

Boulogne-Billancourt, Monday 7 July 2014

## TF1 AUDIENCE RATINGS IN FIRST-HALF 2014

**With its news, football, drama, film and entertainment programming,  
TF1 was the only channel able to draw over 8 million TV viewers.**

**TF1 posted an excellent performance in the first half of the year, culminating in a record-setting month of June.**

**Audience share in first-half 2014 : 22.9 %**

**Audience share in June 2014 : 24.6 %**

### **FIFA 2014 Soccer World Cup in Brazil: Impressive ratings for French squad matches. Records set on all screens. All viewer demographics tune in.**

- Record audience figures for France's second group match, with 16.9m TV viewers (61% audience share).
- All-time sports broadcast record for the French team's round of 16 match, with an audience share of nearly 70%: 16m viewers, peaking at over 21m.
- All-time record for a World Cup opening ceremony, with 8.1m viewers.
- All-time record for an opening match, with 8.8m viewers for the Brazil-Croatia match.
- 8.2m viewers for the round of 16 match between Brazil and Chile.
- Impressive performances for post-match magazine shows, with a high of 7.2m viewers (41% audience share) after the France-Switzerland match.
- The World Cup is also proving a huge success with women viewers, with an audience share of up to 68%.
- Record number of live connections on MYTF1 for the French team's first match: 1.1m simultaneous live connections.
- Already more than 20m videos watched and 8m comments shared on Twitter.
- *Since June, the quarterfinal match between France and Germany has set an all-time record with nearly 17m viewers, for a 72% audience share.*

### **News, magazines, special programmes: TF1 is the news leader in all of its forms**

- Best ratings since 2011 for the 8 o'clock news, with 10.8m viewers and a 41% audience share. Impetus lent by major events, including an interview with Vladimir Putin and Didier Deschamps' announcement of the line-up of the French World Cup squad.
- A high of 7.6m viewers (44% share) for the 1 o'clock news show.
- TF1 forged ahead with its special programmes on the municipal and European elections.
- Strong success for D-Day Commemoration programming on TF1, leading the way with 5.8m viewers for Sacrifice and 2.5m for the special show on 6 June.
- TF1 magazines continue to exert strong attraction, with a high of 5.2m viewers for Reportages in its new Sunday slot and 4.9m for Sept à Huit.

### **Record first-half for entertainment, film and French drama**

Entertainment: 13.0m viewers (53% share) for the Les Enfoirés show; 10.1m for the launch of season 3 of The Voice; and a high of 9.0m for C'est Canteloup.

Film: 11.5m viewers watched the second broadcast of Bienvenue chez les Chtis and 8.6m tuned in to Les Tuche.

French drama: 8.3m viewers for the headlining show, Ce soir je vais tuer l'assassin de mon fils; a high of 8.4m for Nos chers voisins; and up to 7.5m for Section de Recherches.

### **Confirmed success of new brands in US series and French drama. New content appeals in non-scripted programming.**

US series: a high of 6.8m viewers for Unforgettable, and up to 7.1m for Person of Interest.

French drama: success for the second season of Falco with a high of 7.0m viewers.

Docu-reality: strong performance at 4.30 pm for the new show, L'addition s'il vous plait, with up to 1.5m viewers.

### **Strong results in access for game shows, docu-realities and magazines**

- A high of 4.5m viewers for Les 12 coups de midi, celebrating its four birthday.
- A high of 2.1m viewers for 4 mariages pour une lune de miel.
- A high of 3.0m viewers for Bienvenue chez nous.
- A high of 5.4m viewers for Money Drop.
- A high of 2.7m viewers for Tous ensemble.

- A high of 3.9m viewers for 50' inside.

Press contacts :

Maylis Carçabal : +33 (0)1 41 41 49 23 - mcarcabal@tf1.fr  
Virginie Duval : +33 (0)1 41 41 29 59 - vduval@tf1.fr

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GROUPE TF1 - DIRECTION DE LA COMMUNICATION CORPORATE  
TF1 GROUP - CORPORATE COMMUNICATIONS DIVISION

Virginie Duval - vduval@tf1.fr

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