

TF1 PRESS RELEASE

TF1 wins 92 places in the top 100 TV audience ratings in 2001

Scoring 92 places in the 100 highest audience ratings of 2001, TF1 confirms its leadership.

French drama, co-produced by TF1, series and one-off TV films continue to gain ground in the top 100, winning 46 places in 2000 (compared with 46 in 2001). Drama now holds more than half of the top fifty places. Popular characters such as *Julie Lescaut* (who takes second place after 11.5 million viewers tuned in for the episode *Le Bal Masqué*), *Une Femme d'Honneur*, *Navarro*, *Les Cordier Juge et Flic*, *Commissaire Moulin* and *Joséphine Ange Gardien*, have once again demonstrated their ability to draw the largest audiences, while newcomers were also successful, in particular *Commissariat Bastille*, *Une Fille dans l'Azur*, *Sauveur Giordano*, *Brigade Spéciale* and *l'Emmerdeuse*.

Two French films rank high: *Le Dîner de Cons*, which recorded the highest audience rating in 2001 on 29 May with 11, 682, 060 viewers, and *Astérix et Obélix*, which attracted 10,519,140 viewers.

Event-based programmes also proved to be a success: *l'Odyssée des Enfoirés*, the Miss France contest, the girls' semi-final of *Star Academy* and *Domino Day*, scoring 10.2, 10.1, 9.6 and 8.6 million viewers respectively.

In terms of information, French viewers once again favoured TF1's news programmes, which saw a further rise in audience and audience share in 2001.

This top 100 is a reflection of a leading general-interest channel's offering: a combination of regular programmes and one-off slots, designed for all audiences.

Attached: list of the top 100 TV audience ratings in 2001.

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