

TREAT YOURSELF TO THE WORLD

TV + DIGITAL



TV5MONDE



france•tvpublicité x CANAL+ ADVERTISING

THE WINNING DUO

FOR A BETTER EMERGENCE AND EFFICIENCY OF YOUR TV+DIGITAL CAMPAIGN



TV5MONDE

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

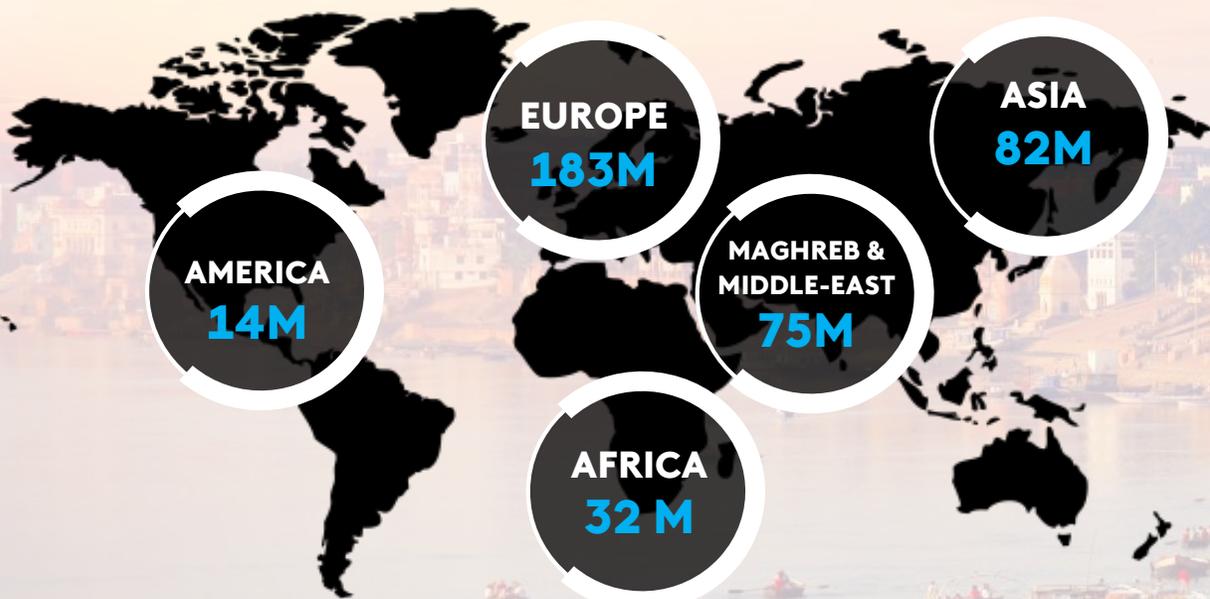
**An advantageous
Multi-screen and
Customizable
offer**

**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



EN FRANÇAIS



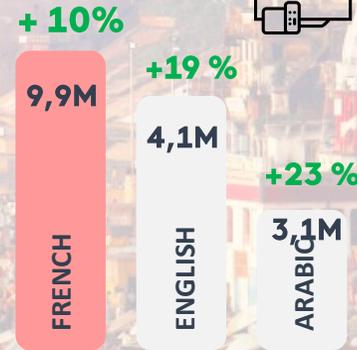
IN ENGLISH



بالعربية



EN ESPAÑOL



AVERAGE AND EVOLUTION OF MONTHLY VISITS IN 2019 VS 2018

18M
AVERAGE MONTHLY VISITS

97M
MONTHLY STARTS CUMULATED AUDIO & VIDEO

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

TV5MONDE
EUROPE

TV5MONDE
FRANCE BELGIQUE SUISSE

TV5MONDE
MAGHREB ORIENT

TV5MONDE
ASIE

TV5MONDE
PACIFIQUE

TV5MONDE
AMÉRIQUE LATINE

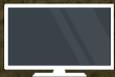
TV5MONDE
AFRIQUE



FRANCE24 AND TV5MONDE, 2 CHANNELS RECOGNIZED IN AFRICA...



channels and digital environments
published in 4 languages



Brand Awareness AB (%)

90%



Monthly pag views

7,6M

TV5MONDE

a chain and digital environments
dedicated to Africa



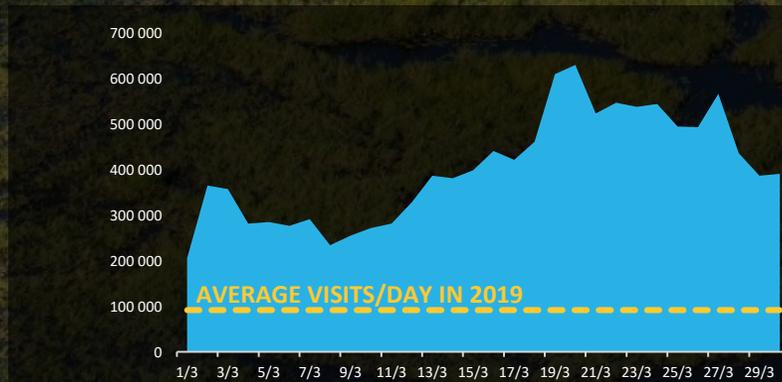
Brand Awareness AB (%)

91%



Monthly page views

4,1M



**AN INCREASE
OF DIGITAL TRAFFIC**



... AND PERFORMING AROUND THE WORLD: MENA, EUROPE, ASIA AND AMERICA



TV5MONDE

Weekly audience in Europe

8,7M

Weekly audience in Asia

17,7M

AB++ audience in Europe (%)

52%

Brand awareness in Maghreb(%)

40,2%

European viewers are among the TOP 10% of European households

Weekly audience in America

4M

Weekly audience in Middle-East

7,6M

Households reach in Middle-East

35 M

Weekly audience in Maghreb (1st international channel)

25,3%

TV, A SALES EFFICIENCY BOOSTER

THE TV + DIGITAL MIX, A WINNING COMBINATION



CONTRIBUTION TO SALES

65%

of sales initiated by TV:
2/3 of sales



R.O.I.

4,9

for 1€ invested



IMPACT

26

days of recollection after
the TV campaign stopped.
Creation of a strong
emotional bond with the
brand



SYNERGY

+25%

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

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 availabilities.

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>