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MONTHLY AUDIENCES: NOVEMBER 2020

— **27.8% individuals aged 4+ (+0.4pt)**
— **34.9% W<50PDM* (+0.8pt)**
— **31.6% 25-49 year-olds (+0.8pt)**

Best month in 2020 to date
TF1 group very clear leader among target audiences, with strong growth

Best month among W<50PDM since August 2007, at 34.9%

Best month among 25-49 year-olds since June 2014, at 31.6%

- TF1: best month among W<50PDM since October 2018, at 23.6%

- TMC: second-best month ever among 25-49 year-olds, at 5.1%

- LCI: best November ever with 1.2% share of individuals aged 4+ (+0.4pt vs November 2019)

- TF1 Séries Films: undisputed HD DTT leader among W<50PDM for third consecutive month, at 2.7%

* Women aged under 50 purchasing decision makers

- Best month among W<50PDM since October 2018, at 23.6%
- Successful makeover for access prime time
- Very high ratings for TF1 news
- Across-the-board success for TF1 entertainment shows

Strong year-on-year growth among target audiences:
+0.9pt W<50PDM, +1pt 25-49 year-olds

Best month among individuals aged 4+ since June 2019 (20.1%), best month since July 2018 among 25-49 year-olds (21.3%)

- **TF1 posted 7 of the top 10 audience ratings in the month, including the no.1**
Peak of 11.3m viewers for the **address by President Macron**
27 Programmes with more than 7.0m viewers

- FOCUS ON SUCCESSFUL ACCESS PRIME TIME MAKEOVER
Following the successful gamble three years ago of running a daily soap (**DEMAIN NOUS APPARTIENT**) in the 7.20pm slot, the makeover of TF1's access prime time schedules has proved a success.
Best performance for more than a year in the 5.25pm – 8pm slot among individuals aged 4+, 17% share
Best performance since September 2014 in the 5.25pm – 8pm slot among W<50PDM, 22% share

Every day at 5.15pm, **FAMILLES NOMBREUSES** is outperforming. The show, produced by TF1 Production, averages 1.9m viewers and 27% of W<50PDM (peak: 32% of W<50PDM) / 31% of women aged 25-34

The highlight of November on TF1 was the runaway success of its new daily soap **ICI TOUT COMMENCE**, produced by Newen: 11 million people have tuned in since the launch. The show has generated around 7 points of extra audience share among individuals aged 4+, 13 points among W<50PDM, and 17 points among 15-24 year-olds, versus the performance in the slot at the start of the back-to-school period.

The figures speak for themselves:
• Average 4.1m Week 1 viewers: 21% individuals aged 4+ / 27% W>50PDM / 33% 15-24 year-olds
• Peak viewing figures: 4.4m
• Peak share of individuals aged 4+: 22%
• Peak share of W>50PDM: 29%
• Share of 15-24 year-olds: 43%

The show has helped TF1 record its best month in this time slot since:
• 2009 (by number of viewers)
• 2014 (by share of individuals aged 4+, W<50PDM and 15-24 year-olds)

And in the 7.20pm slot, **DEMAIN NOUS APPARTIENT** averaged 4.0m viewers (peak: 4.3m) and is the most-watched show among W<50PDM at 19%

TF1 news still sets the standard, and continues to widen the lead over its nearest rival

TF1 EVENING BULLETIN
- November 2020 averages: 7.3m viewers, 27% share of individuals aged 4+
- Strongest year-on-year growth of any 8pm bulletin (+1.4 pt share of individuals aged 4+)
- Lead of 1.1m viewers over main rival, widened over the last 12 months (vs. 0.8m Nov 19, 1.0m 2020 YTD)
- TF1 took 19 of the top 20 audiences for an 8pm bulletin in November
- Peak of 10.1m viewers on Tuesday 24 November (rising to 11.3m for the address by President Macron)

