

Boulogne, le 30 septembre 2013

**September ratings :
TF1 reports growth in back-to-school period,
buoyed by the channel renewal policy and digital innovation**

TF1 is confirming its unique leadership position in French television with an audience share of 23.4%*, the strongest month-on-month increase in September at 1.2 points. Over the year, TF1 has posted the largest growth among incumbent channels, with a 0.4-point rise in audience share.

Year-on-year ratings increase in September as the strong dynamic on renewal and innovation continues

- TF1 led its closest rival by 10.1 points with shoppers, 8.7 points with WPDM<50 and 9.9 points with P4+.
 - The strong performance was driven by the success of the new seasons of major TF1 shows, including news and access, along with **The Mentalist**, **Criminal Minds** and **Profilage**.
 - It was also driven by across-the-board growth for recent and new brands, which managed to gain a broader audience despite the ever-tougher competition. These included **Masterchef** (up on season 3), **Danse avec les Stars** (record start for season 4) and **Pep's** (with as many as 8.1m viewers).
 - Another strong performer was the **French national football team** match on 10 September, attracting 7.7m viewers and taking a 31% audience share (45% of men 15-49).
 - **Ciné Dimanche** ratings were their highest since May, with 7.5m viewers and a 30% share (39% of WPDM<50 and 59% of children) for the first unscrambled broadcast of **La guerre des boutons** (War of the Buttons).
 - September also saw the launch of TF1's new visual identity, which is a part of - and formally underlines - the channel's wide-ranging renewal dynamic. The new identity is multiscreen with an innovative, warm and events-based graphics approach, developed by the management of the channel and the Naked advertising agency.
 - September was strong on initiative in terms of the digital business, including an Amplify advertising partnership with Twitter and, in a European first, **Danse avec les stars** videos on Vine.
- The end of the month saw the arrival of 4G and the rollout of several new features on **MYTF1** and **MYTF1News**, chief among them instant high-speed videos, timeshifting and temporary downloads.

A record end of the month : highlights from 23-30 september

- TF1 reported its best week and strongest increase of the year, with a 24.1% audience share, up 1.1 points.
- The channel set records in all programme categories:
Record for **Profilage** (7.9m viewers and 31% audience share)
Record start for **Danse avec les stars** (6m and 29%)
Record for **4 mariages pour une lune de miel** with 23%
- A high since the start of the back-to-school period for:
Criminal Minds (8m, 31%, 41% WPDM<50)
The 8 o'clock news (7m and 28.5% in the week, 8.1m and 31.5% on Sunday; 2.5m lead on closest rival)
The 1 o'clock news (6.1m and 48.6%)
Les 12 coups de midi (36% on Thursday 26)
Une famille en or (2.4m and 19%)
Le juste prix (4.2m and 24%)

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**Source : Médiamat-Médiamétrie*

***Shoppers : working population + children under 25*

****WPDM<50 : >Women under 50, purchasing decision makers
P4+ : individuels aged 4 and above*

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