

[19.12.22] PRESS RELEASE

## BEST DAY FOR TF1 SINCE 2006 – RECORD WEEK AMONG TARGET AUDIENCES

On Sunday 18 December, TF1 hosted an all-day special around the 2022 World Cup Final.

The result: TF1 enjoyed its **best day since 2006** among target audiences, a long way ahead of the competition with:

- **44.5% of individuals aged 4+**
- **51.7% of women under 50**
- **52.8% of 25-49 year-olds**

11am: **Téléfoot**, presented by **Thomas Mekhiche**, posted **1.2m viewers** and a **24.4% share of 25-49 year-olds**.

1pm: **the lunchtime news** (a **special edition** anchored by Anne-Claire Coudray) posted its **biggest audience since the start of the autumn season**, with **6m viewers** and a 40% share of individuals aged 4+.

1.35pm: **Foot tous en bleu** attracted **4.3m viewers** and 30.3% of individuals aged 4+.

2.45pm: the **closing ceremony** was watched by **4.9m viewers**: 33.8% of individuals aged 4+, 42.1% of women under 50, and 45.2% of 25-49 year-olds.

3.30pm: **Foot les Bleus en finale** pulled in **7.1m viewers**: 44.1% of individuals aged 4+, 52.5% of women under 50 and 55.1% of 25-49 year-olds.

4pm: **The Argentina v. France final**, with commentary from Grégoire Margotton and Bixente Lizarazu alongside Saber Desfarges, attracted the **biggest audience ever for any programme on any channel** with **24.1 million viewers** and a **peak of 29.4 million**.

**The match was a ratings hit across all targets:**

- 81.0% of individuals aged 4+
- 85.9% of women under 50
- 92% of 15-34 year-olds
- 87.5% of 25-49 year-olds
- 87.9% of men aged 25-49

Immediately after the match, the **trophy ceremony** attracted **14.1 million viewers** and 54.8% of individuals aged 4+, and 63.4% of women under 50 and of men aged 25-49.

8pm: **the evening news, in a special edition** presented by Anne-Claire Coudray and Denis Brogniart, posted its **second-best performance in 2022 to date** in both viewing figures (**7.8m viewers**) and audience share (33.6% of individuals aged 4+ ).

**RECORD WEEK AMONG TARGET AUDIENCES**

TF1 also enjoyed a **record week among target audiences** with:

- **27% share of individuals aged 4+: best since 2014**
- **34.1% share of women under 50: best since 2008**
- **33.4% share of 25-49 year-olds: best since 2007**

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