



# 2024 SIX NATIONS CHAMPIONSHIP

2 FEBRUARY TO 16 MARCH 2024

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# A RECORD-BREAKING 2023 TOURNAMENT

IRELAND AT THE TOP OF ITS GAME

THE 2023 GRAND SLAM  
FOR THE SHAMROCK



By winning the Grand Slam in 2023, Ireland has confirmed its status as the world's leading national team.



LES BLEUS MAKE THEIR MARK

Defeated in Dublin after 14 consecutive wins, the French team bounced back with a 10-53 victory at Twickenham.

A NEW  
POST-WORLD CUP  
ERA



After the 2023 World Cup in France, Les Bleus are now looking to the future.

# A RECORD-BREAKING 2023 TOURNAMENT

TV AUDIENCES AT THEIR HIGHEST FOR THE LIVE BROADCASTS



34.2m

viewers watched the **2023 Six Nations Championship** on France Télévisions\*

3.8m

viewers on average for the 15 Championship matches.

(AN ALL-TIME RECORD)

7.5m

viewers on average watched **England - France** on 11/03/23 at 5.45 pm.

2

The highest average audience for a match in the Championship since 2006 (excluding prime time)

# A RECORD-BREAKING 2023 TOURNAMENT

HIGH-PERFORMANCE MAGAZINE PROGRAMMES



**XV  
SUR QUINZE**



# A RECORD-BREAKING 2023 TOURNAMENT

RECORD AUDIENCES ON DIGITAL MEDIA



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7.3m

videos viewed on our internal platforms during the 2023 Championship.

(AN ALL-TIME RECORD)

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1.9m

Peak of video views over a single weekend of the 2023 Championship (D4).

85%

share of live broadcasts in total video views for the 2023 Championship.

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# 2024 SIX NATIONS CHAMPIONSHIP

FRANCE TÉLÉVISIONS, THE BIGGEST RUGBY PITCH!

MATTHIEU LARTOT



CÉDRIC BEAUDOU



VINCENT CLERC



DIMITRI YACHVILI



# 2024 SIX NATIONS CHAMPIONSHIP

ALL MATCHES BROADCAST EXCLUSIVELY ON FRANCE TÉLÉVISIONS!



## LES BLEUS IN PURSUIT OF THE GRAND SLAM!

After a strong year in 2023, marked by a 2<sup>nd</sup> place finish in the Championship and the Rugby World Cup in France, Les Bleus are back in action.

With three home matches, the French team's objective is simple: to achieve another Grand Slam.

They can certainly count on unprecedented support in Marseille, Lille and Lyon!



**FRANCE v. IRELAND**  
ORANGE VELODROME, MARSEILLE  
FRIDAY 2 FEBRUARY 2024



**FRANCE v. ITALY**  
DECATHLON ARENA, LILLE  
SUNDAY 25 FEBRUARY 2024



**FRANCE v. ENGLAND**  
GROUPAMA STADIUM, LYON  
SATURDAY 16 MARCH 2024

# 2024 SIX NATIONS CHAMPIONSHIP

ALL MATCHES BROADCAST EXCLUSIVELY ON FRANCE TÉLÉVISIONS!

**2** france.tv

<b>DAY 1</b>	<b>FRA</b>	<b>FRI 2 FEB</b> 9.00 pm		<b>IRE</b>
	<b>ITA</b>	<b>SAT 3 FEB</b> 3.15 pm		<b>ENG</b>
	<b>WAL</b>	<b>SAT 3 FEB</b> 5.45 pm		<b>SCO</b>

<b>DAY 2</b>	<b>SCO</b>	<b>SAT 10 FEB</b> 3.15 pm		<b>FRA</b>
	<b>ENG</b>	<b>SAT 10 FEB</b> 5.45 pm		<b>WAL</b>
	<b>IRE</b>	<b>SUN 11 FEB</b> 4.00 pm		<b>ITA</b>

<b>DAY 3</b>	<b>IRE</b>	<b>SAT 24 FEB</b> 3.15 pm		<b>WAL</b>
	<b>SCO</b>	<b>SAT 24 FEB</b> 5.45 pm		<b>ENG</b>
	<b>FRA</b>	<b>SUN 25 FEB</b> 4.00 pm		<b>ITA</b>

<b>DAY 4</b>	<b>ITA</b>	<b>SAT 9 MAR</b> 3.15 pm		<b>SCO</b>
	<b>ENG</b>	<b>SAT 9 MAR</b> 5.45 pm		<b>IRE</b>
	<b>WAL</b>	<b>SUN 10 MAR</b> 4.00 pm		<b>FRA</b>

<b>DAY 5</b>	<b>WAL</b>	<b>SAT 16 MAR</b> 3.15 pm		<b>ITA</b>
	<b>IRE</b>	<b>SAT 16 MAR</b> 5.45 pm		<b>SCO</b>
	<b>FRA</b>	<b>SAT 16 MAR</b> 9.00 pm		<b>ENG</b>



8 "XV sur 15" shows focused on the matches<sup>1</sup>.

