

Boulogne-Billancourt, 5 may 2014



TF1 FRANCE'S TOP TV GROUP, GARNERS 28.8% AUDIENCE SHARE IN APRIL

Centred on the premium, event-driven channel TF1, the editorial fit with TMC, NT1 and HD1 offers a diverse range of quality television programming that meets the expectations of increasingly demanding viewers. This broad offering enabled the group to attract a 28.8% audience share in April, up 0.2 points.

1/ TF1 - 22.8% AUDIENCE SHARE: MARKET LEADER GAINS 0.2 POINTS YEAR-ON-YEAR

DRAMA: THE FEATURE FILM *CE SOIR JE VAIS TUER L'ASSASSIN DE MON FILS* IS A HIT. POLICE DRAMA SERIES INCREASE AUDIENCE SHARE

The feature film **Ce soir je vais tuer l'assassin de mon fils** attracted a record 8.3m viewers (32% audience share) and 35% of WPDM<50*** and 40% of the 15-24 age group.

The final season of **Section de Recherches**, aired for the first time, drew 7.5m viewers (29% audience share), and was the series' best-ever season.

The new season of **Alice Nevers** made a successful comeback, attracting up to 6.8m viewers and up to 29% audience share.

NEWS PROGRAMMES WITH BROAD APPEAL

The 8 pm news drew up to 7.4m viewers and up to 29.6% audience share.

The 1 pm news drew up to 6.7m viewers and **up to** 46.7% audience share.

Reportages drew **up to** 4.1m viewers and **up to** 32% audience share.

Sept à Huit drew **up to** 3.9m viewers and **up to** 22% audience share.

LEADER IN ACCESS SLOT ** GAINS AUDIENCE SHARE

The new afternoon show **L'addition s'il vous plait**, a restaurant challenge, led the access slot with up to 1.5m viewers (17% audience share), and is back for a new season with a 27% share of WPDM<50 with children.

Bienvenue Chez Nous enjoyed a record-breaking month, attracting more viewers in the new 6 pm slot: up to 2.9m viewers, up to 23% audience share, and up to 35% of WPDM<50 with children.

Money Drop was the top-rated show at 7 pm: up to 4.7m viewers, up to 26% audience share, and a share of up to 32% of WPDM<50 with children.

In the middle of the day, **Les 12 Coups de Midi** attracted up to 4m viewers and up to 35% audience share.

C'est Canteloup set a record, with up to 8.9m viewers and up to 34% audience share.

AMERICAN SERIES: SUCCESSFUL NEW SEASONS OF UNFORGETTABLE AND GREY'S ANATOMY

The return of **Unforgettable** was a success, with 6.5m viewers (24% audience share) and up to 31% of WPDM<50.

Women in particular tuned in to the new season of **Grey's Anatomy**, which drew up to 50% of WPDM<50, and 5.7m viewers for Episode 1.

THE VOICE : AVERAGE 7.6M VIEWERS SINCE THE SEASON STARTED

Broadcast over 16 evenings, **The Voice** was the top-rated show every time, regardless of the competition. It confirmed its front-running position with an average 7.6m viewers (34% audience share), 47% among WPDM<50 (stable year-on-year) and 51% of the 15-24 age group (up 2 points year-on-year).



2/TMC - 3.1% AUDIENCE SHARE: POPULAR MOVIES AND SERIES, ESPECIALLY WITH WOMEN

ESTABLISHED LEADERSHIP IN MOVIES WITH ENTERTAINING FAMILY VIEWING

A total of 1.6m viewers watched **Pirates of the Caribbean - Dead Man's Chest**, a big hit with the 25-49 age group (9.0% audience share).

Fast and Furious 5 drew 1.2m viewers, and **The Day the Earth Stood Still** 1.1m viewers.

When it broadcast **Arthur and the Invisibles**, TMC took the second spot among children (13.7% of audience share in the 4-14 age group).

SUCCESSFUL CRIME DRAMAS

The return of **Hercule Poirot**, aired on prime time for the first time, was a success, attracting up to 1.1m viewers (4.3% audience share).

Franchises of major US series were popular with women. TMC was the number-four channel among WPDM<50, with 5.4% audience share for **Law and Order: Criminal Intent** and the number-five channel with 5% audience share for **CSI:NY**.

AT WEEKENDS, FLAGSHIP SERIES POPULAR WITH WOMEN

TMC was the number-five channel in France with **Sous le Soleil de Saint-Tropez** (5.1% audience share among WPDM<50).

TMC was the number-two channel in France with **American Wives** on Sundays (11.3% audience share among WPDM<50).



3/ NT1 - 1.9% AUDIENCE SHARE: BIGGEST GAINS AMONG WOMEN AND YOUNG PEOPLE AT NIGHT TIME* (4.1% AUDIENCE SHARE)

SEASON 2 OF THE BACHELOR ENDS ON A DOUBLE RECORD

The final of **The Bachelor** drew 1.1m viewers (4.4% audience share), achieving 7% audience share among WPDM<50 and 13% of 15 to 24-year-old women.

The show generated 200,000 tweets and 2.6m video views.

CONTINUALLY ENHANCED AND ATTRACTIVE PROGRAMMING OF EXCLUSIVE SERIES

The first broadcast of the brand-new series **Revolution** attracted a record 800,000 viewers and 5.8% audience share of the 25-49 age group, ranking NT1 in fifth place with this audience.

The Client List entrenched its success with women, propelling the channel to fourth place nationally among WPDM<50 (5.6% audience share) and third place among 15 to 24-year-old women (6.7% audience share).

On Sunday mornings, the hit series **Violetta** took NT1 into fourth place nationally among 4 to 14-year-old girls (7.4% audience share).

MUST-SEE MOVIES FOR YOUNG ADULTS AND WOMEN

900,000 viewers watched **Blade Trinity**, rating a 5.7% audience share in the 15-34 age group, taking NT1 to fifth place for this age group.

850,000 viewers watched **Bad Teacher**, drawing 5.9% of WPDM<50, and ranking NT1 number-five channel in France with this audience.



4/ HD1 - 1% AUDIENCE SHARE: AN ALL-TIME RECORD. HD1, THE FIRST TNT HD CHANNEL TO HIT A ONE-POINT AUDIENCE SHARE OVER THE MONTH

RECORD PERFORMANCES SINCE LAUNCH

HD1, the leader in TNT HD with 1% monthly audience share, posted its best-ever rating since launch and is also the first TNT HD to reach the threshold of one percentage point of audience share over the month.

The channel also posted its best-ever ratings among WPDM<50 with 1.3% audience share, and among adults aged 25-49 with 1.2% audience share.

RECORD-SETTING PROGRAMMES

The Fugitive was a record movie for TNT HD, attracting 514,000 viewers.

The channel achieved an excellent second-best score with the first free-to-air broadcast of **Horrible Bosses** (499,000 viewers).

Those records were broken last night when **Lethal Weapon 3** was broadcast, drawing 700,000 viewers, 2.9% audience share and 3.4% among WPDM<50.

With those three films, HD1 scored the top three TNT HD ratings****

Papillon Noir scored a record for French drama on TNT HD with 433,000 viewers.

The brand-new series **Suburgatory** enjoyed a successful launch and was especially popular with women viewers: 1.9% average audience share on the first night and up to 2.6% of women.

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Source : Mediamat / Mediametrie - data : April 2014

**Night-time: 20h55 p.m.-12h30 a.m.*

***Access: 18h10 p.m.-19h50 p.m.*

****WPDM<50: women purchasing decision making under 50*

*****Excluding sport*

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