

@igitime



June 2015

**Average audience ratings (Rat%)** : Percentage of households viewing a determined event/channel with reference to total households equipped with SFR Neufbox TV.

**Audience share (Shr%)** : Percentage of households viewing a determined event/channel with reference to the percentage of households watching TV.

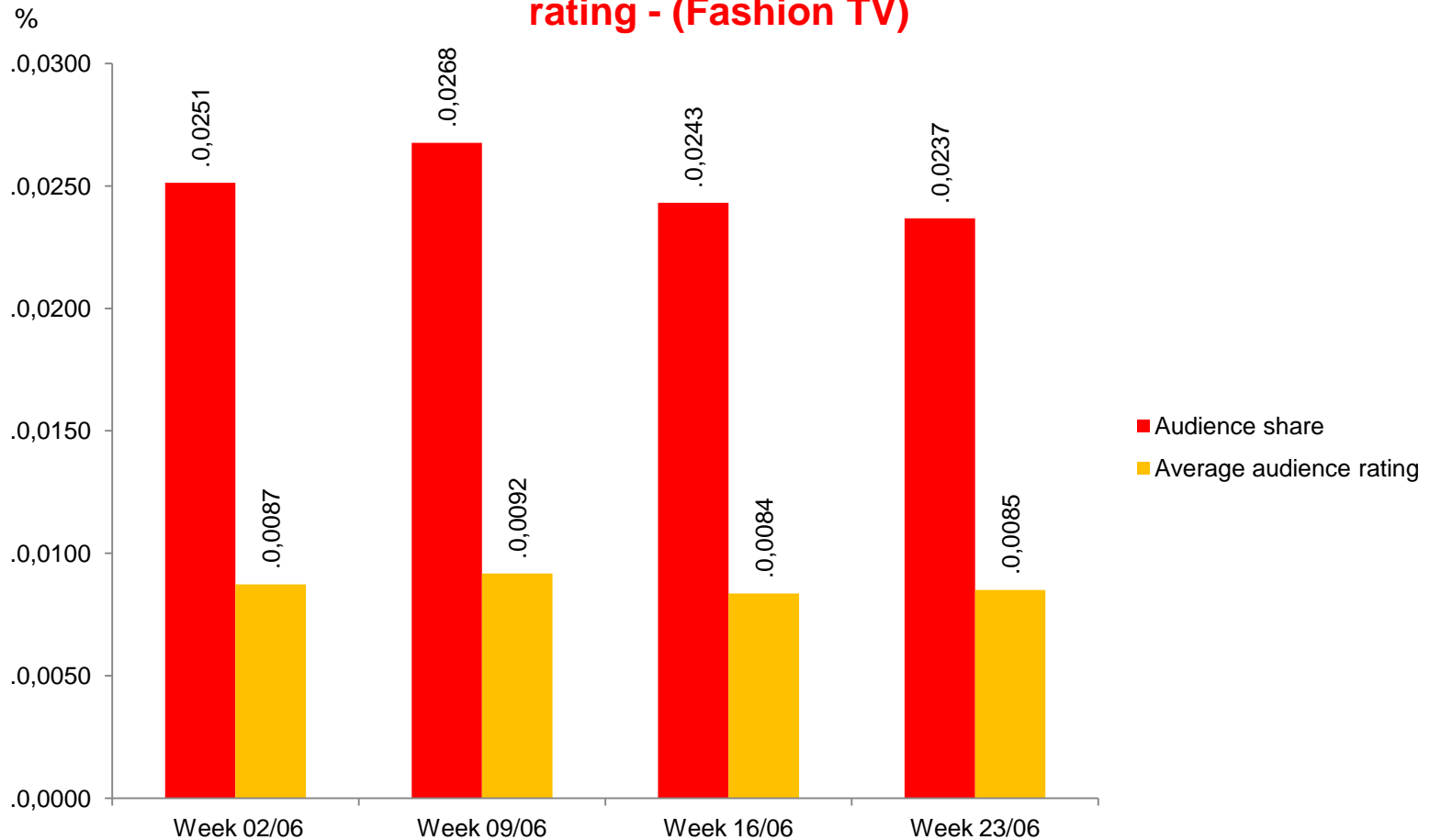
**Reach rate (Rch%)** : Percentage of households in contact with a determined event/channel with reference to the total households equipped with SFR Neufbox TV without counting twice the same viewer.

