



LE GROUPE

PRESS RELEASE

Boulogne, 30 July 2018

GROUP AUDIENCE RATINGS – JULY 2018



**BEST MONTH AMONG INDIVIDUAL VIEWERS FOR 4 YEARS
STRONGEST YEAR-ON-YEAR GROWTH ACROSS ALL TARGETS**

**29.1% individuals age 4+
+3.2 pts**

**33.1% W<50PDM¹
+3.2 pts**

**31.2% 25-49 year-olds
+4.8 pts**



22.4%
Individuals age 4+

24.2%
W<50PDM

23.4%
25-49 year-olds

**RECORD MONTH FOR INDIVIDUALS, WOMEN AND 25-49 Y/O
STRONGEST YEAR-ON-GROWTH AMONG INDIVIDUALS AGE 4+
(+3.6 pts) AND TARGETS (+3.2 pts WOMEN, +4.7 PTS 25-49 Y/O)**

* 2018 FOOTBALL WORLD CUP

BEST AUDIENCE ON ANY CHANNEL SINCE JULY 2016
UP TO 22.4m VIEWERS – 88.3% OF MEN UNDER 50

* EVENING NEWS: BEST MONTH FOR NEARLY 4 YEARS, 27.7% INDIVIDUALS AGE 4+
SPECIAL WORLD CUP EDITION RECORD 8.4m VIEWERS, 39.5% INDIVIDUALS AGE 4+

* DOCUMENTARY *LES BLEUS 2018 AU CŒUR DE L'ÉPOPEE RUSSE*
7.5m VIEWERS, 55.6% OF MEN UNDER 50

* BEST MONTH SO FAR THIS YEAR FOR THE SOAP *DEMAIN NOUS APPARTIENT*
2.8m VIEWERS, 25% OF W<50PDM – PEAK OF 3.1m VIEWERS, 28.3% OF W<50PDM

* LEADER FOR THE BASTILLE DAY PARADE THROUGHOUT THE SPECIAL PROGRAMME
3.5m VIEWERS – 36.4% OF INDIVIDUALS AGE 4+ FROM 10am TO 12.15pm



0.6%
Individuals age 4+

2ND MOST-WATCHED NEWS CHANNEL

* 2ND MOST-WATCHED NEWS CHANNEL DURING SCREENING OF DOCUMENTARY
98 – LES SECRETS D'UNE VICTOIRE: 160,000 VIEWERS, 0.9% INDIVIDUALS AGE 4+

* SUCCESS FOR MAGAZINE *LE 18/20*: 110,000 VIEWERS – 0.9% INDIVIDUALS AGE 4+

¹ Women aged under 50 purchasing decision-makers



2.8%

ABC1s

2.9%

25-49 year-olds

YEAR-ON-YEAR GROWTH IN TARGET AUDIENCES

LEADING DTT CHANNEL AMONG ABC1s

* **BURGER QUIZ** – CONSISTENTLY HIGH PRIME TIME AUDIENCES ON TMC
1.0m VIEWERS – 11.2% OF 25-49 YEAR-OLDS

* LEADING DTT MOVIE OFFER

LARGO WINCH II: 884,000 VIEWERS, 5.6% of ABC1s

THE MUMMY RETURNS: 869,000 VIEWERS, 5.6% of ABC1s



3.5%

W<50PDM

3.7%

15-24 year-olds

2ND BEST MONTH OF THE YEAR AMONG WOMEN VIEWERS

NO. 2 DTT CHANNEL AMONG W<50PDM AND 15-24 YEAR-OLDS

STRONG MONTH-ON-MONTH RISE IN 15-24 YEAR-OLDS (+0.6 pt)

SUCCESS FOR *LA VILLA*, *LA BATAILLE DES COUPLES*

* HIGH-POWERED MOVIE OFFER

V FOR VENDETTA: 743,000 VIEWERS – 7.5% OF 15-24 YEAR-OLDS, 6% OF W<50PDM

* SUCCESS FOR *LA VILLA*, *LA BATAILLE DES COUPLES* IN ACCESS PRIME TIME

NO.2 CHANNEL IN FRANCE AMONG 15-24 YEAR-OLDS, 15.7% SHARE

PEAKING AT 25% SHARE OF 15-24 YEAR-OLDS

HIGH CATCH-UP AUDIENCES, UP TO 167,000 VIEWERS



2.0%

Individuals age 4+

BEST MONTH FOR INDIVIDUALS AGE 4+ IN 2018 TO DATE

9/10 OF THE MONTH'S TOP HD DTT AUDIENCES

* **SECTION DE RECHERCHES**: 736,000 VIEWERS, 3.9% OF INDIVIDUALS AGE 4+

Source: Médiamat Médiamétrie

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