

[27.02.23] **PRESS RELEASE**

FEBRUARY 2023 AUDIENCES



TF1 group no.1 on targets:

Clear market leader status on target audiences confirmed: 32.7% share of W<50PDM¹ and of 15-34 year-olds, 29.1% share of 25-49 year-olds.

97% of French people watched TF1 group channels during February.

TF1: Clear leader in TV

17.9% audience share: 22.2% of W<50PDM, 19.3% of 25-49 year-olds, 21.3% of 15-34 year-olds and 25.2% of 15-24 year-olds

TF1: France's most-watched channel, with 54.7 million viewers each month (1.8 million more than its closest rival).

TMC: Increased share of individuals aged 4+ at 3% and clear leader in DTT on targets for 6th consecutive month: 4.3% of 25-49 year-olds, 4.1% of ABC1s, 4.2% of W<50PDM

LCI: Best February ever: 1.8% audience share, only news channel to achieve year-on-year growth

TFX: No. 2 in DTT on core target of W<50PDM for 2nd consecutive month, 3.5% share

TF1 Séries Films: Best month since June 2022 on core target of W<50PDM, 2.5% share

MYTF1: Very good start to the year, driven by strong franchises

***Balthazar* posted the biggest time-shift audience on any channel so far this year with 1.1 million extra viewers (16 February episode)**

Average over the season: an extra 920,000 viewers

With several million video views in launch week, *Koh-Lanta* and *The Voice* started more strongly on MYTF1 than in 2022.

¹ Women aged under 50 purchasing decision-makers

TF1

Clear leader in TV and at very high levels among targets: 22.2% of W<50PDM, 19.3% of 25-49 year-olds, 21.3% of 15-34 year-olds and 25.2% of 15-24 year-olds

TF1 attracted the biggest audiences across all programme genres screened in February:

News: 6.5 million for the 8pm bulletin on 5 February

French drama: 6.2 million for *Balthazar*

Movies: 5.3 million for *Alibi.com*

Entertainment: 5.2 million for *Canteloup*

American series: 3.5 million for *S.W.A.T.*

News bulletins still well ahead of the competition

Undisputed market leadership for the daily bulletins anchored by Marie-Sophie Lacarrau, Anne-Claire Coudray and Gilles Bouleau

1pm news: 4.6 million viewers on average with 39% share of individuals aged 4+, and popular among younger viewers with 31% share of 25-49 year-olds

Best February since 2013 among W<50PDM with 35% share

Gap of more than 2 million viewers over main rival

8pm news: 5.6 million viewers on average, peak of 6.5 million on 5 February 2023

Best February since 2014: 27% of individuals aged 4+, 24% of W<50PDM, 23% of 25-49 year-olds

Gap of nearly 1 million viewers over main rival

News magazines out in front

Sept à huit: best February since 2015: 26% share of W<50PDM

Le Portrait de Sept à huit: best month of the season, 21% of individuals aged 4+, 26% of W<50PDM

Reportages Découverte: clear leader with 28% share of individuals aged 4+

Most-watched French drama, with cross-generational appeal:

Successful return for *Balthazar*, averaging 6.1 million viewers for new-season first-run episodes (consolidated audiences): 27% of individuals aged 4+, 29% of W<50PDM, 24% of 15-34 year-olds

Ici Tout Commence had a peak audience of 3.3 million, and up to 33% of W<50PDM and 56% of 15-24 year-olds

Demain nous appartient attracted up to 3.2 million viewers, with audience shares peaking at 24% of W<50PDM (best January since 2020) and 33% of 15-24 year-olds

Big-hitting franchises back with a bang:

Koh Lanta: excellent launch for **Koh Lanta, le feu Sacré** with 4.2 million viewers and an increased share of targets: 39% among W<50PDM, 38% among kids, 37% among 25-49 year-olds

The Voice: well ahead of the competition with 4.8 million viewers and 36% of W<50PDM, 43% of 4-14 year-olds; and 39% of 15-34 year-olds

LCI

Best February ever with a 1.8% share of individuals aged 4+

LCI the only news channel to achieve year-on-year growth (+0.3pt among individuals aged 4+, 17% audience growth, +0.1pt among 25-49 year-olds)

Since August 2022, LCI has been no.1 news channel by average daily viewing time (36 minutes, +18%)

TMC

On the rise among individuals aged 4+ and clear DTT leader among targets for 6th consecutive month: 3.0% of individuals aged 4+, 4.3% of 25-49 year-olds, 4.1% of ABC1s, 4.2% of W<50PDM

Quotidien continues to set the pace with its best month ever.

Most-watched DTT show: average 2 million viewers, peak of 2.4 million

Leading talk show among younger viewers: 17% of 15-34 year-olds

Q d'OR awards ceremony: record audience with 1.5 million viewers

Premium evening shows:

80' Douche Comprise: Pablo Mira attracted 1.3 million viewers, a record for a DTT evening entertainment show

High-powered movie offering:

7^{eme} Compagnie au clair de Lune: 1.4 million viewers, 7% of individuals aged 4+, 8% of 25-49 year-olds

Captain America: First Avenger: 1.3 million viewers, 7% of individuals aged 4+, 12% of 25-49 year-olds

Le jour d'après: 1.2 million viewers, 7% of individuals aged 4+, 11% of 25-49 year-olds

Record season for L'Agence: 800,000 viewers (9% of 25-49 year-olds, 9% of ABC1s)



TFX

No. 2 DTT channel among core target of W<50PDM for 2nd consecutive month

Success for the channel's iconic brands:

- New season of **Super Nanny** (more than 5% share of W<50PDM)
- Return of **Tattoo Cover** (3% share of W<50PDM)
- New brand: **Detox ta maison** (record 6% share of W<50PDM)

Source: Mediamat - Médiamétrie

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