25 "Image du jour" programmes from Monday to Friday around 8.45 pm<sup>2</sup>.

**2** .tv

1. Programming subject to channel changes.

2. Monday to Friday around 8.45 pm in match weeks: 29/01 to 02/02 | 05/02 to 09/02 | 19/02 to 23/02 | 04/03 to 08/03 | 11/03 to 15/03. Programming subject to channel changes.

# 2024 SIX NATIONS CHAMPIONSHIP

## OVERVIEW OF OUR OFFER

SPONSORSHIP				EVENT	
				TV - VOL	A LA CARTE
<b>"GRAND CHELEM"</b>		<b>"ESSAI"</b>		<b>"Écrin TOPMATCHS"</b>	
1 PLACE AVAILABLE		1 PLACE AVAILABLE		1 PLACE AVAILABLE	
<b>2</b>	306 SHOWINGS 985 M25-49 GRP	<b>2</b>	196 SHOWINGS 520 M25-49 GRP	<b>2</b>	8 SINGLE-AD SPACES 38 M25-49 GRP
	TV SHOWINGS		TV SHOWINGS		TV SHOWINGS
	DIGITAL BILLBOARDS		DIGITAL BILLBOARDS		DIGITAL PREROLLS
	PLATFORM LOGO		FACEBOOK SPONSORSHIP		<b>"100% DIGITAL"</b>
	PHYGITAL OPS		WEB SERIES OPS		LIMITED PLACES
			X SPONSORSHIP		<b>1m</b> IMPRESSIONS
			DIGITAL SEGMENTED TV		<b>1m</b> IMPRESSIONS
					<b>1m</b> IMPRESSIONS
					<b>1m</b> IMPRESSIONS
					<b>LET'S PLAY BY FTP</b>
					1 PLACE AVAILABLE
					<b>1m</b> CUSTOM OPS

# 2024 SIX NATIONS CHAMPIONSHIP

## TERMS AND CONDITIONS OF MARKETING

### TV, DIGITAL & SOCIAL MEDIA SPONSORSHIP

#### PRIORITY PURCHASE FOR PARTNERS

Release of the Six Nations Championship 2024 offer on Thursday 9 November 2023 at 10 am.

All Six Nations Rugby Ltd partners benefit from a 7-day priority purchasing, i.e. until 15 November at 8pm.

After that, major partners, official partners and official suppliers of the FFR will be given priority purchasing for 5 working days from 16 November at 8 am, i.e. until 22 November at 8 pm.

After that, France Télévisions Publicité's commercial partners for the 2023 tournament are given priority purchasing rights for 2 days, i.e. until 8 pm on 24 November.

From 27 November: it becomes open to other advertisers, subject to availability & excluding blocked sectors.

Sectors that will not be accepted: All the partners of Six Nations Rugby Ltd (Social Networks, Accounting and Management Software, Watchmaking) & all the major partners of the FFR (Automotive, Insurance, Banking, Sports Equipment, Equipment for Construction and Industry, Telecommunications).

For more information, please refer to the offer's Specific Terms and Conditions of Sale and to the 2024 General Terms and Conditions of Sale.

### CREATION & BILLBOARDS

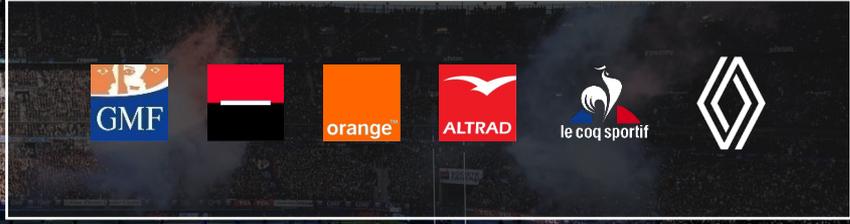
Order of appearance in the billboards: a partner's choice of appearance is subject to a surcharge (please refer to the 2024 General Terms and Conditions of Sale).

Billboards must comply with France Télévisions' graphic charter.

### SIX NATIONS RUGBY LTD PARTNERS



### MAJOR FFR PARTNERS



### OFFICIAL FFR PARTNERS



### OFFICIAL FFR SUPPLIERS





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