# #RendezVous

france-tvpublicité

www.francetvpub.fr



#RendezVous EUROPE

### 2022 SHOULD RECONNECT WITH EUROPEAN TOURISM

77%

## 80%

of tourist arrivals in Europe vs 2019 levels

KE CKIN 2022

of Europeans are eager to travel between April and September 2022

56% of Europeans plan to visit another European country

destinations of which 31 in Europe no longer have Covid-related restrictions

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Source: European Travel Commission - Monitoring sentiment for domestic and intra-european travel - Wave 11 - Febuary 2022

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### FRANCE TÉLÉVISIONS: 1ST AUDIOVISUAL GROUP, STRENGTHENS ITS LINK WITH ITS AUDIENCES

### WATCH FTV EVERY WEEK

29.1%

AUDIENCE SHARE 4+ 1ST MEDIA OF THE FRENCH 1.3mds

VIDEOS VIEWS FRANCE. TV

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Sources: Médiamétrie – Médiamat - perimeterTV all places and internet screens out of home 2021 / eStat

#RendezVous EUROPE

### **1ST AUDIOVISUAL GROUP ON YOUR REFERENCE TARGETS**

### TRAVEL INTENTIONNISTS

### france-tv

RESPONSIBLE FOR PURCHASING CONSO+ \*

### 27.8% AUDIENCE SHARE

33.1% AUDIENCE SHARE

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Source: Médiamétrie Mediamat 2021 / \*responsible for purchasing, easy purchasing power or higher (INSEE definition), audience share excluding thematic channels and news channels



### OUR INTERNATIONAL CHANNELS TARGET ALL EUROPEANS AND INTRODUCE THE WORLD TO EUROPE

+**32%** vs. referrers

### €2,690 PAID ON AVERAGE BY OUR VIEWERS FOR AIRFARE

€3,254

206

+40%

VS.

referrers

PAID ON AVERAGE BY OUR VIEWERS FOR HOTEL ROOMS OVER THE PAST YEAR

## OUR TV & DIGITAL OFFERS



#RendezVous COMMUNICATE ON TV BEFORE 8 P.M.

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### **1 WEEK**



4M nb of contacts Travelers

66 total attendances 16 on •2•3•5 &50 on TV5MONDE

**160K** impressions pre-rolls **france** •tv - 100% IPTV broadcasting to the target "Escape travel fans" 6M nb of contacts 25-59 y.o

8M nb of contacts Travelers

**2 WEEKS** 

128 total attendances 32 on •2•3•5 &96 on TV5MONDE

**330K** impressions pre-rolls **france-tv** - 100% IPTV broadcasting to the target "Escape travel fans" 8M nb of contacts 25-59 y.o

nb of contacts Travelers BEFORE

8pm

181 total attendances 48 on •2•3•5 & 133 on TV5MONDE

**3 WEEKS** 

500K impressions pre-rolls france•tv - 100% IPTV broadcasting to the target "Escape travel fans"

A DER

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Relies volid, excluding production costs, for sector 2 (Travel Tourism) spots are calculated on CPM Base 20, 100% IPTV, impressions from the target data Traveless, Interpet users intending source: Pop Yv estimated contracts.

Distribution of impressions not guaranteed between PTV pre-roll and data pre-roll and subject to availability. Campaign duration non-contractual #RendezVous EUROPE france-typublicité

### COMMUNICATE IN OUR ENVIRONMENT AFTER 8PM

### 1 WEEK

5M nb of contacts 2 25-59 years

contacts Travelers

**7**M

nb of

### 115 total attendances

47 on •2•3•5 & 68 on TV5MONDE

 160K impressions pre-rolls france •tv
100% IPTV broadcasting to the target "Escape travel fans" 2 WEEKS

nb of contacts 25-59 years

219 total attendances 94 on -2-3-5 &125 on TV5MONDE

**15M** 

nb of

contacts

Travelers

**330K** impressions pre-rolls **france-tv** - 100% IPTV broadcasting to the target "Escape travel fans" 17M nb of contacts 25-59 years

23M nb of contacts Travelers AFTER

8pm

346 total attendances 141 on •2•3•5 & 205 on TV5MONDE

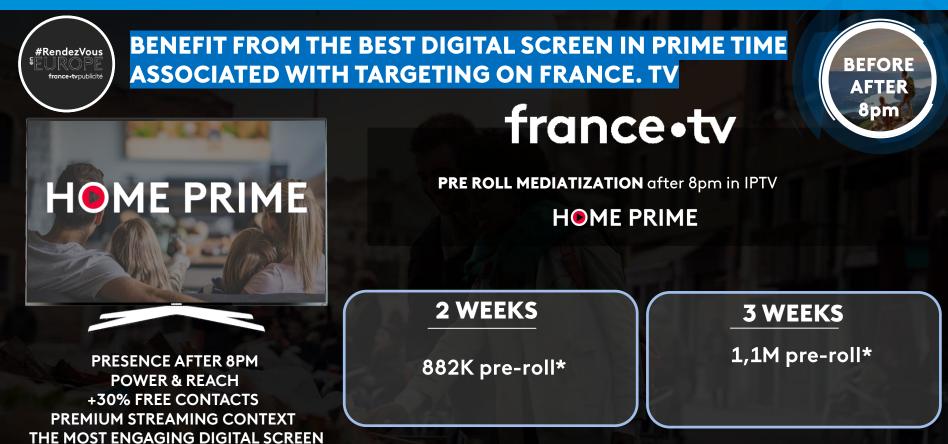
**3 WEEKS** 

500K impressions pre-rolls france-tv

- 100% IPTV broadcasting to the target "Escape travel fans"

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Rates volid, excluding production costs, for sector 2 (Travel Tourism), spots are calculated on the basis of a 20<sup>th</sup> format Source : Pop TV, estimated contacts "The number (dation the thematic channels <u>(</u>TV5 Monde and France 24) are broadcasted all day and notonly after 8PM CPM Base 20', 100% IPTV impressions between 8pm and 00am in Home Prime with the target data Escape travel fans: Internet users intending to go on trips. Only on PC/mobile and tablet. Distribution of impressions not guaranteed between IPTV pre-roll and data pre-roll and subject to availability. Campaign duration non-contractual



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\*CPM, base 20". Enriched pre roll only on PC, Mobile and tablet, classic pre-roll on IPTV. Subject to availability



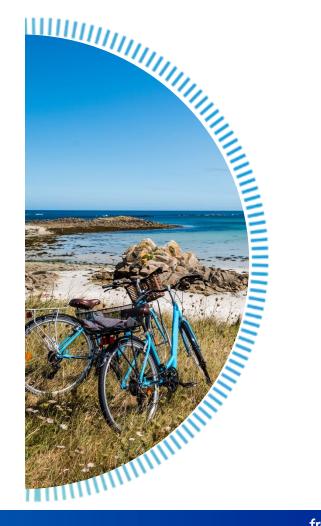
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### **BEST CASE**

### 1,3M enriched pre-roll

- Discovery Pack Targeting
- Data travelers
- Desktop/Mob/Tab

## O2 ADRESSABLE TV



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### USE ADRESSABLE TV PRECISION TO REACH TOURISTS

Geolocalisation





Household composition Single. Families without children. Families

Departments, regions and cities of France



Socio-pro categories AB+...

with children. Large families

### TV consumption

Big. Medium. Small TV consumer Fan of Travel – Discovery programs Fan of culture France TV (exclusive target)

Limited number of packs per week

**Coupled** sale Adressable TV and IPTV Replay

> **Duration of spot** 20 or 30 sec

Integration Simple, not dependent on a linear campaign

adressable 2.3.5

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