



LE GROUPE

## PRESS RELEASE

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# GROUP AUDIENCE RATINGS – SEPTEMBER 2018



## STRONGEST GROWTH IN TV MONTH-ON-MONTH AND YEAR-ON-YEAR AND WELL IN FRONT ON ADVERTISING TARGETS

**27.8% individuals age 4+**  
**+ 0.3 of a point**

**32.8% W<50PDM<sup>1</sup>**  
**+ 0.9 of a point**

**29.5% 25-49 year-olds**  
**+ 0.7 of a point**



**20.4%**  
Individuals age 4+

**22.7%**  
W<50PDM

### GROWING LEAD IN TV

### STRONGEST MONTH-ON-MONTH GROWTH AMONG INDIVIDUALS AGE 4+ AND W<50PDM

### 18 OF THE MONTH'S 20 BEST AUDIENCES

#### \* 11 PROGRAMMES WITH MORE THAN 6 MILLION VIEWERS

- **GOOD DOCTOR**: up to 7.7m viewers and 46% share of W<50PDM
- **NATIONS LEAGUE FOOTBALL**: 7.1m viewers and 32% share of individuals age 4+
- **C'EST CANTELOUP**: 6.3m viewers and 27% share of individuals age 4+

#### \* FRENCH DRAMA AT RECORD LEVELS, ESPECIALLY AMONG TARGETS

- The event series **INSOUPCONNABLE**: up to 5.9m viewers and 31% share of W<50PDM
- The drama **TU VIVRAS MA FILLE**: up to 4.8m viewers and 27% share of W<50PDM
- **CAMPING / JOSEPHINE** crossover: up to 5.4m viewers and 26% share of W<50PDM

#### \* LIGHT ENTERTAINMENT PULLING IN FEMALE AUDIENCES

- **DANSE AVEC LES STARS**: increased market leadership for the show's return, with 4.7m viewers and 38.5% share of W<50PDM
- **GRAND CONCOURS** quiz show celebrity special featuring TV presenters: most-watched TV show with 3.6m viewers and 28% of W<50PDM
- **NINJA WARRIOR**: up to 3.6m viewers and 24% of W<50PDM

#### \* RECORD AUDIENCES FOR NEWS PROGRAMMES

- **LUNCHTIME BULLETIN – 2nd best month of 2018 to date**: up to 5.3m viewers and 41% share of individuals age 4+
- **EVENING BULLETIN**: up to 6.3m viewers and 26% share of individuals age 4+
- **LE 20H LE MAG**: market-leading appointment TV, up to 5m viewers and 20% of individuals age 4+
- **SEPT A HUIT**: best month this year, up to 3.5m viewers and 22% of individuals age 4+

#### \* GROWTH IN ACCESS PRIME TIME AMONG INDIVIDUALS AGE 4+ AND W<50PDM

- Best month for **DEMAIN NOUS APPARTIENT** with 3.8m viewers and 23% share of W<50PDM – Ratings leader, on a 12-month rising trend

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



**0.6%**

Individuals age 4+



**3.2%**

Individuals age 4+

**4.5%**

25-49 year-olds



**4.1%**

15-24 year-olds



**2.3%**

Individuals age 4+

## No.2 NEWS CHANNEL

\* **LA MATINALE** HAD ITS SECOND BEST MONTH OF THE YEAR FOR TARGETS  
**68,000 VIEWERS - 2.4% share of individuals age 4+**

\* ALL-TIME HIGH AUDIENCE FIGURES FOR THE WEEKEND EDITION OF **LA MATINALE**  
**67,000 VIEWERS - 2.1% share of individuals age 4+**

\* **L'HEURE DE BACHELOT** – 2ND BEST MONTHLY AUDIENCE SHARE IN 2018 TO DATE, 2.3% share of individuals age 4+

\* BEST-EVER MONTH FOR **AUDREY & CO** WITH **1.8% of individuals age 4+**

\* **24H PUJADAS** – No.1 NEWS CHANNEL, STRONGEST DAILY AUDIENCE – UP TO 146,000 VIEWERS (individuals age 4+)

## 2nd BEST MONTH THIS YEAR FOR TARGETS

### NO.1 DTT CHANNEL

\* **QUOTIDIEN** – Best month this year for individuals age 4+ and for targets  
**up to 1.5m viewers and 12% of ABC1s**

\* **BURGER QUIZ** – DTT RATINGS LEADER  
**up to 1.2m viewers and 12% of ABC1s**

\* No.1 DTT MOVIE OFFER  
**EXPENDABLES: 1.2m viewers and 7.4% of 25-49 year-olds**

\* **90' ENQUETES** magazine show – up to 818,000 viewers and 4% of individuals age 4+

## YEAR-ON-YEAR GROWTH AMONG WOMEN AND YOUNG PEOPLE

\* HIGH-POWERED MOVIE OFFER  
**2012: 747,000 viewers and 5% of 15-24 year-olds**

\* High-level success of **BEAUTY MATCH**  
No.1 on DTT for W<50PDM with 6% audience share, and for 15-24 year-olds (10%)

\* Powerful end to the season for **LA VILLA, LA BATAILLE DES COUPLES**  
No.1 on DTT for W<50PDM (7% audience share), no.2 for 15-24 year-olds (10%)

## YEAR-ON-YEAR GROWTH AMONG W<50PDM

### No.1 HD DTT MOVIE OFFER

\* ALL-TIME RECORD AUDIENCE FOR A US SERIES EVENING WITH:  
- **THE HANDMAIDS TALE** ("LA SERVANTE ECARLATE"): 1st episode drew 1,010,000 viewers and 8% of W<50PDM

- **THE BOURNE SUPREMACY** ("LA MORT DANS LA PEAU"): up to 700,000 viewers and 3.3% of individuals age 4+

Source: Médiamat Médiamétrie

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