LUNCHTIME BULLETIN
- November 2020 average: 6.5m viewers, 42% share of individuals aged 4+
- Best November since 2013
- Still well ahead of closest rival, with gap widened to 3.1m viewers (vs 2.6m in Nov 19, 2.8m in Oct 20)
- Peak of 8.1m viewers on Sunday 15 November
- All of TF1's 1pm bulletins attracted bigger audiences than its rivals

SEPT A HUIT had its best month since November 2015 with 4.8m viewers (November 2020 average) and highest monthly audience share since February 2016 (23.1% of individuals aged 4+)
Peak of 5.3m viewers on Sunday 15 November, best audience since February 2015

Not to mention undisputed leadership in viewing figures for major news events:
• **Emmanuel Macron's address** on 24 November: 11.3m viewers
• **Jean Castex's press conference** on 12 November: 5.3m viewers

Prime time: strong performance among target audiences, with stand-out successes
Very high ratings for the return of **BALTHAZAR**: peak of 8.1m viewers, average 6.9m , 30% share of individuals aged 4+ and W<50PDM)

TF1 entertainment shows at their highest level:
KOH LANTA: average 40% of W<50PDM and 49% of 15-34 year-olds (peak of 6.3m viewers)
MASK SINGER: average 39% of W<50PDM and 43% of 15-34 year-olds (peak of 5.5m viewers)

Portugal-France Nations League football: 7.2m viewers, 27% individuals aged 4+, 44% men aged 15-49

Not to mention seasonal specials:
Christmas TV movies: 30% share of W<50PDM so far in November, best performance in this slot for 2 years (since November 2018).

A very long way ahead on target audiences
2nd best month ever among 25-49 year-olds with 5.1%
QUOTIDIEN: average 2.1m viewers, 15% of 25-49 year-olds

TMC posted 8 of the month's top 10 DTT audiences, including the top 6
QUOTIDIEN: best month ever with 2.1m viewers (+0.5m year-on-year)
Second best month ever by audience share: 8% individuals aged 4+ and 15% 25-49 year-olds

Movie offering: 1.1m viewers on average
Including the **7ème COMPAGNIE** sagas (peak of 1.7m) and **STAR WARS** (peak of 1.3m)
Tribute documentary **FLUCTUAT NEC MERGITUR**: best audience for a documentary this season,
1.0m viewers and 8% share of 25-49 year-olds

Best November ever for LCI with 1.2% share of individuals aged 4+
(+0.4 pt vs November 2019)
6.5 million people watch LCI every day

Consistently strong viewing figures for major news events:
•   **13 hours of live coverage of US election night** on 3/4 November (viewing figures up 81%,
audience share up 0.9 pt at 2.0%, peak audience of 347,000 at 11.21pm). Best figures since December
2018 for the 7.30am - 10am slot on Wednesday 4 November (223,000 viewers, 4.7% of individuals
aged 4+)
•   618,000 viewers for **Olivier Véran's press conference** on 5 November (no. 2 news channel)
– best press conference audience since back-to-school period
•   576,000 viewers for **Jean Castex's press conference** on 12 November

LCI posted year-on-year growth across all its weekday and weekend time slots
•   **EN TOUTE FRANCHISE** hosted by Amélie Carrouer (348,000 viewers, 1.7% share). Most-
watched news channel, viewing figures up 90% and share of individuals aged 4+ up 0.7 pt year-on-
year

- **LE TOUR DE L'INFO** hosted by Amélie Carrouer (308,000 viewers, 1.6% share in 6pm – 8pm slot): viewing figures up 93% and share of individuals aged 4+ up 0.6 pt year-on-year, still no.2 news channel

- **24H PUJADAS** (360,000 viewers, 1.8% share in 6.15pm – 7.50pm slot): strongest year-on-year growth in a weekday slot (+72% viewing figures, +0.6 pt audience share). Peak of 449,000 viewers (2.2%) on 2 November, 2nd best ratings of the season.

Market leader in HD DTT for the third consecutive month among W<50PDM
Year-on-year growth confirmed: +0.1pt in share of W<50PDM

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