## Indicators of performances

- Result in average per weeks.
  - Result in audience share and audience rating of Fashion TV during June 2014 and June 2015 compared its competitors.
  - Evolution of results of Fashion TV on average of June 2015 compared to its competitors.
  - Evolution of results on average time spent (ATS).
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- **A. Consumption of TNT channels and Premium bouquets by the various targets**
  - **B. Consumption of “Sports + cinema et jeunesse musique” channels by the various targets**
  - **C. Consumption of “Art de vivre et Découverte” channels by the various targets**

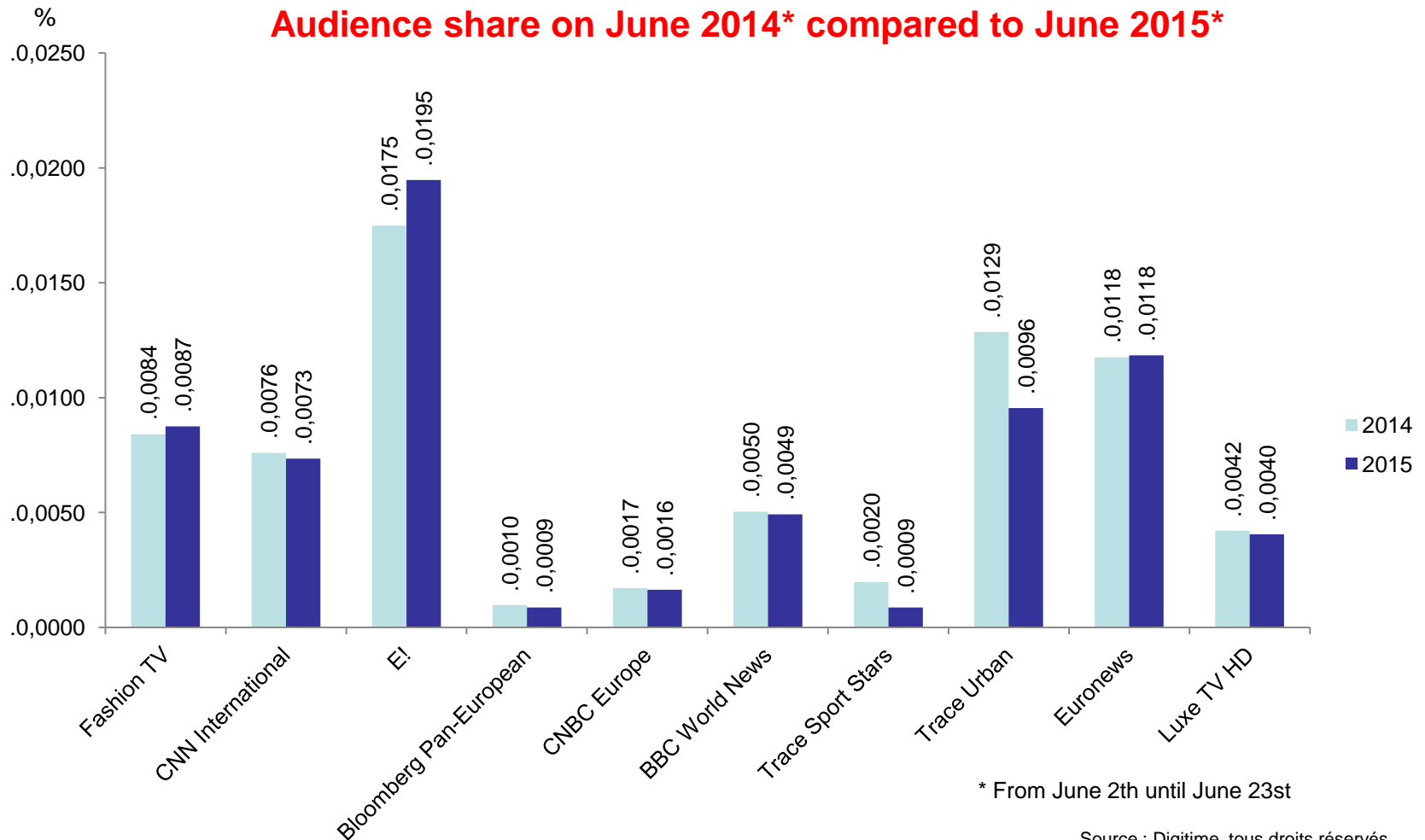
Audience share of Fashion TV has improved since the beginning of June 2015. The maximal audience share occurred on week 09/06.

