**, 39% average audience share of W<50PDM

Movies: big audiences for blockbuster French films: 33% share of W<50PDM for **Bienvenue chez les Ch'tis**, 6.1m viewers and 32% share of W<50PDM for **Le grand bain** and **Chamboulout**

Kids: best September ever for **TFou**, 34.6% share of 4-10 year-olds (+4pts).



BEST BACK-TO-SCHOOL PERIOD EVER WITH 1.1% AUDIENCE SHARE – STRONG MOMENTUM FOR EVENT BROADCASTING AND NEW SHOWS BEDDING IN WELL

- Most-watched news channel for the **Ruth Elkrief 2022 special**: 392,000 viewers on 27 September
- Up to 288,000 viewers for **Brunet et Cie**
- Most-watched news channel for the **decisive debate in the presidential primaries for the Ecologist ticket on 22 September**: 265,000 viewers, peak of 347,000
- Strong growth for **24h Pujadas**: average 270,000 viewers, 1.9% audience share (+0.2pt)
- **En toute franchise with Amélie Carrouer**: most-watched news channel, average 228,000 viewers and 1.8% audience share (+0.5pt)
- Strong momentum for the new **Darius Rochebin show**: up to 251,000 viewers, 1.0% average audience share (+0.2pt)



BEST BACK-TO-SCHOOL PERIOD EVER FOR TARGETS: 5.0% OF 25-49 YEAR-OLDS, 4.7% OF W<50PDM AND 4.6% OF ABC1s

- 4th most-watched channel nationally, no.1 DTT channel
- **Quotidien**: most-watched show on DTT with 1.5m viewers on average; 3rd most-watched channel nationally among 25-49 year-olds and ABC1s with 14% audience share
- 2nd best audience ever for a prime time DTT magazine show for the all-new **21h médias 9/11 special**: 1.5m viewers, 3rd most-watched channel nationally among 25-49 year-olds with 12% audience share, and 12% share of ABC1s too



- Big audiences for movies: up to 1.4m viewers for the **Star Wars saga**, and 1.2m for **L'agence tous risques (The A-Team)** and **Independence Day**



4th MOST-WATCHED DTT CHANNEL AMONG W<50PDM WITH 2.8% AUDIENCE SHARE

- Successful return for the channel's flagship reality shows
7% share of W<50PDM for **Mamans et Célèbres**
4% share of W<50PDM for **La bataille des couples**
- Best audience of the month for the movie **Gladiator** (800,000 viewers) followed by magazine show **Appels d'urgence** with 600,000 viewers and the **Football World Cup qualifier between Switzerland and Italy**



BEST MONTH SO FAR THIS YEAR: 3.0% SHARE OF W<50PDM, 3rd MOST-WATCHED DTT CHANNEL

- Movies: best audience of the month for **Les évades (The Shawshank Redemption)** with 700,000 viewers
- Impressive debut for iconic drama **Camping Paradis**, with 600,000 viewers and 4% share of W<50PDM, the channel's 2nd best audience in September
- American series performing well, with up to 600,000 viewers for **Les Experts Manhattan (CSI: NY)** and **New York Section Criminelle (Law and Order: Criminal Intent)**

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