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## JULY 2022 AUDIENCES



TF1 GROUP WELL AHEAD ON TARGET AUDIENCES WITH 30.5% SHARE\* OF W<50PDM<sup>1</sup>

MARKET LEADER IN NEWS COVERAGE WITH RECORD AUDIENCES

WOMEN'S EURO FOOTBALL A MAJOR EVENT ACROSS OUR CHANNELS

ALL-TIME HIGHS FOR ACCESS PRIME TIME ON TF1

BEST-EVER JULY FOR LCI

In July, TF1 group channels aggregated 55 million viewers (0.5 million more than its closest rival). The Group retained its clear market leadership among advertising targets.

### TF1 & TMC CREATE A MAJOR EVENT AROUND THE WOMEN'S EURO FOOTBALL TOURNAMENT

- **38.7 million** French viewers tuned into matches at the **UEFA Women's Euro 2022 football tournament**
- **Best audiences ever for a Women's Euro tournament**
- France matches attracted an average of 4.7 million viewers, and an all-time high for a Women's Euro tournament of 6.2 million for the semi-final: 32% of individuals aged 4+, 36% of W<50PDM
- **Women and young viewers followed "Les Bleues" avidly:** 28% share of W<50PDM, 40% of 15-34 year-olds (+10pts for individuals aged 4+ and +19pts for W<50PDM vs Euro 2017 France matches)

### TF1

#### Regular news programmes confirm their market leadership

- Each week, 32.9 million French viewers get their news from TF1 group channels
- Coverage of the **Bastille Day parade** once again beat rival channels, with a 40% share of individuals aged 4+ and 4.3 million viewers – **the second-best audience since 2009**
- **8pm bulletin** at very high levels, average of 4.7 million viewers and 29% of individuals aged 4+
  - Peak of 5.5 million for Julien Arnaud and 5.3 million for Audrey Crespo-Mara
- **1pm bulletin still undisputed market leader**, 1.9 million ahead of its nearest rival with 4.4 million viewers and 39% share of individuals aged 4+. And the bulletin had its **best month among W<50PDM since 2014** with an audience share of 36%.

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

- Jacques Legros attracted up to 5 million viewers and up to 44.6% of individuals aged 4+
- **Magazines** – audiences up year-on-year among W<50PDM: 23% for **Sept à huit** and 24% for **Reportages découverte / Grands reportages**

## DAILY SOAPS AT ALL-TIME HIGHS

- **Ici tout commence** posted its best month ever among the target W<50PDM audience with a 32% share, and was a big hit with **younger viewers** (28% share of 15–34 year-olds)
- **Demain nous appartient** achieved its **best audience share** among W<50PDM since the summer of 2019, with 27%

## LCI: BEST JULY EVER

- **LCI recorded its best July ever, with an audience share of 1.5%**
- **LCI** also posted the **strongest year-on-year growth in audiences of any news channel** (+19%), and also in share of target audiences (+36% / +0.4 pt), with the share of ABC1s up 0.5pt at 1.2%, and of 25–49 year-olds up 0.2pt at 0.6%.
- **LCI** ranks:
  - No.2 news channel by average daily viewing time, at 28 minutes
  - **No.1 news channel** and best July ever for weekend **22H Darius Rochebin show** (1.7%)
  - **No.2 news channel** and best July in access prime time (2.5% for **24H Pujadas**, 1.9% for **En toute franchise**) and in the **late evening slot** (**Brunet/Darius** with 1.8%)
  - **Breakfast shows** are continuing this season's positive trend, equalling **the season's monthly best on weekdays** with 3.2%, and posting the **second-best month of the season on weekends** with 3.7%

## TMC: BEST JULY FOR 10 YEARS AMONG TARGETS

- **Strong year-on-year growth** to 3.3% among 25–49 year-olds
- 3.5% of W<50PDM: +0.6pt

## TFX: BEST JULY SINCE 2017 AMONG TARGETS

- 3.5% of W<50PDM (+0.5pt year-on-year)
- **3rd most-watched DTT channel** among W<50PDM

\* Source: Médiamat/Médiamétrie

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