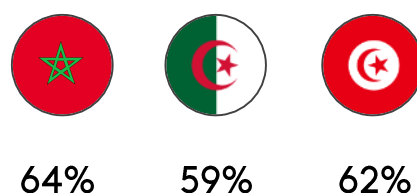
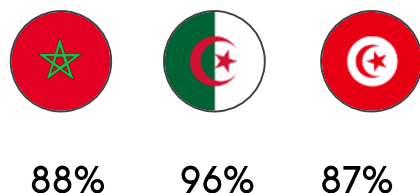
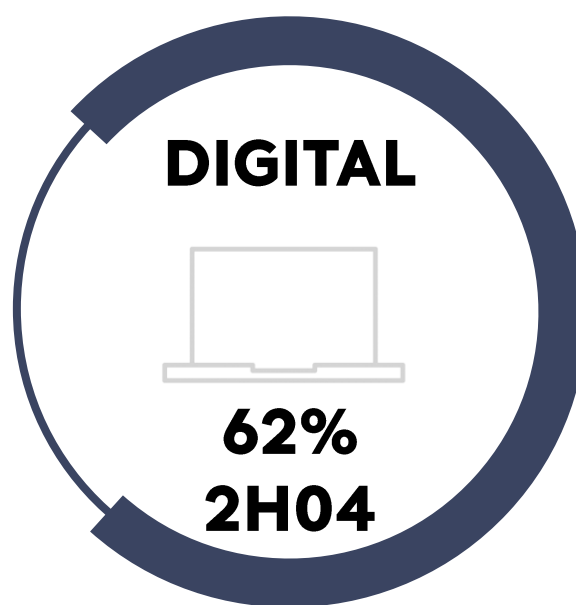
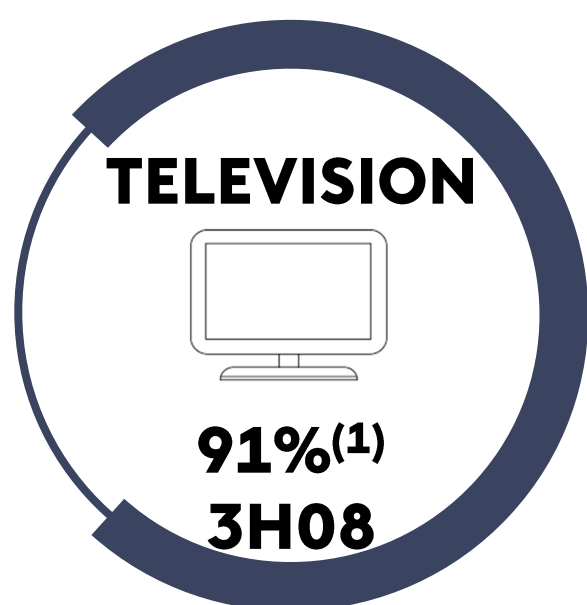


Africascope Maghreb Results



france.tvpublicité
TV is changing and so is advertising.

MORE THAN 5 HOURS OF TV AND DIGITAL CONSUMPTION EVERY DAY BY THE GENERAL PUBLIC



(1) Television captures 91% of media exposure

FRANCE 24 AND TV5MONDE: TWO RECOGNIZED CHANNELS AND A PRIVILEGED STATUS

3.8 M of individuals watch both channels weekly
(28% weekly audience on the target 15+)



1st international news channel

based on adults 15+ weekly audience

Media brand awareness: 90%
on C-Level Executives target

TV5MONDE

1st French-speaking channel

based on adults 15+ audience share

Media brand awareness: 78%
on C-Level Executives target



C-Level Executives Index 193

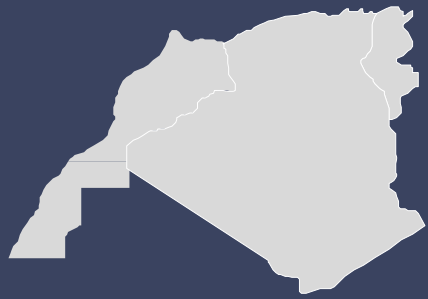
vs whole population
(based on 54% weekly audience)



32 M views on YouTube from the Maghreb

13 M views on YouTube from the Maghreb

Africascope Maghreb Results



france.tvpublicité
TV is changing and so is advertising.

A WEEKLY AUDIENCE OF 2 M VIEWERS ON BOTH CHANNELS

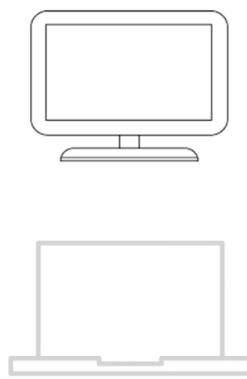
38% weekly audience on the target 15+



Media brand **awareness: 92%**
on the target 15+

63% weekly audience
C-Level Executives target

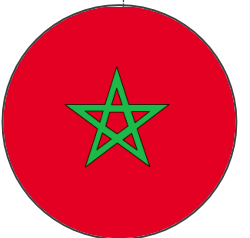
8.8 M views
France 24 FR



Media brand **awareness: 86%**
on the target 15+

47% weekly audience
C-Level Executives target

2 M views
TV5Monde



A WEEKLY AUDIENCE OF 460 K VIEWERS ON BOTH CHANNELS

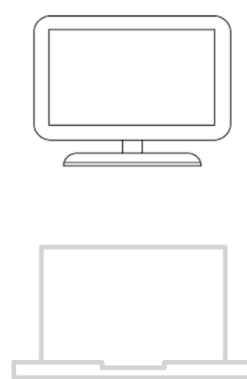
9% weekly audience on the target 15+



Media brand **awareness: 78%**
on the target 15+

27% weekly audience
C-Level Executives target

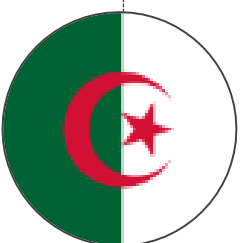
20.5 M views
France 24 FR



Media brand **awareness: 76%**
on the target 15+

29% weekly audience
C-Level Executives target

10 M views
TV5Monde



A WEEKLY AUDIENCE OF 1.3 M VIEWERS ON BOTH CHANNELS

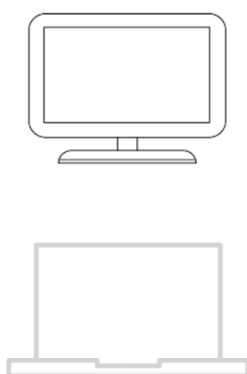
43% weekly audience on the target 15+



Media brand **awareness: 97%**
on the target 15+

53% weekly audience
C-Level Executives target

3.1 M de views
France 24 FR



Media brand **awareness: 73%**
on the target 15+

19% weekly audience
C-Level Executives target

626 K views
TV5Monde

