

UNITED AND RESPONSIBLE OFFER

2 3 5 Ô



TV5MONDE france•tv

Offer valid from April 6 to May 3, 2020 included

france•tvpublicité

UNITED AND RESPONSIBLE

THE CONCEPT

In this context of health crisis, more than ever your commitments and solidarity initiatives make sense.

You take care of your employees, collaborators, caregivers and the French; France Télévisions Publicité is committed to you and allows you to communicate your actions and responsible communications.

You will benefit from exceptional commercial conditions, around a new offer: "United and Responsible".

This new offer is based on the editorial strategy of the France Televisions group which mobilizes its channels and whose priorities are: information, education, decryption and entertainment for all audiences.

UNITED AND RESPONSIBLE FEDERATING AND POWERFUL CONTEXTS

information

decription

entertainment



4,5M

viewers 4+
(S12-S13)

+1,8M

viewers 4+
(S1-S11)

2,3M

viewers 4+
(S12-S13)

+800K

viewers 4+
(S1-S11)

2M

viewers 4+
(S12-S13)

+800K

viewers 4+
(S1-S11)

2,4M

viewers 4+
(S12-S13)

+700K

viewers 4+
(S1-S11)

1,8M

viewers 4+
(S12-S13)

+300K

viewers 4+
(S1-S11)

UNITED AND RESPONSIBLE

TAKE ADVANTAGE OF THE POWER OF FRANCE TV ADVERTISING ECOSYSTEM

1 week
145 spots

55 spots **2.3.5.Ô**

90 spots 

45 GRP 25-59

750K impressions **france.tv**
news / entertainment context

2 weeks
305 spots

125 spots **2.3.5.Ô**

180 spots 

100 GRP 25-59

1,1M impressions **france.tv**
news / entertainment context

3 weeks
555 spots

195 spots **2.3.5.Ô**

360 spots 

155 GRP 25-59

1,5M impressions **france.tv**
news / entertainment context

As an option, the LAB can adapt your advertising creatives with a 5" end packshot

UNITED AND RESPONSIBLE COMMERCIAL CONDITIONS

This offer is open, subject to schedule availability, to advertisers who in this context of crisis, have responsible and supportive communications. The advertising creation or storyboard of the spot must be validated prior to broadcast by France Télévisions Publicité. This offer will be exclusively programmed by France Télévisions Publicité for the period from April 6 to May 3, 2020 inclusive.

Scope: France Télévisions advertising space (France 2, France 3, France 5 and France ô), National Geographic, 13ème rue, Warner TV & TV5 Monde).

This offer is only valid for any additional budget in relation to the turnover recorded and closed on 6 April 2020, it cannot be combined with other current offers.

The budget for the offer is calculated on the basis of 20 second spots. The budget will be modified if the advertiser has an advertising creation lasting more than 20 seconds.

Any advertiser wishing to broadcast an advertising message must obtain the agreement of the ARPP prior to any broadcast on the channels France 2, France 3, France 5, France ô, National Geographic, 13ème rue and TV5 Monde. For any advertiser wishing to broadcast an advertising message on Warner TV channel, it should be noted that the advertising messages envisaged for broadcasting on this channel must comply with OFCOM regulations.

This offer is subject to the General Terms and Conditions of France Télévisions Publicité 2020 accessible at <http://www.francetvpub.fr>.