

france•tvpublicité

VISION 2022

NEW ADVERTISING PERFORMANCE

SUMMARY OF COMMERCIAL CONDITIONS

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2022 VISION NEW ADVERTISING PERFORMANCE

The worst of the crisis seems to be behind us, but it is not over and no one knows what 2022 has in store. What is absolutely clear, however, is that the time for building back and recovery has come. In 2022, at FranceTV Publicité, we are determined to support you in this process.

How will this recovery be achieved? First, through our ability to make consumption desirable again. But also, because the world has changed, through our ability to meet new societal expectations. According to the exclusive study we conducted with IPSOS in 2021, 76% of those questioned have more confidence in brands and companies whose commitments they share. Our proposal is therefore the following: to move together towards a new level of performance that can rise to these emerging challenges.

Building a more sustainable world together is our first shared goal. In 2022, we will create even more space for Responsibility, by doubling the number of our affinity and impactful slots reserved for the most environmentally friendly products and approaches, which 83% of those surveyed recognized as being capable of raising awareness. In 2022, we will also offer you exclusive services to measure your brand items related to CSR.

Putting our proximity to local territories at your service is our second promise. That which is local has become central: whether you are a national or 100% regional advertiser, taking ownership at a local level has become a key performance challenge. By proposing the first regional 5-slot offer, by providing you with new targets that correspond to the reality of everyday life in France and by simplifying the purchase of segmented TV for retail networks, we will work with you to achieve this new level of performance.

Finally, because the uncertainty of the economic situation requires us to be even more agile and efficient, we will continue to innovate to further. Simplify the purchasing process with our ADspace platform, and make an even stronger commitment, by your side, to your business objectives.

The times we are living through are full of contradictions: there is both the necessity of dealing with the new consumption criteria based on sustainable practices and shorter supply chains, and the importance of responding to the urgent matter of economic recovery. We are here to help you navigate this complex situation successfully.

The world is changing. So is advertising.

**OUR VISION FOR 2022:
NEW ADVERTISING
PERFORMANCE,
WITH 5 COMMITMENTS.**



BUILD A SUSTAINABLE WORLD

france•tv *responsible*

— **SUPPORT COMPANIES IN THEIR COMMUNICATION TRANSFORMATION** by promoting their responsible actions with our Responsible **Territory range**.

— **CREATE EVEN MORE SPACE FOR RESPONSIBILITY** with our **Sustainable Slots** dedicated to communication on sustainable actions, products and behaviors.

— **MAKE ADVERTISING THE DRIVER OF POSITIVE AND SUSTAINABLE IMPACT** by creating a virtuous circle that combines Responsibility and advertising performance:

- On TV with the **Sustainable Partner** service for the most committed advertisers on our sustainable slots.
- Digitally, with **Goodvertising**, a purposeful and solidarity-based advertising offer using a unique mechanism of **participatory donations** or **donations of impressions** to associations suggested by the advertiser or FranceTV Publicité.

— **MORE AUTOMATION** by simplifying access to our offers with automated purchasing of responsible slots (Green and Sustainable) in ADspace.



HELP THE TERRITORIES SHINE

france•tv *local*

— **PLACE TV AT THE HEART OF LOCAL CONVERGENCE AND ENABLE CPM REGIONAL TV PURCHASING!** This is the purpose of our Impact Regions services, the first 5-slots regional offers based on a unified CPM for TV and Digital (F3 Régions, france.tv) and Impact+ Regions (F3 Régions, france.tv, adressable.tv LOCAL).

— **CREATE 3 NEW ADVERTISING TARGETS SPECIFIC TO FRANCETV PUBLICITÉ,** with the **adressable.tv Local** offer to be as close as possible to local needs:

- Living area,
- Travel time,
- **Weather data** (activation of a campaign according to meteorological context and geographical criteria thanks to rich and reference data provided by Météo-France).

