

Summary

of the 2023 Commercial Terms & Conditions

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DESTINATION
2024

france.tv
publicité

Cultivating attention

Destination 2024

Cultivating attention

In a video consumption market in France that has exploded to more than 5 hours⁽¹⁾ per day, television is resilient with a usage share of 76%⁽¹⁾. Nevertheless, we are seeing a fragmentation of attention, and even fatigue, due to over-solicitation.

Attention is a limited resource, a precious commodity.

At France Télévisions, we place the quality of interpersonal attention at the top of our list of priorities, because France has never before had such a strong need to establish connections and find points of reference.

In advertising, this translates into the promise of mutual consideration between brands and audiences because advertising must be at the service of audiences and work right alongside brands.

All of these unique assets contribute to the strength of France Télévisions' offer: with 29% audience share, France TV remains the number one media outlet for French people, and 70%⁽²⁾ of them pay real attention to the content of our channels.

« **DESTINATION 2024** » is our strategic plan for the next two years, **CULTIVATING ATTENTION** around two unique axes:

- Attention across all audiences to strengthen the quality of the interpersonal connection;
- Attention to advertising to guarantee better effectiveness;

A program rich in solutions for effectiveness, in innovation and in exclusivity with a unique value proposition in the Sports sector.

(1) Source: Médiamétrie-Global Vidéo- Target 15 years and over - Period from March 13 to May 29, 2022

(2) Source: Harris Interactive, Quali TV - rating of 8 or more out of 10 on attention to France TV content - Period: July 2021/June 2022



**ATTENTION
ACROSS ALL AUDIENCES
TO STRENGTHEN
THE QUALITY OF THE
INTERPERSONAL
CONNECTION**



Building the public television of tomorrow: energizing, vibrant and dynamic TV

At France TV, our goal is to reach out to all audiences, to all generations and to all regions;

We reach more than 47 million French people every week, mirroring the age structure of the French population.

Building the TV of tomorrow means strengthening our conversation with the public by offering energizing, vibrant and dynamic TV.



Becoming the leading free video platform in France by 2024

When it comes to digital content, France Télévisions has a strong ambition: to be the largest catalog of 100% free, open-access content in France. By 2024, France TV will become the leading free video platform in France. Monthly coverage will have doubled to reach 75% of the French population.



Piloting the strategy with indicators of the quality of interpersonal attention

Our strategy takes into account this attention from all audiences to strengthen the quality of the interpersonal relationship, because the connection with audiences is fragile. Thus, France TV pilots its strategy by monitoring the quality indicators of interpersonal attention: Citizen Consultation, Quali TV Barometer of programs with Harris Interactive, Image Barometer of channels in France with IFOP.



Building the France 2024 project

Attention to quality content, especially for Sports and Live events, is a key element. The attention score for Sports content on France TV is very high at 74%⁽³⁾.

France Télévisions is working to make Olympic and Paralympic Games Paris 2024 a true French success story.

Four major priorities are already taking shape in the ambitious editorial strategy for Sports on France Télévisions:

- **Promoting women's Sports**
- **Promoting Parasports**
- **Anchoring Sports in local communities**
- **Taking inspiration from the «Champions»**

(3) Source: Quali TV Harris Interactive - Average live sports content FranceTV - Period June 2021 to July 2022.



**ATTENTION
TO ADVERTISING
TO GUARANTEE
BETTER EFFECTIVENESS
FOR BRANDS**

2.1 Building a French standard for TV advertising attention

Measuring and modeling the criteria that contribute most to better attention to optimize brand effectiveness.

- **A two-year strategic plan (2023/2024):** A research program with the advertising networks of European countries, co-construction with the advertising market, and support with the CESP (Center for the Study of Advertising Media) to offer brands strategic pointers that will guide their movements and their impact in terms of advertising campaigns.

2.2 Making Sports a future destination for brands

Sports, moving towards accessibility and platformization

- From December 2022, our Sports offer will be available on our ADspace platform for the official partners of the Olympic Games and, in Q1 2023, we will offer the possibility of buying classic TV spaces for the French Open and the Tour de France.

