

The French generalist channel

Generalist & family-oriented.

Diversified programming: entertainment, magazines, information, series.

The core target is people aged between 18 and 54.

TV

Monthly reach ¹	2,690,170
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Audience Profile

Men	36%
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Women	63%
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6-15 years	3%
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16-24 years	3%
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25-34 years	5%
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35-44 years	10%
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45-54 years	15%
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55-64 years	23%
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65+ years	41%
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¹CIM TV, 2024. TF1 is published in Belgium.