TREAT YOURSELF TO THE WORLD

WITH

france.tv publicité x CANAL+ADVERTISING
THE PARTNERSHIP THAT ENABLES YOU TO COMMUNICATE ALL AROUND THE WORLD

An attractive multi-screen offer
Worldwide exposure in a qualitative contexts
Maximum exposure among high-income individuals
TV5MONDE: THE INTERNATIONAL GENERALIST TV CHANNEL
A DIVERSIFIED AND MULTI-DEVICE CHANNEL

WORLDWIDE HOUSEHOLDS REACH

- **60M** WEEKLY TV VIEWERS
- **362M** HOUSEHOLDS COVERED
- **9** TV FEEDS AND 14 SUBTITLING LANGUAGES
- **7** TV FEEDS

**Europe**: 154M
**Asia**: 108M
**Africa**: 21M
**Maghreb & Middle-East**: 60M
**America**: 21M

FRANCE – BELGIUM – SWITZERLAND

TV5MONDE WORLDWIDE REACH – 2020
TV5MONDE : THE INTERNATIONAL GENERALIST TV CHANNEL
POWERFUL WITH STRONG LOCAL ROOTS

29,9M MONTHLY STARTS AUDIOS & VIDEOS

7,9M VISITS PER MONTH ON AVERAGE

95M OF VISITS IN 2020

+62% vs. 2019

+57% vs. 2019

Source : Internet Global – Médiamétrie Janv. à novembre 2019
FRANCE24: THE INTERNATIONAL 24/7 NEWS TV CHANNEL
POWERFUL AND ACCESSIBLE IN MULTI-DEVICE

WEEKLY VIEWERS AROUND THE WORLD

- **Europe**: 6.4 M
- **America**: 5 M
- **Africa**: 35 M
- **Maghreb & Middle-East**: 24 M
- **Asia**: 16.6 M

**Weekly TV Viewers**: 87M
**Households Covered**: 444M
**Hotel Rooms Broadcasting**: 3M

**In French**
- Africa / World

**In English**
- World

**In Arabic**
- World

**In Spanish**
- World

**4 TV Channels / 5 Advertising Feeds**

**Distribution par zone de FRANCE24 / Nombre de foyers récepteurs**

**Hotel Rooms vs 2019**: +14%
FRANCE24: A HISTORIC YEAR ON OUR DIGITAL PLATFORMS

FAST-GROWING ENVIRONMENTS

29M VISITS PER MONTH ON AVERAGE

A STRONG GROWING COMMUNITY

157M AUDIO AND VIDEO CONTENTS LAUNCHED MONTHLY

Source: France 24 – 2020 vs 2019
TOGETHER, LET'S DESIGN YOUR INTERNATIONAL SPEECH

<table>
<thead>
<tr>
<th>TELEVISION</th>
<th>DIGITAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>45 TV ads</strong> on <strong>TV5MONDE AFRIQUE</strong></td>
<td><strong>45 TV ads</strong> on 2 feeds of your choice <strong>TV5MONDE</strong> or <strong>TV5MONDE Europe</strong></td>
</tr>
<tr>
<td><strong>90 TV ADS</strong></td>
<td><strong>Pre-rolls on all TV5 Monde digital environments (1)</strong></td>
</tr>
<tr>
<td><strong>45 TV ads</strong> on <strong>FRANCE24</strong></td>
<td><strong>45 TV ads</strong> on one or more World feeds of your choice <strong>FRANCE24</strong></td>
</tr>
<tr>
<td><strong>90 TV ADS</strong></td>
<td><strong>Pre-rolls on all France24 digital environments</strong></td>
</tr>
</tbody>
</table>

**DUO**

- **TV5MONDE SOLO** + **FRANCE24 SOLO**

**OR**

- **180 TV ADS** + **500 K PRE-ROLLS**

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(1) Excluding TV5 MONDE PLUS for Africa IPs. The pre-rolls will be broadcast in general rotation.

(2) This offer does not include the production costs of your ads or the costs related to ARPP validation.

Offer subject to availability and validation by the publisher.
This offer will be programmed exclusively by France Télévisions Publicité and Canal+ Advertising according to schedule availabilities.

**Scope**: FRANCE 24 and TV5 Monde - classic TV advertising spaces and pre-roll video format within the digital environments.

**Ads**: The TV ads in this offer can only be broadcast over a maximum period of 60 consecutive days. The number of TV ads is calculated on the basis of a 30 seconds ad. This number varies according to the length of you advertising film, on the basis of the format indexes communicated in our Terms and Conditions. (Cf T&C France Télévisions Publicité and T&C CGV Canal+ Advertising)

In accordance with the legislation, an ARPP validation of your advertising film will be requested prior to the programming of your ads.

This offer is subject to the General Terms and Conditions of Sale of France Télévisions Publicité 2021 accessible at http://www.francetvpub.fr and of Canal+ Advertising 2021 accessible at http://www.canalplusadvertising.com

This offer is valid until the 31\(^{st}\) of December 2021.