

Boulogne, 30 December 2019

2019 TF1 GROUP AUDIENCE RATINGS:

MULTI-CHANNEL, MULTI-SCREEN STRATEGY ENABLES THE
TF1 GROUP TO CONFIRM ITS VERY HIGH-LEVEL LEADERSHIP AMONG KEY AUDIENCES



- 32.6% SHARE OF W<50PDM¹
- 29.4% OF 25-49 YEAR-OLDS
- 32.9% OF 15-24 YEAR-OLDS
- 30.2% OF 15-34 YEAR-OLDS
- 27.1% OF ABC1s

TF1 confirmed its market leadership and pulling power across all genres and among all audiences (19.5% share of individuals aged 4+ / 22% of W<50PDM), especially young people. TF1 programmes occupied all of the Top 100 among W<50PDM, 98 of the Top 100 among 25-49 year-olds, and 85 of the Top 100 among the public generally. In addition to its unavoidable position in news, TF1 distinguished itself by successful risk-taking, in particular on the Women's Football World Cup, *Le Bazar de la Charité*, and *Mask Singer*.

TMC confirmed its market leadership in DTT (3.1% audience share), achieving best-ever full-year figures for target audiences: 4.4% of 25-49 year-olds, ABC1s and W<50PDM.

LCI saw the strongest growth in news audiences (+27%) reaching a record 1% audience share, confirming its ranking as no.2 news channel, now among ABC1s too.

TFX confirmed its position as no.3 DTT channel among 15-24 year-olds (3.7%) and W<50PDM (3.3%).

TF1 Séries Films had its best-ever year among W<50PDM (2.6%) and 25-49 year-olds (2.1%).

MYTF1, which was relaunched in June, now mixes content from non-linear channels with an AVOD offer, giving an enhanced viewing experience. MYTF1 had a record year with 1.78 billion videos viewed, a rise of 24% year-on-year. TF1 had 8 of the 10 strongest audiences in catch-up, including *Le Bazar de la Charité* (1.44m additional viewers), *Koh Lanta* (1.09m) and *Manifest* (1.46m).

These performances illustrate the Group's ability to transform itself so as to better respond to the public's evolving expectations and viewing habits.

¹ W<50PDM = Women under 50 purchasing decision-makers

DETAIL BY CHANNEL



- **TF1: BROAD LEADER IN TELEVISION, WITH UNMATCHED PULLING POWER AND SUCCESSFUL REVIVAL IN ALL GENRES**

- **The Women's Football World Cup achieved the year's highest audience figure of 10.7m viewers.** More generally, TF1's Top 100 performance validated its sports rights acquisition strategy, with high rankings also for matches featuring France's men's football team and the Rugby World Cup.
- **An unavoidable news offer:** up to 7.6m viewers for the evening news bulletin, up to 6.3m for the lunchtime bulletin, 7.4m for the Edouard Philippe interview in January, up to 5.7m for **20H Le Mag**, up to 4.8m for **Grands Reportages** and 4.6m for **Sept à Huit**.
- **A high-powered French drama offer, attracting women and younger viewers:** up to 8.5m for **Le Bazar de la charité** (36% of W<50PDM, 38% of 15-24 year-olds), up to 7.4m for **Balthazar** (31% of W<50PDM), up to 6.6m for **Les Bracelets rouges** (35% of W<50PDM, 49% of 15-24 year-olds), up to 5.3m for **Pour Sarah** (37% of 15-24 year-olds), up to 7.2m for **Le premier oublié** and 5.8m for **La part du soupçon**. Record year for **Demain nous appartient** – no.1 daily soap by audience figures, with 3.8m viewers.
- **Entertainment had a makeover and flagship programmes continued to perform:** **Les Enfoirés** achieved the year's highest light entertainment audience of 9.4m. **Mask Singer** (up to 7.3m viewers and shares of 42% among W<50PDM and 57% of 4-14 year-olds) joined the big hitters **The Voice** (6.1m) and **Koh Lanta** (6.5m). Also among the best audiences were **Miss France** (6.9m) and **C Canteloup** (6.4m). At lunchtime, **Les 12 coups de midi** had a record year with 36% audience share and 3.4m viewers.
- **US series pulled in big female audiences.** New series for 2019 **Manifest** (up to 6.8m viewers, 41% of W<50PDM) and **SWAT** (up to 5.9m) had the best audiences for US series, followed by **Good Doctor** (5.4m), **L'arme fatale** (5.1m) and newcomer **New Amsterdam** (5m). The genre is particularly attractive to women, achieving 60 of the Top 100 among W<50PDM, especially for **Grey's Anatomy**.
- **Good ratings for French cinema:** TF1 is a leading partner in French cinema. Among the best movie audiences were films co-produced by TF1: **Bienvenue chez les Chtis** (6.7m), **Raide Dingue** (6.6m), **Intouchables** (6.5m) and **Alibi.com** (6.2m).



- **LCI: FASTEST-GROWING NEWS CHANNEL, AT AN ALL-TIME HIGH (1%), CONFIRMING ITS STATUS AS FRANCE'S NO.2 NEWS CHANNEL FOR THE GENERAL PUBLIC, AND NOW FOR ABC1s TOO**

- **For its high-profile evening political debate specials, LCI was France's most-watched news channel:** the best rating was the Prime Minister's live debate **Edouard Philippe face aux Français** (849,000 viewers)
- **Best year ever for La Matinale** with up to 132,000 viewers and 4.1% audience share, and for **24h Pujadas** (up to 326,000 viewers, +0.3 of a point of audience share year-on-year)
- **Success too for Audrey & Co, Perriscope, Le Débat d'Arlette Chabot and the weekend show En toute franchise**, all of which increased audiences versus 2018.



- **TMC: NO.1 DTT CHANNEL. ALL-TIME HIGH AMONG WOMEN, 25-49 YEAR-OLDS AND ABC1s AT 4.4%**

- **Enhanced sport offering pays off:** biggest audience of the year on any French DTT channel for the France-Bolivia football friendly (3m viewers), and good ratings for matches in the Women's Football World Cup (up to 1.9m), the Rugby World Cup (1.8m), and the Senegal-Algeria Africa Nations Cup final (1.6m)
- **Quotidien the top talk show, and still growing audiences:** up to 2m viewers, a record for the show
- **Burger Quiz:** up to 1.5m viewers
- **Movies performing very well:** *Qu'est-ce qu'on a fait au bon Dieu ?* attracted the best movie audience on any French DTT channel (2.9m viewers)



- **TFX: 3rd MOST-WATCHED CHANNEL AMONG 15-24 YEAR-OLDS (3.7%) AND W<50PDM (3.3%)**

- **The channel's biggest audience was for the final of the Nations League (1.2m viewers)**
- **Movies were very popular,** for example *Assassin's Creed* and *Jurassic Park III* (1.1m viewers)
- **The prime-time factual show *Appels d'urgence*** was in the top 10 audience ratings with up to 1m viewers
- **In access prime-time, daily scripted reality shows proved very attractive for 15-24 year-olds:** 11% share for *La Villa des cœurs brisés*, and 12% for *La Bataille des couples*



- **TF1 SERIES FILMS: ALL-TIME HIGH WITH WOMEN VIEWERS (2.6%) AND 25-49 YEAR-OLDS (2.1%)**

- **The channel's biggest audience was 1 million, for the movie *L'Arme fatale III* (Lethal Weapon III)**
- **Flagship French series first shown on TF1** were among the best performers, for example *Section de Recherches* (800,000 viewers).

Source: Médiamétrie - Médiamat TF1 group

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