

## BRAZEN (30x3'30)



### RATINGS REPORT – SEPTEMBER 2020

The program premiered simultaneously all over Europe on March 8th, for women's rights day. The public broadcasters who were part of this global operation are : France TV (France), Rai (Italy), RTP (Portugal), YLE (Finland), RTS (Switzerland).

#### FRANCE : France Télévisions

5

Linear TV : France 5

Premiere on March 8th 2020

- ⇒ 10 millions viewers in 3 months with 9 millions the first month
- ⇒ These high ratings can be explained by the success of the comic book : French viewers had been anticipating this premiere
- ⇒ Younger viewers in the morning and older in the evening

**france.tv**

Digital platform : France.tv

Premiere on March 8th 2020

- ⇒ 1,3 million views in just 3 months
- ⇒ Reaching top 10 most viewed program on the platform

#### GERMANY : HR



Digital platform: Mediatek/ARD

Premiere on November 21st 2021

- ⇒ 170k views in the first 2 months since its launch
- ⇒ Released also in the "Check Eins" category of the ARD
- ⇒ Dubbed in German by the actress Anke Engelke

#### SPAIN : FILMIN



Digital platform: filmin

Premiere on March 8th 2022

- ⇒ In the **TOP 20** of most viewed shows of any category since its launch
- ⇒ 180k views between March and June 2022

#### SWITZERLAND : RTS



Linear TV : RTS 1

Premiere on March 9th 2020

- ⇒ 19'000 viewers in 6 months
- ⇒ Average share of 10.1%



Digital platform : Play RTS

Premiere on March 9th 2020

- ⇒ Almost 10k views in 6 months
- ⇒ An average of 326 views per episode
- ⇒ Similar performances between episodes
- ⇒ An **increase of viewer's interests** over time, shown by a bigger number of views in April than March

## ITALY : RAI



**Linear TV : RAI Gulp**  
*Premiere to be announced*



**Digital platform : RAI PLAY**  
*Premiere on March 8th 2020*

- ⇒ Almost **300k streams** on *RAI Play* in 6 months with a peak in the second week following.
- ⇒ Mainly watched via **computers (36.6%)** and **smartphones (27.1%)**
- ⇒ 70% female viewers
- ⇒ 50% of viewers are 35-54 years old
- ⇒ 14% of viewers are 25-34 years old

## PORTUGAL : RTP



**Linear TV : RTP 2**  
*Premiere on March 8th 2020*



**Digital Platform : RTP Play**  
*Premiere on March 8th 2020*

- ⇒ 2,2 millions viewers between March and April
- ⇒ Up to 7,5% audience share for 4-14 years old

## FINLAND : YLE



**Linear TV : YLE Teema**  
*Premiere on March 1st 2020*

- ⇒ Filler program in March, close to prime time hours
- ⇒ Between 10 000 - 20 000 viewers per episode in average



**Digital Platform: YLE Areena**  
*Premiere on March 1st 2020*

- ⇒ 64 400 starts
- ⇒ Average of 1200 starts per episode

