



LE GROUPE

AUDIENCE

Tuesday 7 July 2020

Wave 39 **Médiamat'Thématik** Ratings – January-June 2020

TV BREIZH No.1 PAY-TV CHANNEL
FOR 7th CONSECUTIVE WAVE

HISTOIRE TV MOST-WATCHED SPECIALIST HISTORY CHANNEL
RECORD PERFORMANCE

USHUAÏA TV No.2 DOCUMENTARY CHANNEL,
STRONG GROWTH ON CORE TARGET



Carrément culte

No.1 PAY-TV CHANNEL
FOR 7th CONSECUTIVE WAVE
RECORD AUDIENCES
IN THE TOP 3 FOR FEMALE VIEWERS

TV Breizh is France's **no.1 theme channel** for the 7th time running, with a **0.7% audience share**.

With **7.1 million individuals per month**, TV Breizh has also achieved its **best-ever monthly reach**. The channel has also grown its audience by **11%** year-on-year.

As well as being market leader, TV Breizh has significantly increased its audience among **women under 50 purchasing decision makers** by **18%** year-on-year, putting it in the **top 3** for this audience **for the first time in 7 years**.



Les histoires qui font l'Histoire

MOST-WATCHED SPECIALIST HISTORY CHANNEL
AUDIENCES DOUBLED AMONG YOUNG VIEWERS

The most-watched specialist history channel in terms of monthly reach, Histoire TV attracts **3.6 million viewers** each month.

For the second consecutive wave, the channel set a **new audience record** with year-on-year growth of **77%**, **the strongest growth of any documentary channel** year-on-year.

Histoire TV also **grew audiences significantly** year-on-year among young viewers and advertising targets:

- **+105%** for ABC1s
- **+117%** for 15-34 year-olds
- **+56%** for 25-49 year-olds



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No. 2 DOCUMENTARY CHANNEL
CORE TARGET AUDIENCE GROWTH

With **3.8 million individuals**, Ushuaïa TV hit an **all-time high monthly reach** and confirmed its status as France's **no.2 documentary channel**.

The channel continues to increase its share of priority targets: **+45% for ABC1s (best level for 4 years)** and **+95% for women under 50 purchasing decision makers** year-on-year.

Source: Médiamétrie - Wave 39, Médiamat'Thématic survey, January-June 2020 / Extended competition universe

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