TREAT YOURSELF TO THE WORLD
TV + DIGITAL
france tv publicité x CANAL+ ADVERTISING
THE WINNING DUO
FOR A BETTER EMERGENCE AND EFFICIENCY OF YOUR TV+DIGITAL CAMPAIGN

A PREMIUM ENVIRONMENT ALL OVER THE WORLD
TO REACH AB++ AND HIGH REVENU INDIVIDUALS

An advantageous Multi-screen and Customizable offer

Worldwide distribution in a quality context

Maximum exposure among high-income earners
FRANCE 24: 4 GLOBAL NEWS CHANNELS
POWERFUL AND ACCESSIBLE IN MULTIDEVICES

385 M TV HOUSEHOLDS WORLDWIDE REACH

- EUROPE 183M
- AMERICA 14M
- AFRICA 32M
- ASIA 82M
- MAGHREB & MIDDLE-EAST 75M

18M AVERAGE MONTHLY VISITS

97M MONTHLY STARTS CUMULATED AUDIO & VIDEO

AVERAGE AND EVOLUTION OF MONTHLY VISITS IN 2019 VS 2018

- FRENCH 9,9M + 10%
- ENGLISH 4,1M + 19%
- ARABIC 3,1M + 23%

Broadcasting per zone FRANCE24 / Numbers of households reach
TV5MONDE, 7 PREMIUM GENERAL CHANNELS ACCESSIBLE WORLDWIDE AND IN MULTIDEVICES

362 M
TV HOUSEHOLDS WORLDWIDE REACH

60 M
WORLDWIDE WEEKLY VIEWERS

32M
PAGES SEEN IN 2019 (JAN – NOV 2019)

8,4M
UNIQUE VISITORS IN 2019

3 M
AVERAGE MONTHLY PAGE VIEWS

7 FEEDS WITH ADAPTED PROGRAMS:
- time zones
- consumption patterns
- rights of regionalized programs

Source: TV5 MONDE.COM PRESSE
FRANCE24 AND TV5MONDE, 2 CHANNELS RECOGNIZED IN AFRICA...

channels and digital environments
published in 4 languages

Brand Awareness AB (%)

7,6M

Monthly page views

4,1M

Brand Awareness AB (%)

AN INCREASE
OF DIGITAL TRAFFIC

AVERAGE VISITS/DAY IN 2019

Source: Kantar TNS – Africascope 2019 (Janvier – Décembre 2019) Individus AB / Google Analytics Moyenne Janvier – Mars 2020 / Source: Google Analytics / Nombre de visites
... AND PERFORMING AROUND THE WORLD: MENA, EUROPE, ASIA AND AMERICA

Weekly audience in Europe: 8,7M
Weekly audience in Asia: 17,7M
Weekly audience in America: 4M
Weekly audience in Middle-East: 7,6M

AB++ audience in Europe (%): 52%
Brand awareness in Maghreb (%): 40,2%

European viewers are among the TOP 10% of European households

Households reach in Middle-East: 35M

Source: Global web index / Affluent Europe 2018 / Maghreboscope 2019
**TV, A SALES EFFICIENCY BOOSTER**

**THE TV + DIGITAL MIX, A WINNING COMBINATION**

<table>
<thead>
<tr>
<th>CONTRIBUTION TO SALES</th>
<th>R.O.I.</th>
<th>IMPACT</th>
<th>SYNERGY</th>
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<tbody>
<tr>
<td>65%</td>
<td>4.9</td>
<td>26</td>
<td>+25%</td>
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- of sales initiated by TV: 2/3 of sales
- for 1€ invested
- days of recollection after the TV campaign stopped.
- Creation of a strong emotional bond with the brand

TV boosts the efficiency of sales generated through digital by an average of +25%.

Source: SNPTV Study - NOVEMBER 2019 - 5 sectors studied: food, hygiene & beauty, automotive, pure-players and banking & insurance
BENEFIT FROM A POWERFUL VOICE WITH A WORLDWIDE IMPACT
2 SINGLE-CHANNEL PACKS

TV5MONDE

142 TV SPOTS
Including 35 SPOTS on TV5 Monde Africa and 107 SPOTS on the World feed of your choice
40% of the spots are free of charge
200 K PRE-ROLLS

100 TV SPOTS
Including 35 SPOTS on FRANCE 24 Africa and 65 SPOTS on the World feed of your choice
40% of the spots are free of charge
200 K PRE-ROLLS
MULTIPLY YOUR POINTS OF CONTACT ON A GLOBAL SCALE
1 GLOBAL PACK COMBINING BOTH CHANNELS

242 TV SPOTS
Including 70 SPOTS on TV5 Monde Africa
+ FRANCE 24 Africa’s feed
and 172 SPOTS on the World feed of your choice

40% of the spots are FREE OF CHARGE

400 K PRE-ROLLS
OFFER’S TERMS OF SALES

This offer will be exclusively programmed by France Télévisions Publicité and Canal+ Advertising according to schedule availability.

Scope: France 24 and TV5Monde - classic TV advertising spaces and pre-roll video format within digital environments.

Period: purchase is valid until September 30, 2020 for spots to be broadcast until December 31, 2020. The spots of this offer are broadcast over a period of 60 consecutive days or less.

The number of spots is calculated on the basis of a 30-second spot.

This number of spots will be modified if the advertiser has an ad creation with a duration other than 30 seconds.

In accordance with the legislation, an ARPP certification of your advertising film will be requested before the programming of your spots.

This offer is subject to the Sales General Terms and Conditions of France Télévisions Publicité 2020 accessible at http://www.francetvpub.fr and of Canal+ Advertising 2020 accessible at http://www.canalplusadvertising.com