



LE GROUPE

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NOVEMBER 2022 AUDIENCE FIGURES: RECORD MONTH – STRONG GROWTH MOMENTUM FOR THE TF1 GROUP



TF1 group recorded its best month of 2022 to date across all targets, matching records set 13 or more years ago:

- Best YTD month among individuals aged 4+: 27.3% share
- Best YTD month among W<50PDM¹: 35.5% share, equal best month since 2008
- Best YTD month among 25-49 year-olds: 32.6% share, equal best month since 2009
- Best YTD month among 15-34 year-olds: 3.58% share, best since 2006

TF1: biggest audience of the year on any channel, with 12.5 million viewers for the France v. Australia match on 23 November 2022, and equal best month for W<50PDM since 2014

LCI: all-time high, with 2.0% share of individuals aged 4+

TMC: undisputed no.1 DTT channel among individuals aged 4+ and key targets, equal best month among individuals aged 4+ since 2019

TFX: confirmation of positive year-on-year trend among core target of W<50PDM since early autumn

TF1 Séries Films: rising trend, up month-on-month among core target of W<50PDM

TF1: FRANCE'S UNDISPUTED No.1 CHANNEL

- Equal best month among FRDA-50 since 2014: 24.2% share
- Best YTD month among 25-49 year-olds: 22.2% share, also best month since 2018
- Best YTD month among 15-34 year-olds: 26.4% share, also best month since 2010
- Best YTD month among individuals aged 4+: 18.9% share

FIFA WORLD CUP 2022 SMASHES THE RATINGS – BIGGEST YTD AUDIENCE

The French national team attracted the two biggest audiences in 2022 to date, as all the family tuned in:

- 12.5 million for France v. Australia: best audience for any channel or programme since June 2021: 68% of men aged 25-49, 69% of 15-34 year-olds, 61% of 25-49 year-olds, 53% of W<50PDM, 73% of 4-14 year-olds
- 11.6 million for France v. Denmark, with records for target audiences: 78% of men aged 25-49, 77% of 15-34 year-olds, 73% of 25-49 year-olds, 67% of W<50PDM, 75% of 4-14 year-olds

¹ Women aged under 50 purchasing decision makers

THE STAR ACADEMY PHENOMENON

The *Star Academy* prime-time slot (excluding the finale) enjoyed exceptional 7-day audience ratings, with an average of 4.2 million viewers.

The show performed well among key targets and especially younger viewers, averaging:

- 43% share of W<50PDM
- 39% share of 25-49 year-olds
- 52% share of 25-34 year-olds
- 44% share of 15-24 year-olds
- 50% share of 15-34 year-olds

And the daily *Star Academy* slot has been a ratings hit across the whole season, with average 7-day viewing of 1.9 million.

The show was a long way ahead on key targets and set a host of records, with high-flying performances averaging:

- 40% share of W<50PDM: best week for this time slot since September 2009
- 33% share of 25-49 year-olds
- 46% share of 25-34 year-olds
- 32% share of 15-24 year-olds
- 42% share of 15-34 year-olds: best week for this time slot since July 2007

NEWS BULLETINS WELL AHEAD OF RIVALS

With 5.7 million viewers and a 26% audience share, the TF1 8pm bulletin* enjoyed its biggest gap (+1.1 million viewers) over its nearest rival for any November since 2015.

The 1pm bulletin also had a strong lead (+1.9 million viewers) over its closest rival, averaging 4.5 million viewers and 38% audience share.

** Excluding Canal+ suspension and World Cup*

ALAIN CHABAT'S LATE SHOW: RATINGS SUCCESS WITH YOUNGER VIEWERS AND ONLINE

In its first week, the show led the ratings with an average of 1.1 million viewers, with strong pulling power among key targets and very strong growth versus the average for the time slot since the autumn:

- 20% share of 25-49 year-olds, +23%
- 28% share of 15-34 year-olds, +33%
- 17% share of ABC1s, +26%

Online also performed well, with 5 million views on MYTF1 and social media.

ENTERTAINMENT – A BIG DRAW FOR WOMEN AND YOUNGER VIEWERS

NRJ Music Awards 2022: 3.8 million viewers, 39% share of W<50PDM, 50% share of 15-34 year-olds, 52% share of 15-24 year-olds

Tous Inconnus: 3.5 million viewers, 27% share of W<50PDM, 24% share of 15-34 year-olds

LCI: MORE RECORDS FOR OUR NEWS CHANNEL, STRONGEST GROWTH IN TV FOR THIRD MONTH IN A ROW

For the second month in a row, LCI equalled its all-time high **2.0% share** of individuals aged 4+
More new **records in daily viewing time – clear no.1 news channel**, with an average of 40 minutes per viewer per day

Once again, the **fastest year-on-year growth in the French TV market**: audiences up 78%, and audience share up 0.9 pt, versus November 2021

Robust growth among targets too: best year-on-year growth of any news channel among 25-49 year-olds (0.7%) and ABC1s (1.2%)

LCI is France's **most-watched news channel**:

- **Weekdays 1.50pm-8pm** (291,000 viewers, 2.8%) & **9pm-midnight** (294,000 viewers, 1.7%)
- **Weekends 6pm-midnight** (295,000 viewers, 1.6%)

TMC: CLEAR No.1 DTT CHANNEL AMONG INDIVIDUALS AGED 4+ AND KEY TARGETS, EQUAL BEST MONTH SINCE 2019 AMONG INDIVIDUALS AGED 4+

- **3.4% share of individuals aged 4+**
- **Best YTD month among 25-49 year-olds: 5.2% share**
- **Quotidien: record-breaking autumn season confirmed, best November ever**
 - **Most-watched show on TNT** with 1.6 million viewers (and a peak of 2.1 million)
 - **Most-watched talk show among young people**: 15% of 15-34 year-olds
- **Magazine shows** achieving high ratings among targets:
 - *Martin Weill's The Disunited States Of America*: 700,000 viewers, 8% share of core target of 25-49 year-olds
 - *Canap 2002*: 1.0 million viewers, 12.% share of 25-49 year-olds

TFX: CONFIRMATION OF POSITIVE YEAR-ON-YEAR TREND AMONG W<50PDM TARGET SINCE EARLY AUTUMN

- **3rd most-watched DTT channel among W<50PDM, with 3.2% share**
- **Big movie nights**: *Despicable Me* and *Transporter* franchises, plus first-run free-to-air screening of *Sans Un Bruit (A Quiet Place)*
- **Access prime time docu-reality**: end of season for *La Bataille Des Clans* and *Star Academy*

TF1 SERIES FILMS: RISING TREND, UP MONTH-ON-MONTH AMONG CORE TARGET OF W<50PDM

- **2.2% share of W<50PDM (+0.2pt month-on-month)**

* Source: Médiamat/Médiamétrie

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