## Week by week in audience share and in average audience rating - (Fashion TV)



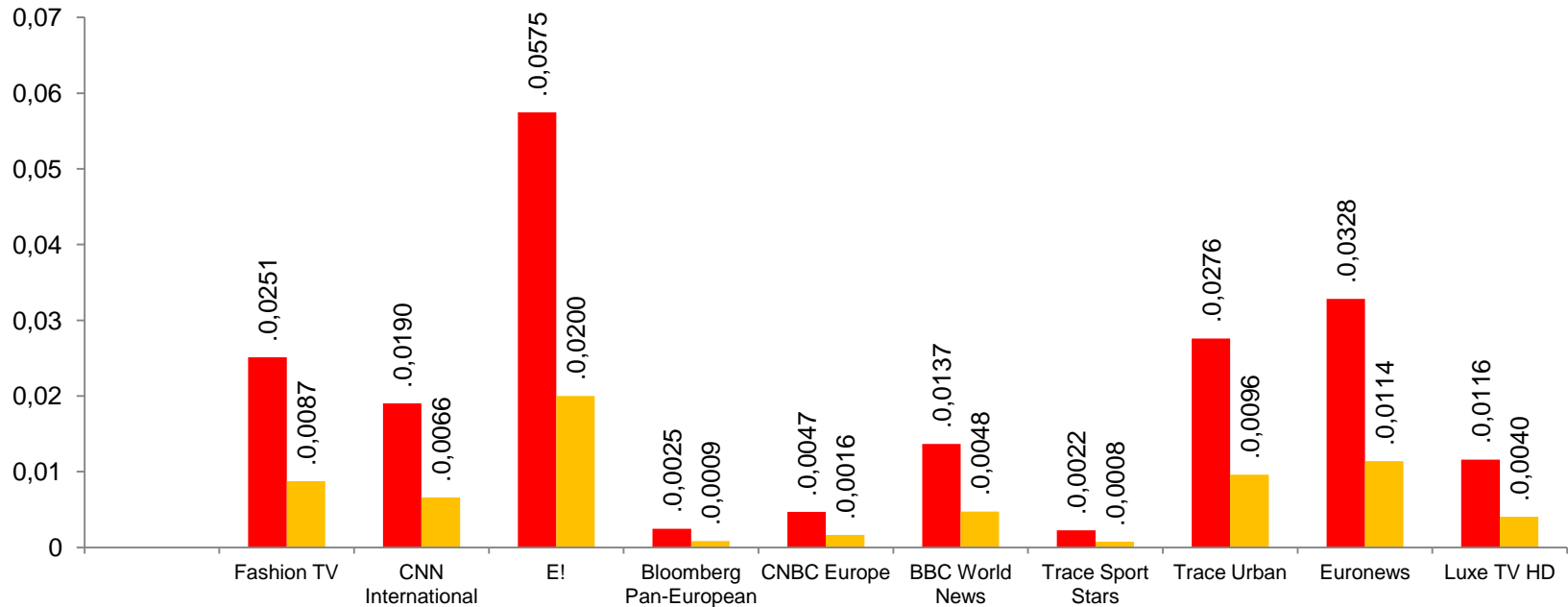
# Audience share and audience rating of Fashion TV during June 2014\* and June 2015\* compared to its competitors.

