#RendezVous en EUROPE

france.tv publicité

www.francetvpub.fr
2022 SHOULD RECONNECT WITH EUROPEAN TOURISM

80% of tourist arrivals in Europe vs 2019 levels

77% of Europeans are eager to travel between April and September 2022

EUROPEAN TOURISTS ARE BACK IN 2022

56% of Europeans plan to visit another European country

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

Source: European Travel Commission - Monitoring sentiment for domestic and intra-european travel - Wave 11 - February 2022
FRANCE TÉLÉVISIONS: 1ST AUDIOVISUAL GROUP, STRENGTHENS ITS LINK WITH ITS AUDIENCES

80% WATCH FTV EVERY WEEK

29.1% AUDIENCE SHARE 4+ 1ST MEDIA OF THE FRENCH

1.3 mds VIDEOS VIEWS FRANCE.TV

Sources: Médiamétrie – Médiamat - perimeter TV all places and internet screens out of home 2021 / eStat
1ST AUDIOVISUAL GROUP ON YOUR REFERENCE TARGETS

TRAVEL INTENTIONNISTS

27.8% AUDIENCE SHARE

france•tv

RESPONSIBLE FOR PURCHASING CONSO+ *

33.1% AUDIENCE SHARE

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

+40% vs. referrers

€3,254
PAID ON AVERAGE BY OUR VIEWERS FOR HOTEL ROOMS OVER THE PAST YEAR

Source: Affluent Europe 2022 - Ipsos, weekly audience for France 24 & TV5 Monde
01

OUR TV & DIGITAL OFFERS
COMMUNICATE ON TV BEFORE 8 P.M.

**1 WEEK**
- 3M nb of contacts 25-59 y.o
- 66 total attendances
  - 16 on & 50 on
- 160K impressions pre-rolls france•tv
  - 100% IPTV broadcasting to the target "Escape travel fans"

**2 WEEKS**
- 4M nb of contacts 25-59 y.o
- 128 total attendances
  - 32 on & 96 on
- 330K impressions pre-rolls france•tv
  - 100% IPTV broadcasting to the target "Escape travel fans"

**3 WEEKS**
- 8M nb of contacts 25-59 y.o
- 181 total attendances
  - 48 on & 133 on
- 500K impressions pre-rolls france•tv
  - 100% IPTV broadcasting to the target "Escape travel fans"
## COMMUNICATE IN OUR ENVIRONMENT AFTER 8PM

<table>
<thead>
<tr>
<th>1 WEEK</th>
<th>2 WEEKS</th>
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<td><strong>5M</strong> nb of contacts 25-59 years</td>
<td><strong>11M</strong> nb of contacts 25-59 years</td>
<td><strong>17M</strong> nb of contacts 25-59 years</td>
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<tr>
<td><strong>7M</strong> nb of contacts Travelers</td>
<td><strong>15M</strong> nb of contacts Travelers</td>
<td><strong>23M</strong> nb of contacts Travelers</td>
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<td><strong>115 total attendances</strong></td>
<td><strong>219 total attendances</strong></td>
<td><strong>346 total attendances</strong></td>
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<td>47 on &amp; 68 on TV5MONDE</td>
<td>94 on &amp; 125 on TV5MONDE</td>
<td>141 on &amp; 205 on TV5MONDE</td>
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</tbody>
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### Impressions:
- **160K impressions pre-rolls france.tv**
  - 100% IPTV broadcasting to the target "Escape travel fans"
- **330K impressions pre-rolls france.tv**
  - 100% IPTV broadcasting to the target "Escape travel fans"
- **500K impressions pre-rolls france.tv**
  - 100% IPTV broadcasting to the target "Escape travel fans"

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Reserve exclusive contacts only. France 2 (Prime evenings) and the public channel of France 2 (other prime time) for TV budgets. Travelers on the French-speaking channels (TV5 Monde and France 2) and national TV and non-French speaking media.

CPL Basis 20": 100% IPTV impressions between 8pm and 9pm in Prime Prime with the target data entry"Travelers" Internet users looking for a trip. Only on P1 and Medium.

Distribution of impressions integrating all between IPTV pre-roll and data pre-roll and subject to the remaining campaign duration non-commercial.
BENEFIT FROM THE BEST DIGITAL SCREEN IN PRIME TIME ASSOCIATED WITH TARGETING ON FRANCE.TV

HOME PRIME

PRE ROLL MEDIATIZATION after 8pm in IPTV

HOME PRIME

2 WEEKS

882K pre-roll*

3 WEEKS

1,1M pre-roll*

*CPM, base 20". Enriched pre roll only on PC, Mobile and tablet, classic pre-roll on IPTV. Subject to availability.
ENGAGE WITH YOUR BRAND WITH A ENRICHED EXPERIENCE WITHIN THE PLAYER

TOURIST OFFICE COSTA RICA

BEST CASE

1,3M enriched pre-roll
- Discovery Pack Targeting
- Data travelers
- Desktop/Mob/Tab
02
ADDRESSABLE TV
USE ADRESSABLE TV PRECISION TO REACH TOURISTS

adressable.tv

Geolocalisation
Departments, regions and cities of France

Household composition
Single. Families without children. Families with children. Large families

Socio-pro categories
AB+...

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

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

Limited number of packs per week