

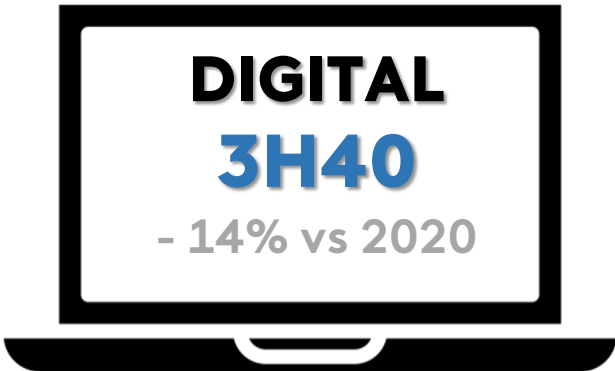
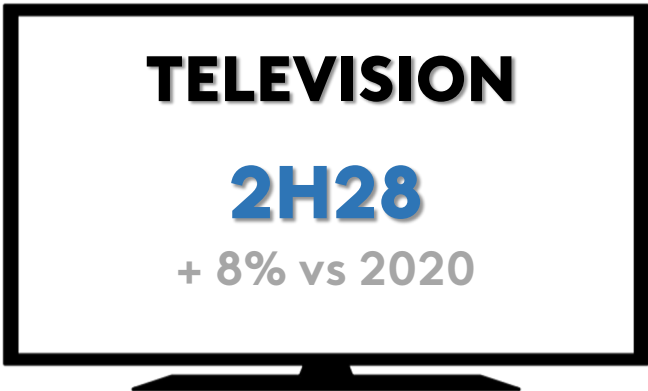
Affluent Europe 2021 Outcomes



TV5MONDE

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INCREASE IN TV VIEWING TIME IN THIS UNIQUE CONTEXT : + 11 MIN VS 2020



EUROPEAN AFFLUENTS : A HIGH PURCHASING POWER CONSUMERS



Prefer to buy well-known brands

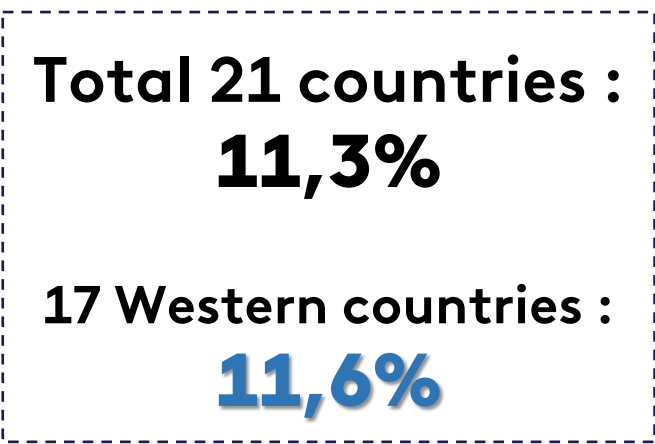
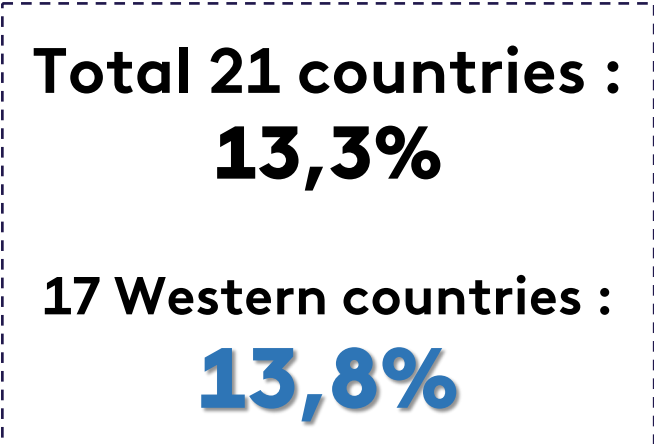


Tend to prefer a premium rather than a standard product/service



Always interested in new products on the market

FRANCE 24 & TV5MONDE : CONSUMPTION STILL HIGH IN WESTERN EUROPEAN COUNTRIES



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FRANCE 24 & TV5MONDE : OVER 60% OF THE OVERALL MONTHLY AUDIENCE COMES FROM TELEVISION CONSUMPTION

Monthly audience :

TV : **9%**
Digital : **6%**
TV + Digital : **13%**



Monthly audience :

TV : **8%**
Digital : **4%**
TV + Digital : **11%**

TV5MONDE

OUR CHANNELS MAINTAIN THEIR STRONG POSITION AMONG CSUITES AND THE TOP 3% OF WEALTHIEST EUROPEAN HOUSEHOLDS



C-SUITES

TV5MONDE

42% of notoriety

FRANCE 24

47% of notoriety

FRANCE 24 TV5MONDE

17% of monthly audience on Top 3% of Affluent European households (revenue basis)

FRANCE 24 & TV5MONDE : A PREMIUM VIEWERS' PROFILE



55 547€*



11%*



19%*

* General results population Affluent Europe