



# PROFILING

## Series 54 x 52'

### Focus on France



42 episodes already broadcast

on TF1 prime time

On air since April 2009

**French TV series NUMBER 1**

**in France in 2013**

**Best Series at the La Rochelle TV**

**Festival 2013**

**Season 4 breaks all records in France**

- Up to 8.2 million viewers
- 8 episodes among the 100 best rated programs in France in 2013 \*
- Average market share of season 4 : 30,5% \*\*
- + 25% above TF1 market share on indiv. 4+
- + 48% on women under 50 on prime time Thursdays in 2013

\* Figure on Oct. 15, 2013

\*\* Target : Individuals 4 years old and older / Source Mediametrie Mediamat October 2013

### Focus on Italy

**A GREAT SUCCESS ON FOX CRIME ITALY**

- On air since 2010
- Season 4 : + 45 % above the usual number of viewers (live)
- Number 1 of Fox Crime series in Italy in 2013

### Average Market share per Season in France