Sports as a precision marketing tool

- Exclusive segmented TV segments «Fans of France TV sports events». Tailor-made with our ISP partners, these new targets will help us gain in quality and targeting precision by specifically addressing fans of the French Open, the Tour de France, the Olympic Games or the Six Nations.
- Targeting and optimization of linear TV media planning and/or sponsorship with the creation of a new target «Sports enthusiasts» available in the Médiamat and media planning tools.

Sports, a field of innovation and immersive phygital experiences

- The new «Let's Play» advertising product plunges consumers into a phygital universe through a life-size adventure game in the heart of mythical city locations. This new concept combines experience, social interaction, proximity, positive emotions and drive-to-store.
- More than a buzz word, the metaverse is a way of measuring the interest of young audiences in this new Web 3.0 world. France Télévisions has already conducted initial tests of immersive experiences dedicated to Sports and to the worlds of Stade 2 and the French Open in 2022. For Paris 2024, our ambition is to offer new immersive advertising experiences for brands.

2.3 Enriching our evidence of effectiveness in our advertising solutions

After the success of our performance-based offers for which we commit to business indicators, we want to go one step further in order to model the share of contacts to allocate on France TV to optimize brands' ROI.

The new exclusive Kantar study once again demonstrates the effectiveness and contribution of France Télévisions to TV ROI. The more the share of TV contacts on target media is increased on France TV, the greater the incremental turnover of your products and services: modeling carried out on the food sector shows that with 40% of contacts delivered on France Télévisions, the incremental turnover of the campaign increases by +19%.

2.4 Always one step ahead with segmented TV thanks to the momentum and deployment of adressable.tv

With 350 campaigns sold since the launch at the end of October 2020, adressable.tv continues its momentum;

- **Acceleration:** 5 times more campaigns in the first half of 2022 than for the same period in 2021;
- **Loyalty:** 50% of advertisers returned after a first campaign;
- **Precision:** almost half of the targeting now cross-references several data criteria (between geolocation, profile and/or media);
- **Innovative targeting on a local scale to support advertisers' territorial strategies:** isochronal targeting, catchment areas, meteorological criteria;

Always one step ahead in our developments and deployment

- **Productivity and platformization** to simplify buying and make our segmented TV inventory available to all types of buyers. We have opened up programmatic buying to traders who can now buy our adressable.tv inventory via The Trade Desk and Xandr DSPs. In September 2022, programmatic buying already represented 30% of our turnover;
- **Industrialization** thanks to our partnership with Adcleek and our API ADspace. This means that more than 1,500 points of sale can book France TV's segmented TV inventories in just a few clicks.

For 2023, a new step for segmented TV:

- **Exclusive targeting** to improve quality and detail with new segments linked to our top programs and events: fans of «Silence, ça pousse» and «Magazine de santé», in addition to Culturebox and «La Maison des Maternelles». The most premium «events» targets such as fans of the French Open, the Tour de France, the Olympic Games and the Cannes Film Festival.
- **Behavioral targeting and incremental reach solutions** with «adressable.TV amplify». Two new solutions to complement and reinforce segmented TV vs. linear TV. By targeting Small TV Consumers, or by going further through an original «by campaign» tracking solution for people with little or no TV exposure (adressable.tv amplify ADtracking offer).

2.5 Concrete actions for a sustainable world

- **Encouraging the French to be energy-savvy and to take action in favor of the environment.** Energy saving is a subject that concerns all French people, and for which France Télévisions is committed to broadcasting a new kind of weather forecast on its channels, «La Météo de l'électricité» (Electricity weather) with EcoWatt, an alert system that changes color during peak usage periods on the electrical grid.
- **Establishing a standard and transparency in the calculation of carbon emissions** following the broadcasting of a TV (classic or sponsorship) or digital campaign on the France TV environments, thanks to our own carbon calculator, developed with the firm EcoAct.
- **Committing to and promoting projects in favor of the green transition** through the first shared public service offering on the environment. FranceTV Publicité has just strengthened Radio France's «Transition en Commun» (Shared transition) solution by offering media visibility to the 10 selected projects.

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