

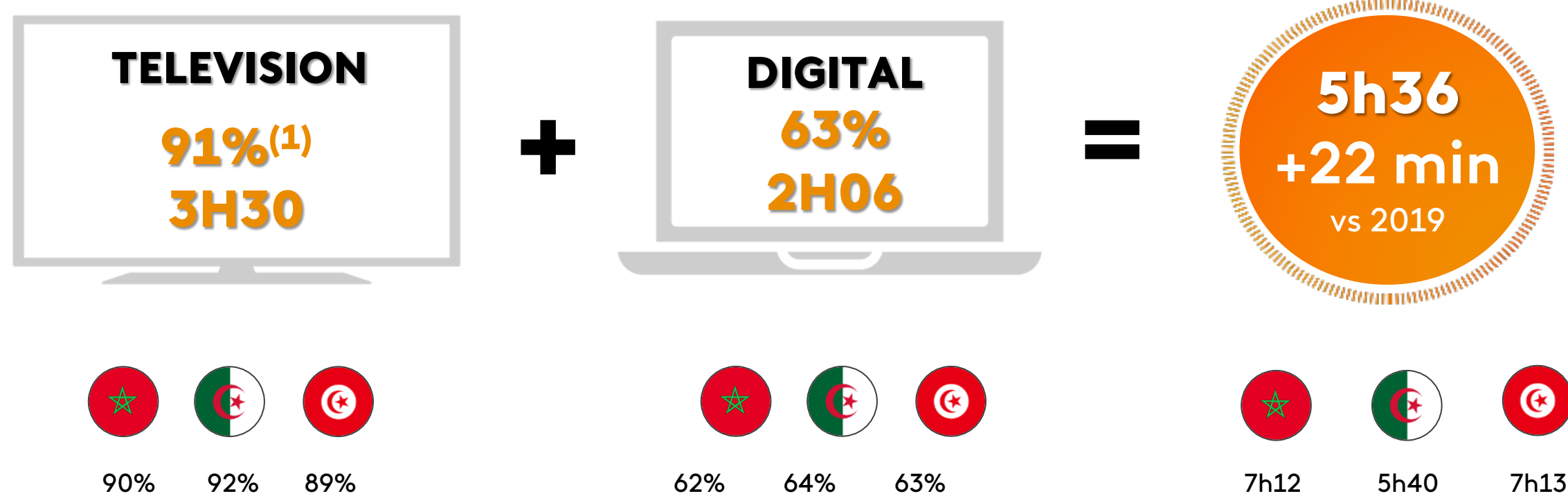
Africascope Maghreb 2020 Results



TV5MONDE

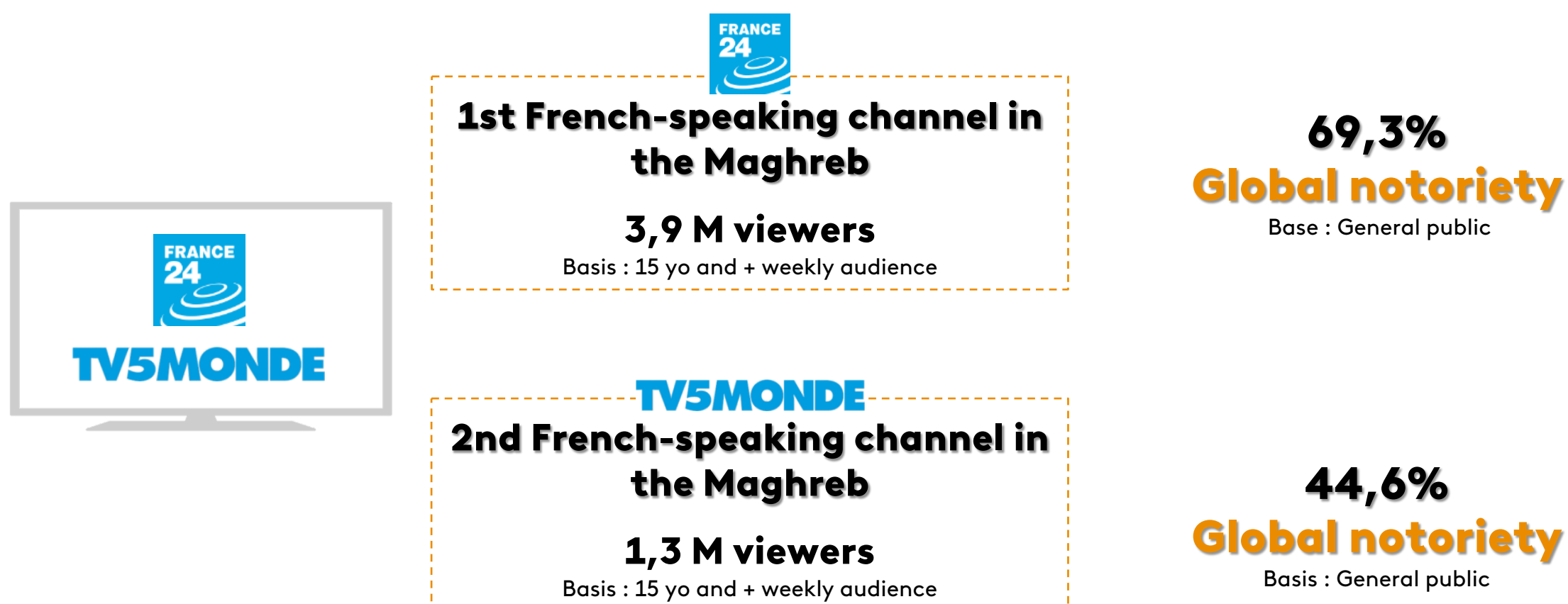
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INCREASE IN VIEWING TIME DURING HEALTH CRISIS : + 22 MIN TV + DIGITAL



(1) Television captures 91% of media exposure

TOP 2 FRENCH-SPEAKING CHANNELS: ANCHORED IN THE MAGHREB AUDIOVISUAL LANDSCAPE



Africascope Maghreb 2020

Results

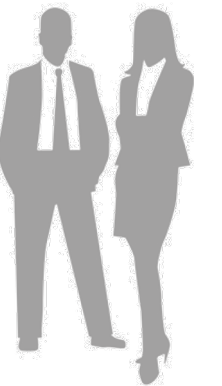


TV5MONDE

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CLOSE TO EXECUTIVES & MANAGERS: OVER 70% NOTORIETY FOR OUR CHANNELS

Target data: Executives & Managers



90%
Notority

46%
Weekly audience

6%
Audience share

TV5MONDE

75%
Notority

25%
Weekly audience

3%
Audience share

A STRONG AUDIENCE ON EXECUTIVES & MANAGERS IN ALL THREE COUNTRIES



25% weekly audience

Target Managers and Executives

TV5MONDE

31% weekly audience

Target Managers and Executives



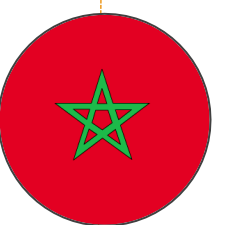
60% weekly audience

Target Managers and Executives

TV5MONDE

34% weekly audience

Target Managers and Executives



50% weekly audience

Target Managers and Executives

TV5MONDE

13% weekly audience

Target Managers and Executives

