## #RendezVous en EUROPE

OFFERS VALID FROM MAY 1 TO AUGUST 23, 2021 (INCLUSIVE)

www.francetvpub.fr
THE TRAVEL/TOURISM SECTOR HIT HARD BY THE COVID CRISIS

"The start of the season last year was very difficult, but we pulled through. However, for ski resorts, the situation is catastrophic - not just a terrible year, but a lost year."

François de Canson, President of the Regional Tourism Committee for the PACA region

DROP IN REVENUE ON THE FRENCH TOURISM MARKET

-52%

2020 vs. 2019

Atout France – comparison of revenue from tourism 2019 vs. 2020
65% say they will more often take advantage of opportunities to travel.

The pandemic has created a shift in how the French feel about travelling.

More than one French person out of every two took vacation between July and August 2020.
NEW TRAVEL BEHAVIOUR

For **45%** of French people, the travel budget will remain unchanged in 2021.

**39%** of French people say they are ready to travel outside Europe as soon as they are vaccinated.

THE MOST IMPORTANT CRITERIA

- **Nature and outdoor activities**: 51%
- **Level of its safety standards**: 41%
- **Accessibility in terms of price**: 25%

DESTINATIONS

The French plan to travel more in neighbouring countries (+8%) than before.

The French prefer seaside destinations (18%) and family activities (13%).
52% say they intend to travel within the next six months.

67% feel they are safe and relaxed enough to take advantage of their trip.

40% plan on visiting another European country.
OUR ROLE: TO BE YOUR MEDIA PARTNER FOR THE ECONOMIC RECOVERY
FRANCE TÉLÉVISIONS, THE LEADING AUDIOVISUAL GROUP, STRENGTHENS ITS RELATIONSHIPS WITH ITS AUDIENCES

28.8% 4+ AUDIENCE SHARE

48.9 MILLION FRENCH VIEWERS EVERY WEEK

1.3 BILLION VIDEO VIEWS France.tv

Médiamétrie Médiamat for 2020, digital data: EStat, 2020
FRANCE TÉLÉVISIONS, THE LEADING AUDIOVISUAL GROUP FOR TARGETS WHO ARE POTENTIAL TRAVEL/VACATION AND “MADE IN FRANCE” PURCHASERS

27% AUDIENCE SHARE
9.6 million viewers every week

33% AUDIENCE SHARE
7.9 million viewers every week

GRP DATA: MADE IN FRANCE
GRP DATA ENRICHING: POTENTIAL TRAVEL/VACATION PURCHASERS

Médiamétrie Mediamat average for 2020
OUR INTERNATIONAL CHANNELS TARGET ALL EUROPEANS AND INTRODUCE THE WORLD TO EUROPE

51% OF OUR WEEKLY AUDIENCE IN EUROPE PLANS TO TRAVEL WITHIN EUROPE THIS YEAR FOR LEISURE

€2,752 PAID ON AVERAGE BY OUR VIEWERS FOR AIRFARE

€3,439 PAID ON AVERAGE BY OUR VIEWERS FOR HOTEL ROOMS OVER THE PAST YEAR

Affluent Europe 2020 - Ipsos, weekly audience for France 24 & TV5 Monde
IN EUROPE, TELEVISION COMMUNICATION AT THE SERVICE OF BUSINESSES

FRANCE

- Return on investment for €1 invested in TV advertising: €5.2

UNITED KINGDOM

- Average market share points gained per year thanks to TV advertising: 2.6pts

SPAIN

- Contribution of television to the sales of brands with mass advertising campaigns: 4%

GERMANY

- Ratio of additional revenue from advertising compared to net investments in TV advertising: 2.6
WE CONTINUE TO SUPPORT THE TRAVEL/TOURISM SECTOR

France TV Publicité lets you cancel or postpone your campaigns until June 30, 2021.
01

OUR TV & DIGITAL OFFERS
OUR CLASSIC AND DIGITAL TV OFFERS

Before 8:00 pm

Access & after 8:00 pm
"RENDEZ-VOUS EN EUROPE"
TAKE ADVANTAGE OF THE STRENGTHS OF FTP’S ECOSYSTEM

8 million 25-59 contacts*
192 spots
50 spots
142 spots
720K pre-roll impressions enriched with france-tv
“discovery contexts”*** and for the “travelers” target****

16 million 25-59 contacts*
340 spots
105 spots
235 spots
1.3 million pre-roll impressions enriched france-tv with “discovery contexts”*** and for the “travelers” target****

