

02/05/2022 PRESS RELEASE

APRIL 2022 AUDIENCES: TF1 GROUP CLEAR LEADER ON TARGETS

34% OF W<50PDM¹, +0.7 PT (best April since 2007)

30.7% OF 25-49 YEAR-OLDS, +0.2 PT (best April since 2010)



- **TF1: continuing growth since the start of the year: 22.6% of W<50PDM to date (+0.3pt month-on-month), 20% of 25-49 year-olds (+0.2pt month-on-month)**
- **LCI: once again close to best-ever levels with 1.7% audience share, and strongest audience growth of any news channel (+36%)**
- **TMC: record April among targets: 5.2% of 25-49 year-olds (+0.6pt year-on-year) and 5.0% of ABC1s (+0.7pt year-on-year)**
- **TFX: no.2 general-interest DTT channel among female audiences since start of the year with 3.4% share of W<50PDM**
- **TF1 Séries Films: still at high level with female audiences (2.5% of W<50PDM)**

PRESIDENTIAL ELECTION: the group made a huge contribution to the democratic debate with shows that attracted mass audiences

TF1: the month's three biggest audiences were for the run-off debate (7.5m viewers, 32.3% audience share) and election night coverage during the first round (7.3m viewers, 28.6% share) and the second round (7.2m viewers, 28.2% share). The TF1 group confirmed its market-leading position, with audience ratings for the first- and second-round election night coverage the best since 2007.

Some of the top audience figures were for 3 episodes of the specially created new-format show **Mes 100 premiers jours**, which drew up to 5.9m viewers for the two finalists.

The one-off profiles of Marine le Pen and Emmanuel Macron in **Sept à Huit** pulled in 2.9m viewers, and scored a year-best female audience share of 25%.

¹ Women aged under 50 purchasing decision makers

LCI: no.2 news channel for the key election shows in April, doubling its 2017 presidential election audience figures, with 490,000 viewers (2.3% audience share) and 434,000 (2.2%) for the 1st- and 2nd-round election night coverage respectively. Several other LCI shows achieved record figures: **Brunet et Cie** (no.2 news channel, 1.8% share), **24H Pujadas** (2.6%), **22H Darius Rochebin** (1.3%), **Le Club Le Chatelier** (2%). The **Les Matins LCI** breakfast show grew audiences by 3.4%.

Quotidien on TMC also had an excellent April driven by the presidential election: up to **2.3m** viewers, averaging 1.8m, and its second best-ever month among 25-49 year-olds (17% share).

OTHER APRIL HIGHLIGHTS ON GROUP CHANNELS

TF1

Drama in great shape

- **Balthazar**: 6.5m in April for the show's final season, including 900,000 in catch-up and 27% of W<50PDM
- **Ils s'aiment enfin presque**: 5.5m viewers and 28% of W<50PDM
- Season finale of **Section de Recherches**: 6m viewers and 27% of individuals aged 4+
- Very good dynamic on the daily soaps: up to 3m viewers for **Ici tout commence** (up to 32% of W<50PDM and 38% of 15-24 year-olds). Up to 3m viewers for **Demain nous appartient** (up to 21% of W<50PDM and 26% of 15-24 year-olds).

Market leading audience figures for news bulletins

- **8pm**: up to 6.0m viewers – best April since 2014 excluding lockdown
- **1pm**: up to 5.5m viewers
- **Grands Reportages** documentaries: up to 3.4m viewers and 33% of W<50PDM

Attractive entertainment shows for younger female viewers

- **Koh Lanta**: up to 4.9m viewers and 37% of W<50PDM on average
- **Mask Singer**: up to 4.2m viewers and 38% of W<50PDM on average
- **The Voice**: up to 4.3m viewers and 29% of W<50PDM on average

Family movies: success of international franchises

- **Les animaux fantastiques (Fantastic Beasts)**: 4m viewers and 34% of W<50PDM
- **Avengers: Infinity War**: 3.7m viewers and 30% of W<50PDM

TMC

Prime time success for documentaries, movies and live shows

- **Documentaries:** *Canap'89* had 1.5m viewers (13% of 25-49 year-olds), and **Martin Weill's special on the war in Ukraine** 900,000 (9% of 25-49 year-olds)
- **Movies:** 1.5m viewers for *Les Tuche 4* (a record for a movie on DTT in 2022 to date)
- **Live shows:** 1m for **Jérôme Commandeur** (11% of 25-49 year-olds) and 500,000 for **the Vianney concert**

TFX

Growth for the movie offering and access prime time shows

- **Movies:** up to 900,000 viewers for *Speed* (the month's largest audience), and a record female audience for *Dirty Dancing* (10% of W<50PDM)
- **Access prime time:** *Mamans et célèbres*, market leader on DTT and 9% of W<50PDM; *La Villa des cœurs brisés* 5% of W<50PDM

TF1 SERIES FILMS

- **Movies:** up to 700,000 viewers for *Rush Hour*
- **American series:** up to 600,000 viewers for *NY Section criminelle (Law & Order: Criminal Intent)*
- **French drama:** up to 600,000 viewers for *Camping Paradis*.

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