



MEDIAMAT THEMATIK SURVEY, 31 DECEMBER 2012 TO 16 JUNE 2013 :

**STRONG PERFORMANCE BY TV BREIZH, PLAY-TV LEADER
WITH INCREASED RATINGS**

TV Breizh, the clear leader with a 1.2% audience share in the pay-TV sector, has confirmed its front-running position for the fifth consecutive survey period.

TV Breizh has also taken the lead on the main advertising targets - women under 50 purchasing decision makers and 25-49 year-olds - and is now the number-one pay-TV channel on CanalSat.

In an increasingly fierce competitive environment, TV Breizh improved its audience ratings on the last Médiamat Thématik survey by 5% overall (cable, ADSL and CanalSat subscribers). The channel posted a double-digit rise in audience figures for the women under 50 purchasing decision makers demographic, up 12% on the previous period. TV Breizh took a 0.7% audience share in the cable-satellite-ADSL sector and ranked as the number-one mini general-interest channel.

The highest ratings this period were scored by **Law & Order**, with 200,000 viewers, **Alice Nevers** (198,000), the film **The Corsican File** (181,000), **Columbo** (179,000) and the film **Lethal Weapon 3** (171,000).

Commenting, Fabrice Mollier, Chairman of TV Breizh said : *«The results of the latest survey confirm the success of our editorial policy, based on a clear promise of relaxation, a gold format with strong brands, a cinema offer of more than 200 films a year, and high-profile regular broadcasts. It is this original positioning that sets TV Breizh apart in an increasingly competitive environment and which enabled it to make headway in the first half of the year. Our aim this season is to continue our programme investment strategy and introduce a new visual identity to reinforce the positioning of TV Breizh».*

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