



# CAP 2021

**TOGETHER  
IN A CHANGING WORLD**

*#Value #Efficacy #Responsibility*

**france•tvpublicité**

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**S**ince March of 2020, we have been facing an unprecedented crisis. The story is only just beginning, and it is still too early to take away all the lessons learned, but the first months have already been very enlightening. The successive stages of shock, disbelief, uncertainty, but also hope and unity have transformed us both individually and collectively. They have changed **how we live, how we travel, how we consume, how we work, and how we communicate**. They have created new expectations and shed light on **positive values such as solidarity, altruism and respect**. The crisis may not have changed everything, but it has certainly shaken up our society.

The French people have rediscovered television, and more specifically public service broadcasting, which has established itself as the go-to media for information, insight, entertainment, culture, education, support, reassurance, and so much more. On average, **more than 50 million viewers**, of whom nearly **11 million were under the age of 35**, watched our programs every week! Despite the ever-increasing number of platforms, television viewership has never been so high and unrivaled. This proves that France Télévisions channels are really fulfilling their role: they are empowering and uniting society, as well as working for **the common good and cultural sovereignty**.

We are honored and compelled by this appreciation. It keeps us focused on our missions, one of which we hold especially dear at FranceTV Publicité: **to help and support you in a changing world**.

## Our proposal during the crisis:



### 1 TO HELP YOU THROUGH THE RESURGENCE

We believe that advertising has a key role to play in **support of a sustainable recovery**. We will remain by your side, with a commitment to **your ROI** in addition to offering you easier access to **our premium services**, by **covering and simplifying** all modes of purchase across all video slots.



### 2 TO SUPPORT YOU IN A CHANGING WORLD

The strategic choices we implemented a few months before the crisis gave us a headstart on promoting more inclusive, accessible and **more responsible advertising** that highlights companies' contributions to responsible consumerism. For brands, **advertising is virtuous**. In 2021, we will therefore go a step further and **make TV advertising accessible to all**.



## TO HELP YOU THROUGH THE RESURGENCE

### ● Our main objective: your ROI

- **TV, the highest ROI medium on the market**

#ROITV2, the recent study by SNPTV and EKIMETRICS, reveals once again that television is the number one medium for ROI, boasting the best long-term Contribution-ROI ratio with 44% in additional sales contribution and a total ROI of 5.2.

- **FranceTV Publicité measures and proves its ROITV: €1 invested generates €17.6 in TO, representing an ROI of over +29% compared to the average TV upsurge**

We wanted to measure our TV efficacy and prove that €1 invested in FranceTV was an investment for the future.

To this end, we studied, with the help of CSA Consulting, the efficacy modeling of our channels, using three years of recent data (2017, 2018, 2019) from 171 campaigns across 4 sectors<sup>(1)</sup>.

**The results are undeniable: €1 invested in France Télévisions generates €17.6 of TO, whereas the average for a TV upsurge across all channels is €13.6<sup>(2)</sup>; that's +29% higher than the average.**

- **FranceTV Publicité has signed on to a "PARTNER ROI" offering, or an ROI that is at least +10% higher than the other broadcast channels**

This offering covers four sectors: Food, Automotive, Distribution, and Banking.

**The network is committed to an ROI of at least 10% higher than that of the other broadcast channels available through classic TV plans.**

(1) General and specialized distribution, Automotive, Banking, Food

(2) Total ROI (ST+LT) FranceTV (average F2/F3/F4/F5) in one day +29% versus average TV upsurge for all stations

## Innovation to boost efficacy

- **Adressable.tv, the first segmented TV offering in France**

All our segmented TV offerings will be grouped together under the banner **adressable.tv**.

FranceTV Publicité, the first network to sign partnership agreements with Orange and Bouygues Telecom, will launch its first full-scale campaigns as part of a two-month pilot operation in November and December 2020. The launch offering will be simple, with targeting available by geographical department, by city or even by household composition.

Starting January 2021 and lasting six to nine months, the offerings will be available as an "MVP"<sup>(3)</sup> defined jointly with SNPTV and AFMM.

### **Broader targeting possibilities:**

- Customizable **geographic areas** (to include a catchment area for example) and even additional sociodemographic criteria or socio-professional categories.
- Also, the possibility to **target households according to interests**. For example, one could target sports fans outside of the major sporting events (such as Roland-Garros, Tour de France, etc.) or even types of housing (apartment, home, home with garden).

Offerings will be sold **at CPM** and in the form of DATA Video Packs broadcast via segmented TV and IPTV on-demand.

(3) MVP = Minimum Viable Product

## Our entire offering available through one-click purchase

Efficacy also lies in streamlined operations. We are committed to making all our **inventories** available via the various sales channels, including our **top premium offerings**.

We hope to capitalize on the success of **ADspace**, our **scalable platform** designed to reflect shifts in short- and long-term market trends.

- **Enhance the ADspace experience with exclusive classic TV offerings**

**Net purchasing opportunities** will be posted on Wednesday to be aired from Saturday to the following Friday. These offerings are available exclusively through the ADspace platform and accessible via the availability schedule, at a rate specific to the slot and the day.

- **Roll-out of FranceTV Publicité's strategic priorities**

ADspace also features **APIs** that enable direct connection to purchasing tools. As a result, our linear TV inventories are now available for booking through a programmatic DSP tool.

