

TELEVISION REMAINS THE LEADING MEDIA IN THE MAGHREB REGION





DIGITAL 2H06





(1) A viewer watches an average of 3.07 hours of television per day.

CLOSE TO THE GENERAL PUBLIC: TV5MONDE AND FRANCE 24 TOP THE LIST

Target data: General public



1st international news channel (2)

71% of awareness +8 pts in one year

2,9 M weekly viewers (20% of weekly audience)

13%

of internet users know the digital environment of F24



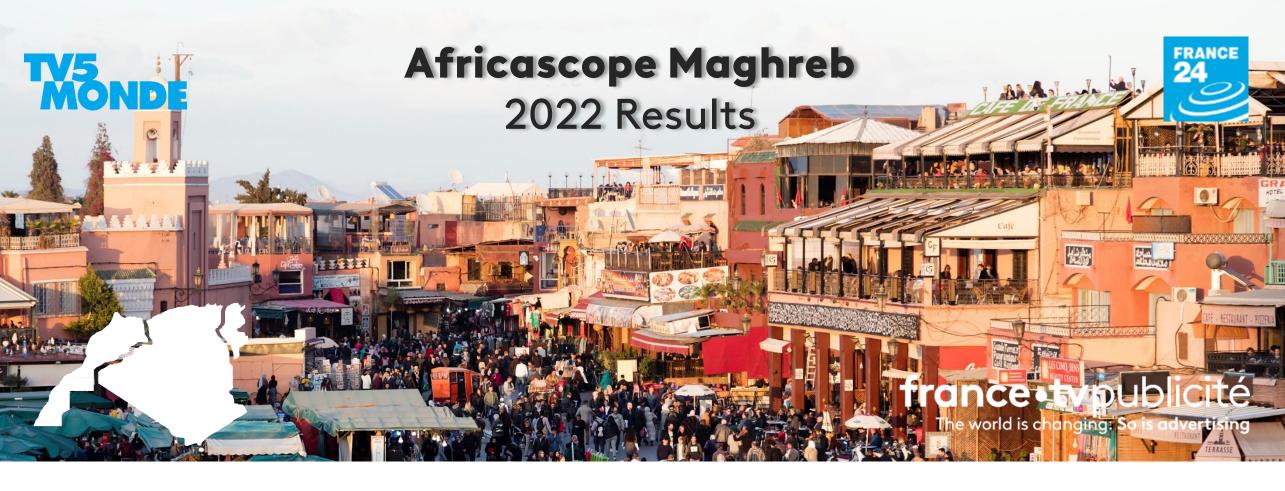
1st French-speaking channel (2)

55% of awareness +15 pts in one year

1,3 M weekly viewers

(9% of weekly audience)

of internet users know the digital environment of TV5MONDE



A STRONG POSITIONING ON C-LEVEL TARGET IN THE MAGHREB





91% of awareness



84% of awareness

A STRONG AUDIENCE AMONG C-LEVEL TARGET IN ALL THREE COUNTRIES



48% of weekly audience



37% of weekly audience



16% of weekly audience



28% of weekly audience



19% of weekly audience



17% of weekly audience





