



15 October 2019

FranceTV Publicité Overview

CAP 2020

**For high-quality advertising
performance**

Our challenges, our goals, our convictions

Our society is increasingly looking for meaning and assurance, which is why the role of public service broadcasting – **serving everyone and being useful for everyone - has never been so important.**

These are the challenges driving the France Télévisions group's cultural, technological and people-focused transformation. Digital technology and innovation are at the forefront of our strategy to achieve ever greater audience proximity.

Serving all audiences means achieving maximum reach. Half of the French population watches France Télévisions every day, i.e. 30 million viewers. We intend to go one step further. Reaching all French people, especially the youngest age groups, means taking part in the user revolution through even greater digital growth.

Public television, in order to speak to the whole population, **must be relevant to everyone. It must be a truly people-oriented medium, championing the values underpinning our society's cohesion.** Quantitative goals are important, but they are not our only criteria. **We are proud that,** according to the latest IFOP survey, **83% of French people have a favorable opinion of France Télévisions, and 80% have confidence in the information we provide.**

Generating trust and meaning is absolutely essential for brands today, beyond the traditional requirements of innovation and expertise in their given area of activity.

We at France Télévisions Publicité are convinced that **our content media can help to enhance your brands' value.** This is our wager, backed up by what we do: **the trust gained through providing quality content reflects positively on the brand.**

We have **two key areas of focus** in order to meet the challenges facing your brands.

From you to your audiences, from us to you: **high-quality relationships**

● **Inventing the TV of the future**

France Télévisions' three-years transformation plan seeks to **invent the TV of the future**. Running until 2022, this transformation aims to **make france.tv the leading free digital medium**, by **focusing on digital technology and innovation**. This will be achieved in **two ways**:

- technological and continuous innovation
- bold creation

● **FranceTV Publicité, experimenting with data and TV programming**

Segmented TV promises to bring your brands closer to their audiences. We are delighted that regulations should allow, **from 1 January 2020**, an opening to segmented TV in France, with no limits on data or geolocation granularity.

We are ready to go:

- With **an adapted offer in 24 regions**, we have long been recognized for our success at the local level.
- For over two years now, we have been carrying out **experiments under real-life conditions** to prepare for the changes and transformations affecting our business lines. For instance, we have conducted two DTT/HbbTV "Proof of Concept" live TV targeting studies (geographical and behavioral) and have strengthened our IPTV replay targeting capacity through operator agreements.

We are **enriching our offers** with two opportunities for the market:

- 1. TV: a more advanced approach to TV purchasing** through **new targets**,
- 2. Digital: an increase in our inventories' capacity** and **more targeting granularity for video campaigns**.

We are already in a position to provide four "**addressable.tv**" offer packages to **optimize campaign performance**:

- **Geolocation data** activation
- **Behavioral data** activation
- **Amplification** activation
- **Full video** activation

● **ADspace is ramping up the development of its services and solutions**

ADspace is our responsive & personalized platform for **direct purchasing and real-time TV inventory optimization**.

New in 2020:

- **Deployment of the TV/video offer** (SOr each + and Home Prime)
- **Interconnection** with market tools
- Integration of **international campaigns**
- Opening to **segmented TV**

Generating value, through quality content

● A high-quality environment

2019 was a very successful year for the France Télévisions Group, which consolidated its ratings leadership among all audiences:

- Linear TV: For the 4th consecutive year, we were **the leading audiovisual group in audience share**. We gained 29% of audience share among 4+¹s in September: our strongest post-summer holidays performance ever.
- 4 slots: **almost 50% of French people have been exposed to our offer²**.
- Replay: **france.tv is the leader in 4-slot replay**, with 14.8 million 4-slot viewers*, i.e. 24.2%³.

A high QRP level, i.e. a higher quality environment, generates an increase of +54% in confidence⁴ and +8% in sales vs. average QRP⁵ campaigns.

- **"Drive To Quality" offer:** we firmly believe in QPR's effectiveness in improving the quality of our content. To further improve performance and increase confidence, **we are committed to value indicators** determined by advertisers (e.g. trust).

1. Source: Audiences / Mediamat Sept 19 vs Sept 15 - Mediamétrie

2. Source: France Télévisions 4-slot coverage (4 slots TV Audience) - January/June

3. Source: Médiamétrie, Audience Replay 4 slots, 4+ July 2019

4. Effectiveness study on sponsorship - Séquence Marketing/IPSO/Médiamétrie -2019, 30 posts tests, 52 programs, 8 channels studied

5. Sales effectiveness study, Kantar World Panel - January July 2019

- 100 consumer goods TV campaigns since January 2019 - 91 brands, 46 categories, 11 major departments

- QRP 100 index = 30% of people having rated, on average, satisfaction, attention, and recommendation, 9 or 10 on a scale of 1 to 10

High QRP = 130/150 index - Average QRP = 100/120 index

● More responsible advertising: for an improved, higher-quality experience

We are constantly striving to improve the advertising experience, particularly when it comes to digital advertising, through four commitments:

1. Smart and responsible advertising:

- Advertising on France Télévisions does not exceed **5% of air time and 2% of digital content**.

2. Adapting advertising levels to different **profiles and practices**:

- A single ad for content dedicated to Millennials (france.tvslash);
- No advertising for the youngest age groups in the children's content segment (Okoo);
- The right to err: Internet users have the right to change their mind without being repeatedly exposed to advertising.

3. Adapting advertising levels based on **content duration**:

- No advertising for content shorter than 1 min;
- Progressive advertising intensity in accordance with video length (1 to 3 pre-rolls maximum).

4. Identifying the **most appropriate time** to advertise:

For maximum emotional impact and for the most effective exposure in terms of attention/receptivity/acceptance.

The quality of the digital advertising experience will be enhanced in 2020 with a commitment to:

More transparency for our audiences: the mid-roll experience on france.tv has been improved thanks to the introduction of a countdown timer indicating the advertising slot.

More streamlined consumer experience: we commit to advertising slots of 90 seconds maximum in pre-roll and mid-roll.

Improved UX: for the best user experience on france.tv, we have implemented a solution meaning users will never see the same ad spot twice in one hour spent on our platform.

● La qualité de l'intégration

High-quality integration

- **The Mirriad offer, at the center of our productions.** Thanks to Mirriad technology, your product is naturally integrated into viewers' favorite dramas in post-production. It is visible right at the core of the content, where attention is strongest. Brands are guaranteed several seconds of visibility during one or more France 2 and/or France 3 dramas, over a given period of time.
- **The responsible regions offer, at the heart of the news.** New and innovative CSR communication on key topics such as the environment, ethics, authenticity and empathy. A one-week, tailor-made, and exclusive slot on a morning news show.

The Story Ads offer, new content creation and uses. Benefit from the expertise of Brut and LAB FranceTV Publicité on Snapchat. A customized and engaging tool to bring you even closer to your target through the creation of your Story by Brut and content exposure via Snap Ads.

● High-quality exposure

- **The Time offer, grab viewers' attention thanks to visible exposure time.** New **100% UX "Time" video format based on exposure time to maximize online video viewers' attention and commitment.** Instead of buying an impression, purchase **visible exposure time** with the new CPHv (Cost per visible hour) currency.
Exclusively for the Cinema, Entertainment and Luxury sectors.

Press contact

Valérie Blondeau
Communication Director

Tel.: 01 56 22 62 52

Email: valerie.blondeau@francetvpub.fr