

[29.11.21] PRESS RELEASE

NOVEMBER 2021 AUDIENCES

- TF1 GROUP CLEAR LEADER ON AD TARGETS
- 2nd best month in 2021 to date among W<50PDM¹: 34.7% share



RECORD NOVEMBER AMONG YOUNG AND FEMALE AUDIENCES

Best month since 2014 among W<50PDM: 23.3%

Best month of November since 2009 among 15-24 year-olds: 26.7%

Best month of November since 2010 among 15-34 year-olds: 24.1 %

6 of the top 10 audience ratings of the month, including President Macron's address (8.2m viewers)

TF1 NEWS COVERAGE WELL AHEAD OF THE PACK

TF1 news posted **the biggest audience of the month** for any channel or programme, with 7.8m viewers for the **8pm news with Gilles Bouleau** on 9 November, and **President Macron's address to the nation with 8.2m viewers**

Plus the 2nd biggest audience of the month for any channel or programme: **7.1m** viewers for the **8pm news with Anne-Claire Coudray** on 21 November

8pm news: average 6m viewers and 26% share of individuals aged 4+ over the month

1pm news: average 4.9m viewers and 40% share of individuals aged 4+ over the month, widest gap over direct rival (+2.3m viewers) in the back-to-school period

Political interviews broadcast in the month widely watched: **5.7m** viewers on average

Sept À Huit: best monthly audience since March: average 3.9m viewers, **peak of 4.2m** (14 and 28 November).

Audrey Crespo-Mara's profiles: monthly average of 4.5m viewers and 22% audience share (peak of 4.8m on 28 November for the profile of Camille Lellouche – best audience of back-to-school period)

Reportages Découverte / Grands Reportages: peak of 3.5m viewers (13 November)

ACCESS PRIME TIME SOAPS – MAINSTAYS OF THE SCHEDULE

Ici tout commence: up to 3.7m viewers, 26% of W<50PDM on average, leader on all 3 key ad targets

Demain nous appartient: up to 3.7m viewers, 20% of W<50PDM on average, leader on W<50PDM

Afternoon Christmas TV movies back with a bang: 31% of W<50PDM and 25% of 25-49 year-olds, +1pt for each of these 2 targets

¹ Women aged under 50 purchasing decision makers

PREMIUM PROGRAMMES STILL PULLING IN THE VIEWERS

Flagship entertainment continues to attract big audiences

Koh-lanta: up to 5.5m viewers and 40% of W<50PDM on average

Danse avec les stars: up to 4.2m viewers for the series finale, 32% of W<50PDM on average

Best finale ever among W<50PDM and 15-34 year-olds / since 2016 among individuals aged 4+

NRJ Music Awards: up to 4.4m viewers and 41% of W<50PDM on average

Audiences buoyant for 2 final **20 ans de Star Academy** evening shows: 31% of W<50PDM on average

Robust season finale of **Munch:** peak of 5.8m viewers, 25% of individuals aged 4+ on average

BIG AUDIENCES FOR MOVIES

Cult movie **Qu'est-ce qu'on a fait au bon dieu?:** 5.8m viewers, 35% of W<50PDM

TV premiere of **A Star is born:** 5.5m viewers, 49% of W<50PDM

TV premiere of **Tout le monde debout:** 4.3m viewers, 29% of W<50PDM

PLUS:

Finland vs. France World Cup qualifying match: 6.3m viewers, 26% of individuals aged 4+, 42% of W<50PDM

Record for **Tfou:** 36% share of 4-10 year-olds

12 coups de midi: up to 3.8m viewers and 35% of individuals aged 4+ on average

C'est Canteloup: up to 5.6m viewers and 20% of individuals aged 4+ on average



GO-TO CHANNEL FOR NEWS EVENTS:

Most-watched news channel for Republican presidential candidate debates with 846,000 viewers (4.3%) for the first debate on 8th November

4th biggest audience ever for LCI

3.8 million viewers watched the debate on LCI at some point: quality coverage generated high levels of stickiness, with an average of 44 minutes versus less than 30 for rival channels

Access prime time at all-time highs:

24h Pujadas: 326,000 viewers, 1.9% of individuals aged 4+: +0.1pt year-on-year (vs November 2020)

En toute franchise: 326,000 viewers, 2.2% of individuals aged 4+, 2nd most-watched news channel in the month

Late-night slots consolidating status as 2nd most-watched news channel

Brunet et compagnie: 142,000 viewers, 0.9% share of individuals aged 4+, 2nd most-watched news channel in the month

Darius Rochebin 10pm show: 143,000 viewers, 0.9% share of individuals aged 4+, 2nd most-watched news channel

Strong month for weekend breakfast shows: 84,000 viewers, 3.7% of individuals aged 4+

TMC

ALL-TIME RECORD FOR CORE TARGET AUDIENCE OF 25-49 YEAR-OLDS: 5.4% SHARE
Status of 4th most-watched national channel among targets confirmed – clear leader in DTT

QUOTIDIEN: BEST BACK-TO-SCHOOL PERIOD EVER AMONG 25-49 YEAR-OLDS

Peak of 1.9m viewers (season high), up month-on-month
No.1 TV talk show, 1.6m viewers on average
3rd most-watched channel for ad targets: 15% of 25-49 year-olds and ABC1s

Successful return for *Burger Quiz* with 1m viewers

Very high audience share among targets: 8% share of 25-49 year-olds and ABC1s

Movies: superheroes lead the way with up to 1.1m viewers for *Aquaman*, *Ant-man* and *Wonder Woman*

New series *Charmed* pulling in target audiences: best launch of an American series on DTT for 2 years with 6% share of W<50PDM, and average 4% share of W<50PDM

TFX

BEST NOVEMBER FOR 3 YEARS – STILL 3RD MOST-WATCHED DTT CHANNEL AMONG W<50PDM
BEST MONTH OF BACK-TO-SCHOOL PERIOD – 3.2% SHARE OF W<50PDM

***Mamans et célèbres* and *La Bataille des couples*:** flagship docu-reality shows

***Mamans et célèbres*:** 6% of W<50PDM (peak of 10%)

***La bataille des couples*:** 5% share of W<50PDM

Return of **all-new episodes of *Super Nanny***: over 0.5m viewers, and 3% of W<50PDM

Prime-time movies: *Battleship* (0.9m), *Equalizer* (0.8m) and *Ocean's Eleven* (0.7m)

TF1 SÉRIES FILMS

BEST NOVEMBER EVER FOR CORE W<50PDM AUDIENCE WITH 2.7% SHARE

Success for American series in evening slots: *NY section criminelle* (*Law and Order: Criminal Intent*) with up to 0.6m viewers, ***Les experts Miami* (*CSI: Miami*)** with up to 0.6m viewers

High-powered movie offering: *Mad Max Fury Road* with biggest audience of back-to-school period (0.8m viewers) and ***Dans la ligne de mire*** (0.8m viewers)

TF1 GROUP CONTACTS

Maylis CARCABAL – VP Communication & Brands: +33 (0)6 63 59 87 05 – mcarcabal@tf1.fr
Thomas PAWLOWSKI – Head of Communication for Programmes, News & Sport: +33 (0)6 63 99 31 0
tpawlowski@tf1.fr