

CAP2030

Summary
of our advertising
innovations
and services for 2026



Marianne Siproudhis
CEO
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FranceTV: a foundation of trust and power at the service of your brands

By 2030, our world will have undergone radical change. The information space, digital practices, and our relationship with screens, content, and advertising will have undergone profound changes.

In this rapidly changing environment, we have listened carefully to your expectations and priorities in terms of efficiency. Our ambition is driven by our value proposition: **innovation, performance and responsibility.**

We are committed to deploying tools and indicators to support each of our agency and advertiser partners. We will be at your side to **give more meaning to performance.**

Our Cap 2030, presented at our 2026 terms and conditions, is structured around five key areas:

- **Activate the levers of ecological and social transformation.** Through our 'Empreinte 2030' programme, we support all companies that wish to communicate and promote their commitments. In partnership with the leading consultancy **Carbone 4**, we promote the most virtuous products, in line with the objectives of the Paris Agreement.
- **Optimise real attention for greater emergence.** Our powerful and engaging editorial environments are grouped around a **Total Premium Video** approach that allows all brands to maximise audience engagement and optimise their ROI. Our simplified and standardised offerings guarantee greater visibility and increased coverage across TV, digital and social media.

- **Strengthening useful, transparent and ethical customer knowledge.** We are accelerating our strategic partnerships in key sectors to provide our advertisers with 100% deterministic data with intelligent targeting that can be effectively utilised.
- **Rethinking advertising effectiveness by measuring exposure quality, context, attention span and emotional resonance.** The France TV ecosystem, with its powerful streaming platform and channels, is **a trusted medium, a contextual medium and an impactful medium.**
- **Save valuable time with our B2B platform, ADspace.** Interconnected with all the tools on the market, it optimises media planning and purchasing with ease. By deploying a new artificial intelligence module, **ADspace.ia** has reached a new milestone, offering innovative recommendation tools and smooth, reliable and fast access to all our linear TV and digital environments with criteria for measuring reach, attention and carbon footprint.

We have a vision: advertising that respects your target audiences, advertising that serves your brands and acts for society. Advertising that reconciles advertising impact and societal impact. **Advertising that gives meaning to performance.**

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