As an option, the LAB can create your ad starting

*Applicable prices, excluding production costs, for sector 2 (Travel/Tourism); the ads are calculated on the basis of a 20” format
**Source: Pop TV, estimated contacts and data for information purposes
***CPM Base 20", impressions for the Travelers data target: internet users who intend to travel. Only on PC/mobiles and tablets
****CPM Base 20", impressions based on discovery contexts. Enriched pre-rolls only on PC/mobiles and tablets
If the pre-roll “discovery pack” objectives are not achieved, bonus impressions from the News pre-roll packs. Allocation of impressions between "context" pre-rolls and data pre-rolls not guaranteed and subject to availability
Non-contractual campaign period. Enriched pre-rolls only on PC/mobiles and tablets
“RENDEZ-VOUS EN EUROPE”
DIGITAL: CREATE INTERACTION WITH YOUR BRAND WITH AN “ESCAPE BREAK”

INTERACTIVE PLAYER

ENRICH YOUR AD to boost your message and provide additional information through interaction and engagement with shows such as:

REINFORCE YOUR MESSAGE to the “Travelers” data target(1)

BEFORE 8:00 PM

1. Travelers data target: internet users who intend to travel. Available only on PC/mobiles and tablets
2. CPM, base 20”. Enriched pre-rolls and travelers data targeting only on PC/Mobiles and tablets; classic pre-rolls on IPTV. Subject to available slots
3. Base CPM 20”; Non-contractual campaign period
4. Fictional example

Example of an enriched pre-roll (4)

2 WEEKS
720K enriched pre-rolls (2)
➤ Discovery pack
➤ Travelers data

3 WEEKS
1.3 million enriched pre-rolls (2)
➤ Discovery pack
➤ Travelers data
“RENDEZ-VOUS EN EUROPE”
AFTER 8:00 PM ON FRANCE TÉLÉVISIONS: A QUALITY, PRESERVED ENVIRONMENT

ELIGIBLE ADVERTISERS

TOURISM OFFICES

ADVERTISING SHARE
(CLASSIC & SPONSORING)
DURING AIRTIME

FTV: 1%
of airtime dedicated to advertising

Kantar – Year 2019 – Sponsorship + Classic – 20:00-24:00 Top diffusion
"RENDEZ-VOUS EN EUROPE"
TAKE ADVANTAGE OF THE MOST POWERFUL SLOTS FOR ACCESS AND AFTER 8:00 PM

<table>
<thead>
<tr>
<th>2 weeks</th>
<th>3 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>12 million 25-59 contacts</strong></td>
<td><strong>18 million 25-59 contacts</strong></td>
</tr>
<tr>
<td>138 ads</td>
<td>266 ads</td>
</tr>
<tr>
<td>40 ads</td>
<td>105 ads</td>
</tr>
<tr>
<td>98 ads</td>
<td>161 ads</td>
</tr>
<tr>
<td><strong>850K</strong> pre-roll impressions</td>
<td><strong>1.1 million</strong> pre-roll impressions</td>
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<td>france-tv</td>
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<td>- 100% IPTV broadcast ***</td>
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<tr>
<td>- Enriched pre-rolls for the “travelers” target ****</td>
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</tr>
</tbody>
</table>

As an option, the LAB can create your ad starting...
“RENDEZ-VOUS EN FRANCE”

ON FRANCE.TV, PREEMPT THE BEST DIGITAL SLOT DURING PRIME TIME, COMBINED WITH TARGETING

PRE-ROLL MEDIATIZATION
after 8:00 pm on IPTV
&
HOME PRIME

ENRICHED PRE-ROLL MEDIATIZATION
for the “travelers” target
(1)
to complete your message
(PC/mobiles and tablets)

1. Travelers data target: internet users who intend to travel. Available only on PC/mobiles and tablets
2. CPM, base 20°. Enriched pre-rolls only on PC/mobiles and tablets; classic pre-rolls on IPTV. Subject to available slots

2 WEEKS
850K pre-rolls
(2)
- Home prime
- Enriched “travelers data” pre-rolls

3 WEEKS
1.1 million pre-rolls
(2)
- Home prime
- Enriched “travelers data” pre-rolls
02
SPECIAL OPERATION: BRUT
"RENDEZ-VOUS EN EUROPE"
THE BRUT COMMUNITY LOVES NATURE AND DISCOVERY

Brut. for these themes in 2020

25.4 million views in total

887K average number of views per video

#1 publisher in terms of views/video

1 Brut video
550K video views*

1 Sponso story
300K video views*

In the heart of Réunion’s mountains
1.1 million views

* Video views taken at 3 seconds
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