

Boulogne, September 19th 2013

AUGUST 2013:
THE TF1 GROUP IS THE TOP TV BROADCASTER, WITH A 28.6% AUDIENCE SHARE FOR ITS FOUR FREE CHANNELS

The TF1 Group grew its audience share by more than 1 point compared with August 2012, driven in particular by the growth of TF1 and the launch of HD1.



TF1: THE STRONGEST GROWTH IN THE MONTH

With a 22.2%* audience share, up by 0.8 points on July 2013, TF1 achieved the strongest growth in the month. At the same time, it confirmed its very robust progress over the past year, with a 0.9-point jump over August 2012. The channel is pulling further ahead of the competition, with a full 9.3-point lead over its nearest challenger.

1/ The highest audience share in two years for the 1 o'clock and 8 o'clock newscasts

A 45% audience share for the **1 o'clock news**, with 5.9 million viewers on average and a record of 6.7 million viewers.

A 29% audience share for the **8 o'clock news**, with 5.3 million viewers on average and a record of 7.3 million viewers.

The news service's flagship current affairs programmes achieved year-on-year growth: **Sept à Huit** (3.0 million viewers, a 23% audience share and 27% of WPDM<50**) and **Reportages** (3.7 million viewers and a 32% audience share of 4+ and WPDM<50).

2/ Access programmes go from strength to strength

An all-time record for **Bienvenue chez nous**, with an average audience share of 20% for the 4+ group and a 32% audience share among WPDM<50.

Les 12 coups de midi up by 200,000 viewers in one year to an average of 3.2 million.

Money Drop continues to draw large audiences, with an average of 3.5 million viewers (a 26% audience share).

Juste Prix bounces back with up to 4.1 million viewers (a 25% audience share).

3/ Secret Story grows strongly

A new record for the weekly show on 24 August among women and young adults, with an audience share of more than 39% for WPDM<50 and 60% of 15-24 year olds.

The daily show is also growing, setting a new weekly record at the end of August with a 33% audience share from Monday to Friday at 6.10 pm, a 32% audience share of WPDM<50 and 38% of 15-24 year olds (an average of 2.3 million viewers).

The seventh season has set the social networks alight, with almost 8 million messages exchanged since the start of the series, more than twice as many as last year.

4/ French fiction: PEP'S gets off to a great start

The new shortcom attracted up to 6.7 million viewers, a 30% audience share and 36% of WPDM<50 and 39% of 4 to 14 year olds.

5/ First screenings of full-length features attract all comers

La Guerre des Boutons attracted the highest audience for a feature film since the showing of **Rien à Déclarer**, with 7.5 million viewers, a 30% audience share, 36% of WPDM<50 and 59% of 4 to 14 year olds.

The Clash of the Titans also performed well, attracting 5.8 million viewers (26% of individuals and 34% of WPDM<50).



TMC: THE 5TH NATIONWIDE CHANNEL STEALS A LEAD

A good month in August: with a 3.6% audience share, TMC has stolen the longest lead this year over its nearest competitor (+0.5pt)

1/ A successful entertainment offer

TMC is the fourth nationwide channel with the under-35 year olds on Wednesday evenings with **Les 30 histoires**, **Génération Humour** and **Coucou c'est nous** (a 4.6% audience share).

2/ 90 Enquêtes leads the DTT offer

This magazine show attracted the highest DTT audience for a non-scripted show in August, with 1.2 million viewers.

TMC is the fourth nationwide channel among 25-49 year olds (a 5.5% audience share) .

3/ Police series scores a smash hit

With the Sunday evening screening of **Law and Order**, TMC is the fourth-ranking nationwide channel among WPDM<50 (4.7% audience share).

4/ Women prefer TMC on Sunday mornings

Thanks to **Army Wives**, TMC is the third-ranking nationwide channel among WPDM<50, with a 9.4% audience share.



NT1: STRONG PROGRESS AMONG WOMEN AND YOUNG ADULTS

A 2.1% audience share in August, with strong performances in the core target of female and young adult viewers.

1/ Successful launch of Confessions intimes

The very good start on Sunday 1 September pushed NT1 up into fourth spot among the nationwide channels with WPDM<50, and a 4.3% audience share.

2/ Adventures score a hit in the summer

Thanks to **Man vs. Wild**, NT1 is the fifth nationwide channel among 15-34 year olds on Sundays, with a 6.3% audience share.

3/ The series build on their success

With the best month so far this year for the sitcom **How I Met your Mother**, NT1 is the fifth channel among 15-34 year olds on Sundays, with a 6.3% audience share.

With the brand new fantasy series **The Secret Circle**, NT1 is the strongest-growing DTT channel among WPDM<50, with an audience share up by 18% in one year to 2.6%.



HD1 TOPS THE PRIME-TIME VIEWING FIGURES

1/ 133,000 viewers on average.

2/ The genres promoted by the channel attracted the month's top two audiences:

- French fiction, with **Julie Lescaut** (308,000 viewers on 16 August)
- Feature films, with **La Traversée de Paris** (262,000 viewers on 16 August)

3/ A great start for **House**, which **doubled HD1's Thursday evening audience**, with an average of **145,000 viewers** and up to **189,000 viewers on 15 and 28 August**.

Source: Médiamétrie - Mediamat - Data: September 2013.

Evenings: 8.45 pm-00.30 am

*** WPDM<50: women under 50 responsible for purchase decision-making*

Press contacts:

Virginie Duval +33 (0)1 41 41 29 59 - vduval@tf1.fr
Maylis Carcabal +33 (0)1 41 41 49 23 - mcarcabal@tf1.fr