

[02.03.20] **PRESS RELEASE**

MONTHLY AUDIENCE RATINGS: FEBRUARY 2020

TF1 GROUP A VERY LONG WAY AHEAD ON ADVERTISING TARGETS

31.6% among W<50PDM , a lead of 8.5 points

28.7% among 25-49 year-olds, a lead of 7.8 points

AND EVEN FURTHER AHEAD AMONG 15-24 YEAR-OLDS

32.8% among 15-24 YEAR-OLDS, a lead of 9.7 points

MORE THAN 9 OUT OF 10 VIEWERS WATCHED A TF1 GROUP CHANNEL IN FEBRUARY [1]

Rising to 93% for W<50PDM and 25-49 year-olds

AND MORE THAN 8 OUT 10 VIEWERS IN THE 15-24 AGE BRACKET

[1] Calculated on households with a TV set (more than 9 out of 10 households)



TF1: CLEAR LEADER IN TV, WITH A VERY SUBSTANTIAL LEAD ON KEY ADVERTISING TARGETS

+6.1 points for W<50PDM and +6.0 points for 25-49 year-olds versus our closest rival

LCI: STRONGEST YEAR-ON-YEAR AUDIENCE GROWTH OF ANY CHANNEL ON ADVERTISING TARGETS

+40% among 25-49 year-olds, 50% among ABC1s

TMC: MOST-WATCHED DTT CHANNEL AMONG INDIVIDUALS AGED 4+ FOR 10th MONTH RUNNING

0.1 of a point ahead of C8, 0.2 of a point ahead of W9

TFX: BEST MONTH FOR W<50PDM SINCE JUNE 2017

No.3 DTT CHANNEL AMONG W<50PDM

No.2 DTT channel among 15-24 year-olds



- Very popular news bulletins:

LUNCHTIME: up to 6.3m, best audience ratings of the season (average 5.2m, 41% share)

Unfailing loyalty, strong connection with French viewers.

Jean-Pierre Pernaut hosted a new edition of SOS Villages from 24 to 28 February.

EVENING: up to 7.0m (average 5.6m, 25% share)

Anne-Claire Coudray's interview with the Prime Minister on 29 February attracted 6m viewers

SEPT A HUIT: up to 4.0m (average 3.8m, 21% of individuals aged 4+, 24% of W<50PDM)

REPORTAGES: up to 4.2m (average 2.9m, 25% of individuals aged 4+, 26% of W<50PDM)

On the eve of its 2nd anniversary, 20H LE MAG is still attracting big audiences of up to 5.0m

- Successful return for TF1's big entertainment brands: THE VOICE and KOH-LANTA

KOH-LANTA, hosted by Denis Brogniart: best entertainment audience of 2020 to date: 5.7m viewers for the launch, 43% of W<50PDM

THE VOICE, hosted by Nikos Aliagas: audiences up on last year, 38% W<50PDM, up to 5.6m viewers in February

Very popular with young viewers: 47% of 15-24 year-olds for KOH-LANTA, 35% for THE VOICE

TF1 is the home of great entertainment: successful launch for the ambitious new show STARS A NU, hosted by Alessandra Sublet: 3.8m viewers, 29% of W<50PDM

CANTELOUP: 4.8m for LA GRANDE METAMORPHOSE (peaking at 5.5m)

LES 12 COUPS: 3.6m viewers, peaking at 4.0m, and 3.3m for the Valentine's Day prime-time special

And coming up this weekend: the ever-popular LES ENFOIRES...

- Successful return for our strong French drama brands:

MUNCH, starring Isabelle Nanty: successful season, up to its best levels among targets

Up to 6.1m, average of 5.6m, and 28% of W<50PDM

The much-loved LEO MATTEI, starring Jean-Luc Reichmann, 4.8m within 1 week of broadcast

DEMAIN NOUS APPARTIENT: watched by over 5m viewers every day, and more than 10m viewers tune in each week to follow the adventures of Ingrid Chauvin

And returning soon: LES BRACELETS ROUGES...

Not forgetting NEW AMSTERDAM: strong end of season, up to 4.0m viewers, >30% of W<50PDM

And starting this week, the intriguing PRODIGAL SON...

- TF1 a very long way ahead in movies: the most keenly-awaited films fill the CINE DIMANCHE slot

GUARDIANS OF THE GALAXY: 4.3m, 30% of W<50PDM

GUARDIANS OF THE GALAXY Vol. 2 (French TV premiere): 4.9m, 37% of W<50PDM



- Morning shows still performing very well with targets

LA MATINALE (6 am – 9 am), anchored by Pascale de la Tour du Pin, ranks LCI as the no.2 news channel for ABC1s and 25-49 year-olds. The show had its best-ever month among 25-49 year-olds (3.8% share) and its second-best among ABC1s (5.2% share).

Elizabeth Martichoux's political interview slot (8.30 am – 8.50 am) attracted its second-biggest audience of the season on 18 February (162,000 viewers, 4.5% share of individuals aged 4+). The LCI journalist's guest was Gérard Collomb, interviewed in Lyon as part of LCI's regional tour ahead of the 2020 municipal elections.

- Very strong in access prime time

24 H PUJADAS, hosted by David Pujadas on Mondays to Thursdays in the 6.15 pm – 7.50 pm slot, ranks LCI as the no.2 news channel among individuals aged 4+ with a 1.3% share.

In February, this access prime time show made LCI the most-watched news channel on 6 occasions. And not to be missed on Wednesdays: debates between candidates in the Paris municipal elections with *LA GRANDE CONFRONTATION*, hosted by David Pujadas from 8.45 pm on LCI channel 26.



- Most-watched DTT channel among individuals aged 4+ for 10th month running

0.1 of a point ahead of C8, 0.2 of a point ahead of W9

- QUOTIDIEN still at an all-time high

TMC posted the best DTT audience of the month thanks to *QUOTIDIEN*, with up to 1.9m viewers. And clear leader in the DDT market with an average of 1.6m viewers
7% of individuals aged 4+ / 13% of 25-49 year-olds / 15% of ABC1s

- BURGER QUIZ is the channel's stand-out performer in prime time with 1.3m viewers.

- Success for the MCFLY & CARLITO show: a bold gamble that has paid off

More than 800,000 viewers and over 20% share of 15-24 year-olds, most-watched nationally



- TFX confirms its status as no.3 DTT channel among W<50PDM

And no.2 DTT channel among 15-24 year-olds

- Best month among W<50PDM since June 2017

And strongest growth of any French TV channel year-on-year (+0.3 of a point)

- The phenomenon MAMANS ET CELEBRES confirmed its success in access prime time

No.3 channel nationally among W<50PDM with a 9% share, and 10% among 15-24 year-olds

- LA VILLA DES CŒURS BRISÉS: best month since launch among W<50PDM with up to 700 000 viewers.

First-run: no. 4 channel nationally among W<50PDM with a 9% share

First-run: no. 3 channel nationally among 15-24 year-olds with a 9% share

- Success for the new prime-time show CLEANERS LES EXPERTS DU MENAGE

Most-watched DTT show with > 4% share of W<50PDM



- TF1 Séries Films: France's no.2 HD DTT channel among W<50PDM (2.6% share)

- Leading HD DTT channel among W<50PDM in prime time

Up to 700,000 viewers for the movie US MARSHALS

- Success for the special Valentine's Day week

Including the movie VALENTINE'S DAY, with a 5% share of W<50PDM