— **ESTABLISH LOCAL AREAS AS THE PRIMARY ARENA FOR TECHNOLOGICAL INNOVATION:**

- by accelerating automation to facilitate access to TV for VSEs-SMEs with **ADspace entreprises**.
- by forming technological alliances to enable the purchase of segmented TV by retail networks via **interoperability with local media platforms** (first partnership with **Adcleek**). This is our new **adressable.tv Réseaux** service offering. Future alliances with other local media platforms will be launched during 2022.



COMMIT TO BUSINESS PERFORMANCE

france•tv *performance*

— **PILOT PERFORMANCE WITH BRAND BUSINESS KPIs**, in addition to traditional media KPIs. FranceTV Publicité has always been a **pioneer network** in this area of expertise and has shown its commitment **by successfully supporting its clients to take risks**.

- We have over 5 years of proven experience in the management and optimization of **Drive To Web** campaigns, as well as in **performance-based** campaigns. Our sales, marketing, research, data, planning and creative teams are highly skilled.
- FranceTV Publicité's effectiveness is backed up by econometrics:
€1 net invested generates €17.60 ROI, i.e. **+29%** compared to the average TV campaign.
(Source: CSA Consulting, 3 years of data, 170 campaigns)

— **EXPAND OUR PERFORMANCE-BASED OFFERINGS AND STRENGTHEN OUR COMMITMENTS**

In 2022, we are accelerating and aim to industrialize our approach by expanding our performance-based offerings with 3 new offers:

- **Partner ROI**: commitment on sales with the expansion of the offer **to all sectors** (vs 4 sectors in 2021);
- **Business Partner**: **performance-based** offer (according to the client's KPIs, for example: subscriptions, leads, appointments, etc.);
- **DTW Partner**: TV offer based on **CPV** (guaranteed visits).



SIMPLIFY ADVERTISING PURCHASING

— **MOVE AHEAD WITH AUTOMATION**, by being ever more agile and innovative to **simplify** and **facilitate** TV advertising purchasing.

ADspace, our 1-click premium buying platform, was launched in April 2019.

Today, **400 media buyers** are connected every day and **50% of our TV revenue** comes from this mode of transaction. In 2022, the personalized one-click purchasing platform will continue to roll out its offers and services.

— **LAUNCH NEW EXCLUSIVE SPONSORSHIP OFFERS**

ADspace exclusive offers are being extended to TV sponsorship! Accessible in the «Sponsorship» section of ADspace, these offers are available about 8 weeks before broadcast.



ALWAYS STAY ONE STEP AHEAD ON SEGMENTED TV

adressable.tv

— One year after the launch of its **adressable.tv** offer, FranceTV Publicité maintains its leading position in segmented TV:

- **DATA ALLIANCE STRATEGY: 1st network to market to 3 operators** (SFR after Orange and Bouygues) and the only one to date on course to meet the market objective of **6 million addressable households** by the end of 2021, i.e. **20% of French households**;
- **COMMERCIAL APPROACH: 1st advertising network to deploy segmented TV campaigns from the end of October 2020**. Since then, we have seen a strong increase in activity, with nearly 100 campaigns broadcast and dedicated field sales staff;
- **COMMERCIAL OFFERS: 1st advertising network to integrate segmented TV into a global strategy**, with:
 - ▶ integration of **IPTV replay**, from the launch in October 2021,
 - ▶ offers combined with **France 3 Régions**,
 - ▶ offers combined with **our premium sports offers**;
- **SPECIFIC DATA TARGETING** at FranceTV Publicité, for example **fans of La maison des maternelles** or of our cultural programs;
- **DIVERSIFIED SALES CHANNELS** adapted to cover a wider scope and simplify purchasing as much as possible:
 - ▶ September 2020: deployment of a **regional and national sales force**;
 - ▶ May 2021: **1st advertising network to open segmented TV buying to all companies**, including VSEs/SMEs through the **ADspace entreprises** platform (beta version);
 - ▶ **Q4 2021: Direct connection to purchasing tools**. First advertising network to interconnect with **retail networks**, starting with Citroën, DS, Peugeot, Toyota car dealerships, via the first Adcleek partnership.

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