

## **TF1 AUDIENCE RATINGS IN JULY : SUMMER PROGRAMMES A SUCCESS WITH VIEWERS**

### **SUCCESSFUL NEWS PROGRAMMING**

**TF1 took the lead in 14 July parade coverage**, with 3 million viewers, for a 32% audience share. Some 3.8 million viewers tuned in to TF1's broadcast of President François Hollande's interview from the Elysée Palace.

**1 o'clock news** : a high of 6,4 million viewers, for a 44% audience share.

**8 o'clock news** : up to 6,3 million viewers, for 34% audience share.

### **FRENCH DRAMA PUTS IN A STRONG PERFORMANCE**

**Nos Chers Voisins** : The new season is proving hugely successful, with a high of 8,2 million viewers.

**Falco** : The first season set a record with 6.8 million viewers (29% share). The show drew the whole family, with a 32% share of WPDM<50 and 30% of 15-24 year olds. Falco will soon be back for a second season and is out on DVD and MYTF1 VOD on 7 August.

### **RECORDS FOR THE SEASON FINALES OF US SERIES**

**Revenge** : TF1's new US series was a big success, with the season finale taking a 27% share of the overall audience, 40% of WPDM<50 and 32% of 15-24 year olds.

**Grey's anatomy** : Airing on 8 July, the last show of the eighth season took a 57% share of WPDM<50 - a record for the season.

**Les Experts Manhattan** : The season ender was an across-the-board success with 5.8 million viewers, a 26% overall share and 31% of WPDM<50.

### **A FAMILY-CENTRED AUDIENCE FOR THE SUNDAY FILM SLOT**

**On a retrouvé la 7<sup>ème</sup> compagnie** : a renewed success with 5.6 million viewers, taking a 29% share of Shoppers, a 32% share of 15-24 year olds and a 40% share of children.

**Pirates des Caraïbes** : attracted a young, female audience, taking a 46% share of children, a 44% share of 15-24 year olds, a 32% share of WPDM<50 and a 35% share of Shoppers.

### **ENTERTAINMENT : « THE BEST » FROM NOON TO MIDNIGHT**

**Les 12 coups de midi** : a record 3,6 million viewers and a 35% audience share.

**Bienvenue chez nous** : Ratings continue to climb, as the show posted its best week ever at the end of July, taking a 22% audience share of individuals aged four and over and a 32% share of WPDM<50.

**Money Drop** : in the lead and on the rise with a record 3,8 million viewers.

**The Best, le meilleur artiste** : The family show got off to a successful start, scoring the best ratings of the evening with 4.1 million viewers (23% audience share, 25% share of WPDM<50 and 40% share of children).

**Secret Story** : Ratings continued to rise, especially with the young, female audience, attracting 1.7 million viewers daily (30% share of WPDM<50 and 34% share of 15-24 year olds).

Record for the weekly on Friday 19 July with a 27% share overall, 37% of WPDM<50 and 52% of 15-24 year olds.

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