Fashion TV is one of the two channel in progression between 2014 and 2015. Fashion TV has the fourth best record viewer for June 2015. The channel E! distances itself from one's other competitors for this month.



Fashion TV has also the 4<sup>th</sup> best results in average audience share.

% Performances of Fashion TV and her competitors on average of June, 2015



■ Audience share 1st to 22th June 2015

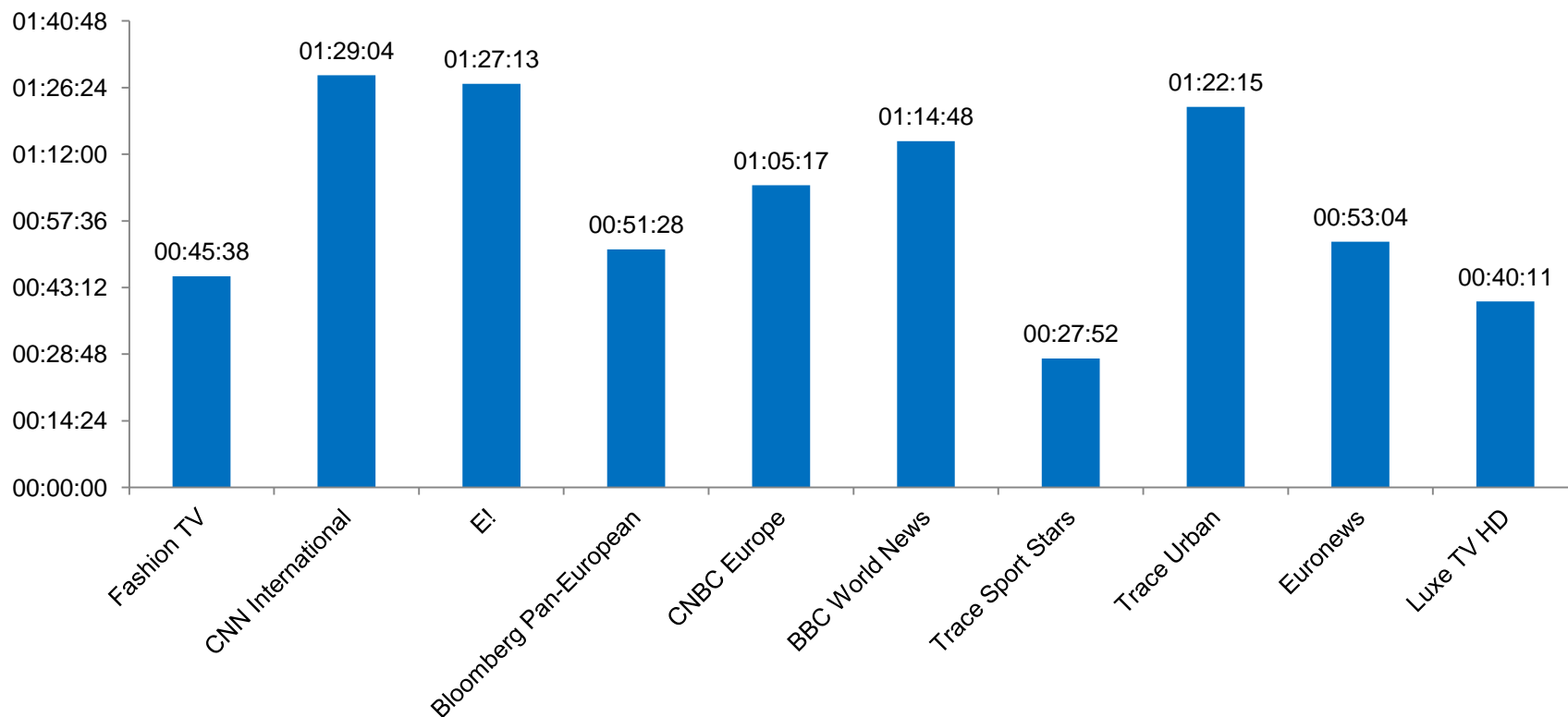
■ Audience rating 1st to 22th June 2015

## Evolution of results on average time spent – Fashion TV in average in June, 2015.

The viewers of Fashion TV are watching the channel in average 45 minutes per day. That is lower then for many competitors, because the channel attracts more occasional viewers.