- **Programmatic.tv**

In an effort to simplify purchasing processes and improve efficacy, we are now launching programmatic purchasing solutions for our premium linear TV inventories, which includes **all our channels and slots**.

Offerings will be sold on a guaranteed CPM basis, with eight targets available and an outlay of €20,000 per campaign.

## ● New developments in FranceTV Data, unprecedented and enriched data targeting

- **IPTV data: FranceTV Publicité, the first network to propose operator data targeting in IPTV (Orange/SFR opt-in database)**

Thanks to our agreements with internet service providers, you benefit from an unprecedented targeting capacity for your IPTV on-demand campaigns as well as from quality data for guaranteed power and performance.

- **Pre-roll and Mid-roll ads (also available in SYGMA)**

Operator data activations available: Geolocalization, Sociodemographics, Socio-professional categories, Household composition, geolife.

- **With Data Trends, you have access to the latest consumer trends and our 11 new data targets**

We are unveiling 11 new targets<sup>(4)</sup> to help you navigate your way through today's evolving social trends.

## ● Enriching our GRP Data linear TV targets

- Data enriching enables us to incorporate data targets into the TV media planning process. These data targets are created based on recent digital behavior observed in the Médiamétrie panel or on external data.
- **Five new GRP Data targets** have been added to the 83 available targets (81 shopper targets, 2 luxury perfume targets):
  - E-commerce shoppers (9.8 M)
  - Interest in buying an automobile (potential buyers) (7.8 M)<sup>(5)</sup>
  - Interest in taking out an insurance policy (potential buyers) (13.9 M)
  - Interest in financial investments (potential buyers) (6.5 M)
  - Interest in travel (potential buyers) (13.4 M)

Targets available through Médiamat based on search/purchasing intentions data. Available in POPTV from January 2021.

(4) Cooks, Take a break, Sweet home, New shoppers, Made in France, Feel good, Green spirit, Family school, Organic aware, Big/Binge watchers, Eating well

(5) **Example target formation: Interest in purchasing an automobile**

Internet users who have conducted searches using the following key terms: buy vehicle, buy car, buy new vehicle, buy new car, etc.

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## TO SUPPORT YOU IN A CHANGING WORLD

**Our environment has changed dramatically in the last six months, and we cannot continue with business as usual.**

Our proposal is to support you in a changing world.

### Our mission: to make advertising accessible to all

If advertising is indeed good and virtuous for companies, then it must be accessible to all.

Since the crisis began, the France Télévisions group has taken action by proposing offerings advantageous to certain sectors which have been impacted most heavily.

- **In 2021, we will go one step further:**

First by providing easier access to TV advertising for SMEs and micro businesses, for whom we are launching a **dedicated version of ADspace**.

Access to TV advertising also means opening up to new sectors.

**FranceTV Publicité plans to support the film industry by facilitating its access to TV, especially for films with a budget under €5M, with specific conditions<sup>(6)</sup>.**

### Listening to the public to better support brands through their transformation

Supporting you in a changing world means taking note of changes in society and in consumer behavior.

This is the logic behind the **new AKOUO marketing service**, backed by a new AI platform that listens to audiences in order to match them with brands and our offerings.

At FranceTV Publicité, we are committed to offering outstanding engagement thanks to our quality content and in-depth knowledge of social attitudes and behaviors.

**With AKOUO's help, we will be able to identify future global trends in order to support brands throughout their transformation.**



And we will achieve this all year round in **real time** thanks to the **artificial intelligence** system embedded in the AKOUO platform.

These analyses **interpret the previously jumbled data**, enabling us to **propose recommendations** to our clients.

This is the purpose of the **new AKOUO CONNECT offering** available on classic TV and sponsorship.

FranceTV Publicité is committed to **+10%** growth for two brand items and to a **+20%** increase in intentions to buy or find out more.

- **AKOUO thus offers brands a whole new range of Marketing Services:**

- **AKOUO Trends:** Trends, audience analysis by sector, and connections to the best offerings/context-sensitive solutions (e.g.: the car of the future, eating better, naturalness).
- **AKOUO Diagnostic:** Based on audience analyses, brand positioning and classification, and connections to the best offerings/context-sensitive solutions.

## ● **Make advertising meaningful, because it can inspire positive change**

Now more than ever, advertising is under attack from all sides of the public debate. Our goal is to prove that advertising is virtuous, not just economically but also socially. **Because advertising inspires positive change.**

**FranceTV Publicité thus aims to promote responsible brands by highlighting their actions and commitments.**

- The Responsible Territory offerings are available in full digital format to help brands support consumers as part of the “consume better” approach. In addition, these offerings shed light on brands’ CSR commitments and transparency initiatives through a range of enhanced, interactive formats (video-selector, interactive graphics, split screen, skin content) and a contextualized discourse (5-seconds jingle aired before the spot).

- **Terms and conditions in line with a sustainable world**

5% off the standard fee on all media for brands who contribute to sustainability through an approach certified by a recognized label or charter (e.g.: Nutriscore A/B, Label AB (Organic farming), FairTrade Max Havelaar, Certified B Corporation, etc.).

- **But advertising must also offer direct benefits**

We are committed to creating an inclusive and interactive mechanism. The Goodvertising offering will enable advertisers to make a donation to two associations of their choice (10% of the proceeds from the campaign: 5% by the advertiser and 5% by FranceTV Publicité), all while engaging users via an interactive format. An enhanced and interactive spot enables internet users to click and select an association to receive part of the donations.

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