

Boulogne-Billancourt, 14 October 2013



HD1 INCLUDED IN NATIONAL RATINGS SYSTEM

HD1 will be included in the "Médiamat" national audience ratings system starting on 30 December 2013. HD1's audience ratings will be available from 9 am for all viewer targets, as is the case for incumbent channels.

Commenting, HD1 Chairman Fabrice Mollier said: *"The leader of the six new DTT channels with a 0.7% audience share in September, HD1 has quickly found its public and posted a continuous rise in ratings. As part of its ramp-up, and just a year after launch, we thought it natural that HD1 be included in the benchmark television ratings system."*

Myriam Lévy, Deputy CEO of Sales at TF1 Publicité, said: *"The advertising market trusts us and has backed the development of HD1 since its creation. Given the channel's rapid progress, it now seems necessary for us to provide the market with the right tools for measuring its growing audience ratings."*

Contacts Press contacts :

Virginie Duval 01 41 41 29 59 - vduval@tf1.fr
Maylis Carçabal 01 41 41 49 23 - mcarcabal@tf1.fr

GROUPE TF1 - DIRECTION DE LA COMMUNICATION
TF1 GROUP - DIRECTION OF COMMUNICATION
Virginie Duval - vduval@tf1.fr

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