### Average time spent on June, 2015 for Fashion TV compared to its competitors at the threshold of 1 consecutive minute

Hh:mm:ss



# A. Consumption of TNT channels and Premium bouquets by the various targets

The occasional and the regular viewers of Fashion TV have a grater affinity with the information channels and with RMC Découverte ( a discovery channel) and Arte (a documentary channel for well educated people). → It is the higher socio professional category that is watching Fashion TV.

Among the premium channels, the information channel TV5Monde is being watched, and E!. This confirms that higher socio professional category is watching Fashion TV.

**Ranking of the historic channel and TNT channel as well as the Premium bouquets the most considered by the various targets the week of June 15th.**

Affinités	TNT channels	
	Occasionnels	Réguliers
RMC Découverte	1,26	1,19
Numéro 23	0,93	1,19
6Ter	0,94	0,80
L'Equipe 21	1,36	1,21
France ô	1,10	1,02
HD1	0,75	0,86
Gulli	0,64	0,58
D17	1,19	1,16
i>TELE	1,33	1,36
BFM TV	1,37	1,33
France 4	0,95	0,85
LCP-AN PUBLIC SENAT	1,21	0,89
NRJ12	0,77	0,68
NT1	0,86	0,83
TF1	0,78	0,68
France 2	0,86	0,81
France 3	0,79	0,69
Canal+	0,98	1,03
France 5	1,07	0,97
M6	0,71	0,62
Arte	1,21	1,24
D8	0,96	0,95
W9	0,90	0,72
TMC	0,79	0,84

Affinités	Premium channels	
	Occasionnels	Réguliers
OCS Géants	1,25	0,91
OCS Choc	1,46	0,76
OCS City	1,51	0,89
OCS Max	0,84	1,52
Canal+ Cinéma	1,18	1,51
Canal+ Sport	1,24	1,07
Canal+ Series	1,36	1,24
Canal+ Family	0,83	1,13
Canal+ Décalé	1,53	1,19
Canal+ HD	1,17	1,46
Canal+ a la demande	0,00	0,06
A voir ce soir	0,75	4,03
Paris Première	1,51	1,49
Téva	1,12	0,95
RTL9	1,41	1,72
Game one	1,12	1,01
Game One +1	1,14	1,11
TV5 Monde	2,04	2,37
TV Breizh	1,78	0,57
AB1	1,47	0,96
MCM	2,23	0,70
Vivolta	0,00	0,00
E!	3,93	2,04

**Indication of affinity = Audience share target (regular or occasionnal)/ Audience share of all Neufbox TV**

**Period = Week 25 from June 15th till June 21st - 2015**

**Regulars:** TV viewers of Fashion TV who has been watching between once time the channel from June 15th till June 21st , for 10 consecutive minutes

**Occasionals:** TV viewers of Fashion TV who has been watching between 1 and 6 times the channel from June 15th till June 21st, for 10 consecutive minutes



# B. Consumption of “Sports + cinema et jeunesse musique” channels by the various targets

Fuel TV and Golf channel have a great affinity with the viewers of Fashion TV → The viewers of Fashion TV are in the higher socio professional category and more male. The youth channel have very few affinities with the viewers of Fashion TV → The viewers of Fashion TV are working, with no children. Just4Talent, Clubbing Tv and Be Black are the TV channel with the more affinity.

Ranking of the sports + cinema et jeunesse musique channels the most considered by the various targets the week of June 15th.

