

[02.11.21] **PRESS RELEASE**

OCTOBER 2021 AUDIENCES

- **STRONGEST YEAR-ON-YEAR GROWTH AMONG FRENCH BROADCASTERS**
- **BEST MONTH AMONG W<50PDM¹ FOR 14 YEARS: 35.2% (+1.7pt year-on-year)**
- **BEST MONTH AMONG 25-49 YEAR-OLDS FOR 7 YEARS: 31.8% (+1.3pt year-on-year)**

In October the TF1 group capitalised on the momentum that began in the back-to-school period to post the strongest year-on-year growth among French broadcasters, driven largely by the unrivalled pulling power of the TF1 core channel.

TF1

IMPRESSIVE PULLING POWER ACROSS ALL GENRES DRIVES STRONGEST YEAR-ON-YEAR GROWTH AMONG FRENCH BROADCASTERS: +2pt W<50PDM (to 24.1%), +1.4pt 25-49 year-olds (to 21.6%)

News programmes still the market leaders, and the go-to channel for political announcements

Up to 6.7m viewers for the 8pm bulletin, 26% average audience share

Up to 5.7m viewers for the 1pm bulletin, 40.4% average audience share

6.7m viewers for the interview with Jean Castex (21 October)

Up to 3.4m viewers for *Sept à Huit*, and 4m for the profile of Dany Boon and Thierry Beccaro

Up to 3.9m viewers for *Grands Reportages*

ACCESS PRIME TIME/DAYTIME:

Solid performance from daily soaps

Up to 3.5m viewers for *Ici tout commence*, monthly average 30% of W<50PDM (live + 7 days), as the soap celebrates its first anniversary

Up to 3.5m viewers for *Demain nous appartient*, monthly average 22% of W<50PDM (live + 7 days)

Lunchtime: *Les 12 coups de midi* up sharply, 37% share of individuals aged 4+ (average audience 3.2m)

In the 8.45pm slot: *C'est Canteloup* back in force, with up to 5.3m viewers (live + 1 day)

PRIME TIME

Sport: France vs. Belgium football match proves hugely popular, with 6.8m viewers

French drama: *Munch* makes a strong return with up to 5.6m viewers, and the two parts of the TV movie *A tes côtés* pull in 5m viewers and an average 30% share of W<50PDM (live + 7 days)

Entertainment: *The Voice All Stars* racks up very healthy viewing figures of up to 5.2m, with an average 34% share of W<50PDM across the season (live + 7 days)

Ratings hit for 20 Years of *Star Academy*: market leader with 4.2m viewers, 41% of W<50PDM Up to 5.1m viewers for *Koh Lanta*, with monthly average 42% share of W<50PDM (live + 7 days)

Danse avec les Stars still a big attraction: up to 4.5m viewers, 36% share of W<50PDM (live + 7 days)

¹ Women aged under 50 purchasing decision-makers

Movies: Best movie audience of the month for *Astérix et Obélix Mission Cléopâtre*: 5.3m viewers, 34% share of W<50PDM

Kids: strong performances from the big 3 franchises: *Miraculous* (38% share of 4-10 years olds YTD), *Paw Patrol* (38%), and *Barbapapa* (39%)

LCI

MOMENTUM FROM BACK-TO-SCHOOL PERIOD MAINTAINED WITH 1.1% AUDIENCE SHARE

24h Pujadas ratings still on the up: average 284,000, 1.9% audience share (+0.2pt year-on-year)

En toute franchise with Amélie Carrouer: most-watched news channel, 1.7% average audience share (234,000 viewers)

LCI still France's 2nd most-watched news channel in late-night slots: average 139,000 viewers (0.9%)

for *Brunet & compagnie* on weekdays, 131,000 (0.9%) for Darius Rochebin at 10pm on weekends

Robust growth for the *Les matins de LCI* breakfast show (+0.3pt vs September)

TMC

4th MOST WATCHED FRENCH CHANNEL, MOST-WATCHED DTT CHANNEL – AUDIENCE SHARES RISING AMONG 25-49 YEAR-OLDS (TO 5.1%) and W<50PDM (TO 5.0%)

Quotidien most-watched DTT show with up to 1.7m viewers on average, 3rd most-watched channel among 25-49 year-olds nationally with 14% share, and a high share of ABC1s too (14%)

Good ratings for movies: up to 1.4m viewers for *Les Tuche 3*; 1m viewers for *Men in Black*, *Back to the Future* and *Transporter 3*

Best-ever launch for an American series on DTT for *Charmed*: 8% share of W<50PDM for launch show

TFX

STRONG GROWTH – 3RD MOST-WATCHED DTT CHANNEL AMONG W<50PDM, 3.2% SHARE

TFX's flagship docu-reality shows build on a strong back-to-school period: 8% share of W<50PDM for *Mamans et Célèbres* and 6% share of W<50PDM for *La bataille des couples*

Best audience of the month for the Italy-Spain Nations League football match with 1.4m viewers

TF1 SERIES FILMS

2nd BEST MONTH YTD AMONG W<50PDM WITH 2.7% MARKET SHARE

Best audience of the month: 900,000 for *NY Section criminelle (Law and Order: Criminal Intent)*

Strong audiences for movies: 800,000 viewers for *Le Placard*, 700,000 for *Interstellar* and *Hibernatus*

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