

# IPSOS Affluent Europe Results



2020



france.tvpublicité  
TV is changing and so is advertising.

## FRANCE 24 ET TV5MONDE : 2 POPULAR CHANNELS AMONG C-SUITES AND THE TOP 3% OF AFFLUENT EUROPEAN HOUSEHOLDS



CSP++

**TV5MONDE**

Brand media awareness: **44%**



Brand media awareness: **37%**



**TV5MONDE**



**17%** of monthly **audience** on **Top 3%** of **Affluent European households**

## FRANCE 24 AND TV5MONDE' VIEWERS: A STRONG PROPENSITY TO CONSUME GOODS AND SERVICES



**Cars**

**3.5 M** \*

viewers own 2 or more cars in their household



**Financial services**

**3.4 M**

viewers with 50K or more in private investment



**Travel**

**6 M**

viewers spent at least 6 nights in hotel rooms during the year

\* France 24 and TV5Monde monthly audience

## FRANCE 24 AND TV5MONDE: AN ATTRACTIVE OFFER IN WESTERN EUROPE REGION

Total 21 countries:  
**11.8%**

17 Western countries:  
**12.1%**

4 Eastern countries:  
**9.8%**



Total 21 countries:  
**11.7%**

17 Western countries:  
**12.1%**

4 Eastern countries:  
**9%**

**TV5MONDE**

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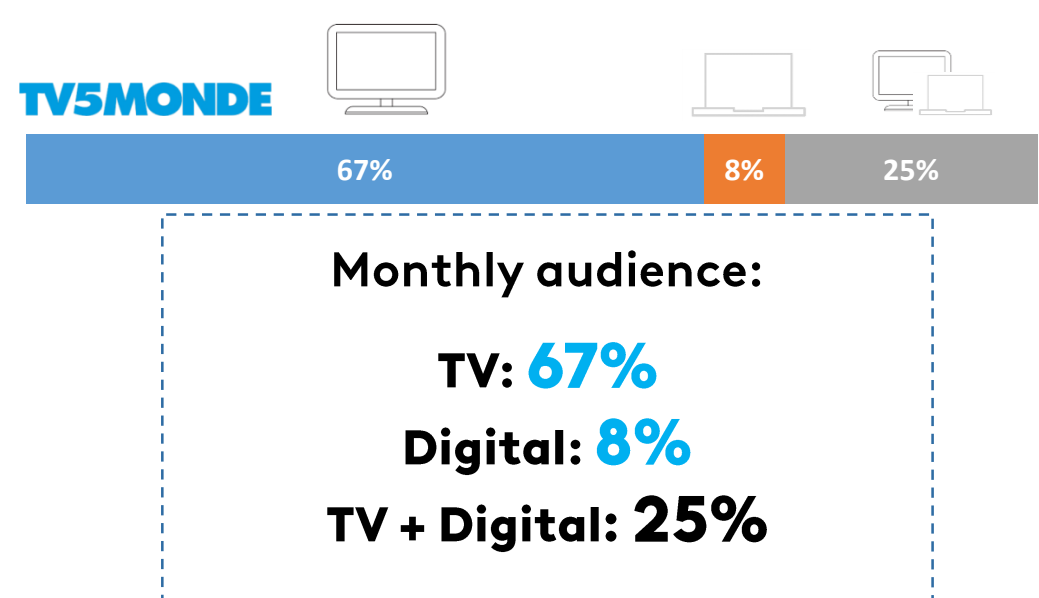
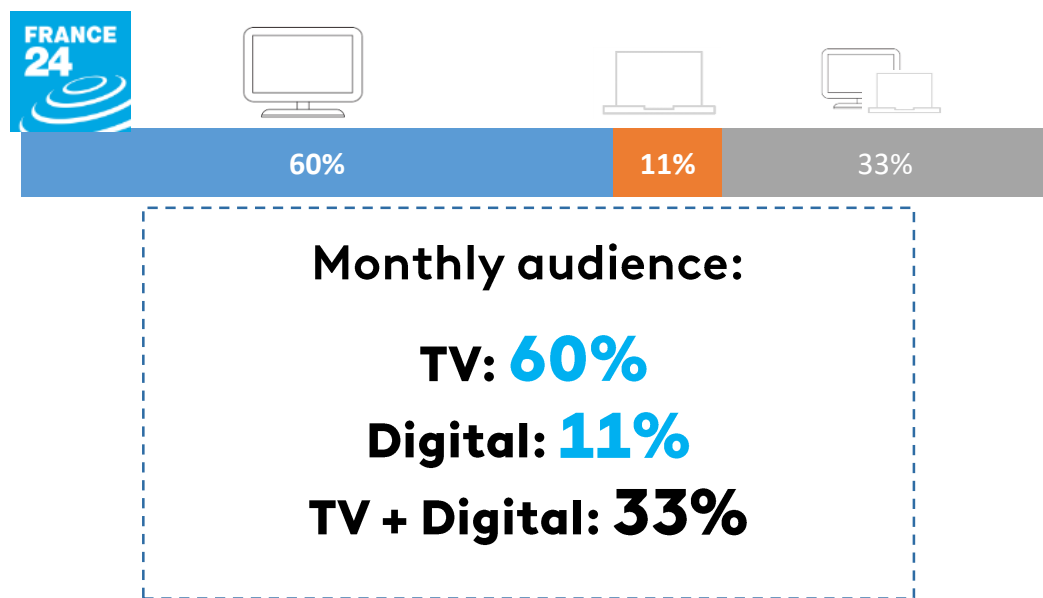


2020

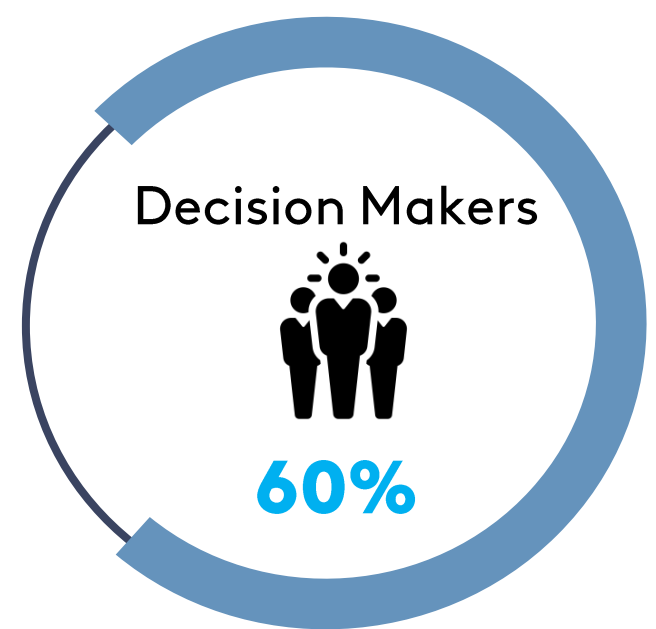


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## FRANCE 24 AND TV5MONDE: MORE THAN 60% OF MONTHLY AUDIENCE COME FROM TV CONSUMPTION



## WHO ARE THE AFFLUENT?



General Population: 23,250 €

20%

47%

## TV AND DIGITAL: MAJOR SOURCES OF INFORMATION FOR PRODUCTS OR SERVICES PURCHASES



**Cars**

TV: **6,7 M\*\***  
 Digital: **5,1 M**



**Financial services**

TV: **4,4 M**  
 Digital: **5,1 M**



**Travel**

TV: **5,9 M**  
 Digital: **7 M**

\*\*6,7 million of Affluent people use TV media as source of information before purchasing a car