## Sport channels

Affinités	Occasionnels	Réguliers
LCI	2,54	2,15
France 24	2,68	1,45
BFM Business	2,17	2,90
LCP-AN PUBLIC SENAT	1,21	0,89
LCP-AN 24/24	1,01	1,51
Public Sénat	1,79	2,30
Euronews	2,03	1,67
Equidia Live	1,21	1,48
Equidia Life	1,37	0,56
sport 365	3,22	0,94
Eurosport	0,00	0,00
Eurosport 2	0,00	0,00
AB Moteurs	1,59	2,20
Trace Sport Stars	1,02	3,07
Fuel TV	5,93	9,65
Golf Channel	2,06	8,21
Nautical	0,97	3,56
Girondins TV	0,08	3,62
Pass cinéma	0,00	0,00
Paramount	1,66	1,76
TCM ch101	1,90	1,38
Eurochannel	5,16	4,94
Sundance	3,87	3,62
Ciné Famiz	1,52	2,16
Ciné Classic+	2,27	2,56
Ciné Club+	2,45	5,23
Action	1,81	1,94
Ciné Polar	1,75	1,65
Ciné FX	2,22	1,54
Barker Universciné	2,77	12,34
M6 Boutique & Co	2,89	2,08
TEK TV SHOP	4,39	5,01
Best of Shopping	4,04	2,61

## Youth & music channels

Affinités	Occasionnels	Réguliers
Dokeo TV	1,22	0,46
Disney Channel	0,89	0,70
Disney Channel +1	0,93	0,71
Disney channel avant première	0,00	0,00
Télétoon +	0,69	1,54
Boomerang	0,80	0,72
Boomerang+1	0,85	1,34
Boing	0,87	1,43
Ptwi +	0,85	0,71
Baby TV	0,17	0,37
Gong Base	6,07	8,42
GONG	3,74	0,82
Mangas	1,01	0,87
KZ TV	2,80	0,07
M6 Music Hits	0,84	1,23
NRJ Hits	1,10	0,98
SFR Live Concerts	0,00	0,00
Just4Talent	3,55	8,03
Clubbing TV	4,53	5,63
Game one Music HD	4,95	0,92
OFive.TV	4,56	7,22
L'ENORME TV	3,60	3,76
BeBlack	2,86	6,10
i-concerts	4,80	0,87
MCM TOP	2,19	3,46
Trace Urban	1,42	0,81
Trace Tropical	1,65	2,61
Mezzo	2,01	1,40
Brava TV HD	2,93	0,16
VH1	0,36	0,31
VH1 Classic	24,50	0,00

**Indication of affinity = Audience share target (regular or occasionnal)/ Audience share of all Neufbox TV**

**Period = Week 25 from June 15th till June 21st - 2015**

**Reguliers :** TV viewers of Fashion TV who has been watching between once time the channel from June 15th till June 21st , for 10 consecutive minutes

**Occasionals :** TV viewers of Fashion TV who has been watching between 1 and 6 times the channel from June 15th till June 21st, for 10 consecutive minutes

# C. Consumption of “Art de vivre et Découverte” channels by the various targets

The art of living and discovery channel have great affinity with the viewers of Fashion TV, in particular Luxe TV HD.

Ranking of the Art de vivre et Découverte channels the most considered by the various targets the week of June 15th.

Ranking by decreasing affinity.

## Art of living and discovery channels

Affinités		
	Occasionnels	Réguliers
Ouatch TV	13,68	12,58
Luxe TV HD	27,65	39,21
Men's Up TV	19,55	36,92
Lucky Jack	4,80	3,59
GINX	6,43	13,87
Souvenirs From Earth	50,48	72,62
Astro Center	9,05	11,10
Télévision Numérique Alternative	32,33	51,03
Fashion TV	93,60	329,31
Dailymotion	0,00	0,00
KTO	0,61	1,53
Montagne TV	1,78	3,01
Campagnes TV	4,05	4,43
TV8 Mont-Blanc	2,03	3,05

**Indication of affinity**  
 = Audience share  
 target (regular or  
 occasional)/  
 Audience share of all  
 Neufbox TV

**Period = Week 25**  
 from June 15th till  
 June 21st - 2015

**Regulars** : TV viewers of Fashion TV who has been watching between once time the channel from June 15th till June 21st , for 10 consecutive minutes

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